



# ARCC UPDATE

December 2014

## *Maranello Alfa Romeo Grand Opening*

by George Beston, Cobourg

I was really pleased that Maranello Alfa Romeo extended an invitation to club members in the Toronto area to attend their grand opening. Fortunately my RSVP got back to them before the cut-off, so I attended. There was a number of familiar faces from the Club in attendance, but we were not a large presence at the event.



*Maranello Alfa. Photo by George Beston.*

Suitable hors d'oeuvres and beverages were served. Five examples of the 4C were there, under fitted covers at first, and dramatically uncovered during the course of the talks by Remo Ferri. Those attending were free to mingle and nosh for about an hour before the official proceedings got underway.

A number of older Alfas were on display for the evening, including this pretty Giulietta.



*Pretty Giulietta. Photo by George Beston.*

And there were a few other notable Alfas: a round tail and an S4 Spider; a 4C; and two 8C Competiziones, one a spider and one a coupe.



*Display area at Maranello Alfa. Photo by George Beston.*

This was indeed a momentous occasion for Alfa Romeo. In order to convey the passion behind the business in the Toronto area, your humble Editor has decided to include the talks by Remo and Joe Orlando of FCA with only minor editing of some asides. Don't be concerned with composition details, just feel the passion!

### **Remo Ferri:**

*"What a moment! It is a great moment. Let me tell you a little bit about the history, of myself and my involvement with Alfa. As most of you probably know I was an Alfa dealer, my first dealership in 1978.*

*It was the most exciting moment of my life when I signed an agreement to become an Alfa dealer. One of my saddest days was in 1994 when Alfa decided to leave the market.*

*I've been waiting for this moment so long, and let me tell you 20 years has gone by very, very fast. At last, I am delighted to see Alfa back.*

*The whole product line that we have today is really due to the great leader we have, and I'm very happy because he's an Italian, an Italian Canadian, Sergio Marchione. What a job he's done with these brands. I think we should give him a big round of applause.*

*Let me tell you something. I was in Maranello three weeks ago and had the pleasure to have lunch with him and I told him we were going to do this tonight and I would love to see him here, him and the head of Alfa Romeo. Unfortunately with their commitments they were not able to be here.*

*But let me tell you we are going to open a second point for Alfa together with Maserati in Oakville in the next couple of weeks. And perhaps when we do the grand opening there which is a stand-alone facility maybe Mr. Marchione and Mr. Reid Bigland will come to the event. Joe what do you think? Fantastic!*

*A lot of us know that the founder of Ferrari. Mr. Enzo Ferrari, always called Alfa Romeo "Mama Alfa". The reason why he called it Mama Alfa was Enzo Ferrari spent many years with Alfa, and he was also a race car driver – he drove Alfas.*

*And perhaps the first Ferraris, they were really Alfa Romeos because when Alfa stopped racing, and when Enzo left to go out on his own he actually used Alfas – that's how he started.*

*Alfa always had a special spot in Ferrari's heart because it was a part of his life, like it's part of my life. Ferrari is part of my life, Alfa is part of my life, also Fiat. The Italian brands I have spent all my life with.*

*So, This is a very poignant moment for me because Alfa is a great, great name, established over 100 years ago. One of the oldest Italian companies.*

*When I asked Mr. Marchione when we were going to bring Alfa back he gave me one answer a couple of years ago as I kept asking him. The answer was: "When we are ready with the right product".*

*What you'll see tonight is just the beginning of what Alfa is going to bring. I think Alfa is going to be a very successful brand, because Alfa's brand, the emblem, is one of the most recognized brands in the world. It's got tremendous history with racing and with the beautiful cars, some of the cars that we see at Pebble Beach and so on, cars that are worth millions of dollars. If you have an opportunity to look around, we have a few old Alfas here which I've kept for years. I wish I kept more.*

*When Alfa left in 1994 we were doing 250 cars per year in my store. For me, when Alfa departed it was a big shock. I found myself saying what am I going to do now? Well, I've waited long enough and it's back now. So, I hope you enjoy, and I think it's going to be a fantastic evening, I'd like to thank all of you for coming here.*

*I'd like to call on Joe Orlando from Fiat Chrysler North America to have a word."*

**Joe Orlando:**

*"You can see that this man over here loves Alfa Romeo, loves being a dealer.*

*Good evening and I want to welcome everyone to the Maranello Alfa Romeo opening. I'm Joe Orlando, Senior Manager of Chrysler Canada eastern business centre. Let me begin by congratulating Remo Ferri and his team on this exciting new addition to this top-level dealership. As Remo said, I speak for both our CEOs,*

*Sergio Marchione and Reid Bigland and the Alfa brand when I say thank you on behalf of Fiat Chrysler Automobiles for your continuing support of Fiat Chrysler brands.*

*Tonight we're here to celebrate a rare and special occasion, the highly anticipated return of Italy's storied Alfa Romeo brand to Canadian shores after 25 years. For some of you here tonight this may be your first encounter with an Alfa Romeo. But please know that this is a brand with a rich history all the way back to 1910. Alfa Romeo has a legacy of not only producing beautiful automobiles, but I also want you to know that it has a legendary racing history. Victories and championships have been claimed in series from Formula 1 to DTM and even classic Italian races like the famous Mille Miglia and Targa Florio.*

*That storied motorsports history has had a direct influence on this all-new 2015 AR 4C you see here today. Even the name 4C pays homage to the efforts of Alfa Romeo in the 1930s and the '40s to produce distinguished racing and road cars. Alfa Romeo engineers leveraged advanced materials and technologies from Formula 1 to produce this beautiful and elemental mid-engine two-seater.*

*The partnership with Maserati enables the 4C to be built with a state-of-the-art carbon fibre monocoque tub that uses aluminum chassis structures and wears a composite body shell to achieve the right weight. The result is supercar levels of performance at a fraction of the price of other exotic vehicles. This Alfa Romeo 4C perfectly embodies the brand's long held values for its return to North America in style. With Italian style and performance and engineering excellence, the Alfa 4C is just the first in a family of new best-in-class Alfa Romeos to be built in Italy and bound for Canada in the coming years. We are sincerely delighted that Maranello Alfa Romeo, Remo and his team will be trusted and key ambassadors in our bright future.*

*Again, Remo, I'd like to thank you and your team for launching Alfa Romeo tonight, this special evening, but as well, as we saw in his opening remarks the love, and passion, and support he has for the whole Chrysler family of vehicles. Thank you so much on behalf of Chrysler Fiat."*

**Remo Ferri:**

*"Thank you very much. Joe, I think and I will promise you with all my discussions I had with your people and our chairman and Reid, we will not let you down. And I'm sure the customers are right here, people that support us, people who've supported us for many years.*

*I think we are ready to unveil the car, I thank everybody for being here, I want to thank my family and my staff here. Robert, you and your team always do a great job. Keep up the good work. We have a big job ahead of us, and Joe, soon we will open Oakville and*

*that will be a great market. Thank you again and let's uncover the car.*

*Now we have two models here. We have the special edition which is the one in the centre and the other ones outside and inside are the regular one. For the special edition there's only 500 cars. It's the launch edition. There's only going to be about forty cars in Canada and hopefully all my customers are going to get the cars they order."*

After the unveiling there was a high level of enthusiasm for the 4C and appreciation for Remo's efforts in putting the evening together. The crowd had many opportunities to pose with the 4C's on display and to sit in the standard 4C that was on loan from FCA. On this occasion, I didn't hear any mention of a retail price in Canada, nor were there any specifics on Alfa's next products to be offered in our market.



*That's Toronto Chapter President Anthony Tersigni on the left. Photo by George Beston.*



*As a fitting welcome to Canada, the 4C parked outside had a dusting of snow on it at the end of the evening. Photo by George Beston.*

## **C.A.R.M. News**

**by Alex Csank, Ste. Anne-de-Bellevue**

Our driving season may be over, but our activities keep on going. Several members and their partners celebrated the holiday season with a 'Pot Luck' afternoon party at "The Saintannétarium" (the name which Diane and I have given our home) on Saturday the 29<sup>th</sup> of November. We shared terrific foods brought by all who attended, and had some nice drinks, including my traditional hot-mulled apple cider and some home-made wine made by Sam Isernia. Later on, we shared plenty of tasty desserts, like "chocolate sushi" (no fish inside), apple crisp and baklava, coffee and tea and engaged in our traditional "gift exchange game", where we get to choose whether to pick an unopened gift from under the tree, or steal an 'opened' gift from its owner. That game is always quite a bit of fun. We discussed some Alfa-related topics, like what product to use to remove scratches and restore plastic rear windows on Spiders and Carello headlight covers. If you are interested, Meguiar's PlastX and Rolite polish both seem to be good products.

On Monday, December 1<sup>st</sup>, I met with the folks at Alfa Romeo LaSalle - the new Montreal area Alfa Romeo Dealership - where we discussed mutual co-operation and planning for some super events in the year ahead. The Quebec City dealership has already received one new 4C, and the Montreal dealership will be receiving their first one as soon as the construction of their expansion is completed. We look forward to seeing more of these new Alfas at our upcoming events!

Our next event will be our annual meeting and pizza lunch, to be held on Saturday the 24<sup>th</sup> of January. Location and other details will be posted on our website and sent out in our monthly email soon.

Get all our updates at

[www.clubalfaromeodemontreal.com](http://www.clubalfaromeodemontreal.com)

or visit our facebook page at

[www.facebook.com/ClubAlfaRomeoDeMontrealcarm?ref=hl](https://www.facebook.com/ClubAlfaRomeoDeMontrealcarm?ref=hl)

## **Toronto Chapter Holiday Dinner**

**by Tony Adams, Stouffville**

On November 29<sup>th</sup> the Toronto Chapter of ARCC held its annual Holiday Dinner. Some two dozen members, wives and friends attended the event. This was a noticeably smaller group than in previous years. The weather was not a problem

(remember last year's snow!) so one wonders what resulted in the smaller gathering. The venue was "That's Italian" Ristorante in Woodbridge. As in previous years, the five courses were excellent not to mention plentiful, (an understatement!). With a glass of wine or mineral water here and there, the evening passed quickly. Much discussion evolved regarding the opening, two nights previous, of the new Maranello ALFA ROMEO dealership and the new 4C. See George Beston's article in this issue. Also discussed was the 2015 AROC Convention to be held in June in Rhode Island. More details are expected in the next issue of Alfa Owner.



Photo by Tony Adams.

## ***President's Letter***

by Alex Csank, Ste. Anne-de-Bellevue

Just as fast as our driving season ends, interesting news about the future of Alfa Romeo in Canada is rolling in! In the past month, in addition to the grand opening of Maranello Alfa Romeo and the unveiling of the new Alfa Romeo 4C, another 4C was delivered to JD Alfa Romeo in Quebec City, and I met with the folks at the Montreal area dealership, which will be receiving their first 4C soon as well. Yes, if you have yet to see the 4C in the flesh, it will be your time to do so in the coming few months.

ARCC Toronto, ARCO (Ottawa) and CARM (Montreal) are well underway with the planning of our club calendars for 2015, and we have been working cooperatively with other area Italian car clubs to coordinate our events. This will help to make sure that all of our clubs get a chance to participate in as many fun events as possible during our driving season. I sure hope that you can make it to some of these fun events! I plan on going to as many of them as I can. The planning for most of the major combined club events is almost complete and the various lead organizations and clubs are putting together the following activities:

### **June**

**19-21** - 34th Annual Ottawa Italian Festival (Includes an Italian car show and a parade)

**22-28** - 'Alfamiglia Nordest' - Annual AROC USA Convention (Warwick, RI)

### **July**

**5** - Montréal Fiat Breakout (Club Fiat Montréal) (12 July - Rain Date) - All Italian cars are welcome

**15-19** - 'Fiat Freakout' (Fiat Club USA) and the "Pittsburgh Vintage Grand Prix" (Pittsburgh, PA)

### **August**

**8** - Italian Car Day (Woodbridge, ON) - Open to all Italian cars

**22-23** - CARM, ARCO & ARCC Toronto: 'Raduno Estivo' (Regional Convention) (Kingston, ON)

### **September**

**27** - 'Raduno Montebello' Italian car gathering (Chateau Montebello, QC) - All Italian cars are welcome

I'm hoping that most of you will be able to attend our ARCC Raduno Estivo in August. This event will now be our 3rd annual get-together, and it would be great to get more of you to attend. The plan is for the Toronto, Ottawa and Montreal area clubs to lead their own 'driving tour' on Saturday morning from their respective cities to Kingston, where we will then meet as a larger group and enjoy each other's company for an ARCC supper. Afterwards, we'll have a free evening to tour the town or visit with other Alfisti before hitting the group's hotel for some sleep. On Sunday morning, we'll head off after breakfast for a short gimmick rally, followed by an Alfa 'Car Show' and then an awards lunch. After lunch, we'll all begin making our way back home either in groups or individually. Although this is a 'Regional' event, all ARCC members are welcome to attend, even if you don't bring your Alfa.

Please remember that a club is as good as its members make it. Your local clubs need your input and so does the ARCC. I am always interested in your opinions, feedback and suggestions and am only a phone call or email away. Get in touch with me directly anytime.

Diane and I wish each of you and your families a wonderful Holiday Season with plenty of hope, health and happiness in the New Year.

Rev high!

Alex  
(514) 771-9513  
[alfaromeodriveralex@gmail.com](mailto:alfaromeodriveralex@gmail.com)

## ***4C in Road & Track's PCOTY Evaluation***

by George Beston, Cobourg

Road & Track, a magazine I've always respected, published its annual Performance Car of the Year article in the December/January issue and the 4C was one of the fourteen cars evaluated. Naturally the competition was formidable and let's just say that my favourite car didn't end up on top of the results.

The 4C definitely had its fans in the road test part of the evaluations and was labelled "a favourite", with a few gripes about the paddle shifting transmission thrown in. A headline within the article said: "The Alfa is a clutch pedal short of being the best mid-engine sports car in the world." High praise indeed!

In the race track testing, the 4C was way down the list, due issues with the transmission under track conditions.

I found this puzzling given the knowledge that the 4C is equipped with paddle shifters. To me, that should mean that the driver is ultimately in charge of what gear the car is in at a given moment. So, I fired off a letter to the editor:

*"As a long-time Alfaholic, I'm curious to know why the 4C's paddle shifter system can't be used to avoid "being in the wrong gear and the wrong part of the boost curve as often as possible". I'm sure a lot of other enthusiasts would also like to know!"*

In a few days, I received a note from Jason Cammisa, one of the editors involved in the PCOTY evaluations:

*"All modern automatics work by grace of computers. This is a good thing, if the computer is programmed to always do what you ask of it. The 4C's transmission isn't.*

*When you combine that with the turbo engine's pretty narrow power band, you often find yourself coming out of a corner a gear higher than you asked for, off boost, and going nowhere fast.*

*Alternatively, you sometimes ask for a downshift, and it doesn't happen. So you click the paddle again -- and then you get two of them. And then you're right up against the rev limiter and also... going nowhere fast.*

*That 4C does a lot of things well, but its transmission and engine don't entirely live up to the promise of how it looks. If it had a manual, I'd have one in my garage."*

My take from all this is that the 4C is a great road car. I'm sure a lot of buyers would like to be assured that it's also a great track car, even if they never use it under such circumstances.

Let's hope that the Corporate passion for Alfa Romeo and the 4C extends to optimizing it through re-programming the operation of the transmission and/or by providing a six speed manual option.

## ***Letter from the Treasurer***

by George Beston, Cobourg

A dues increase is coming! The last time the club dues increased was in 1998. Since then the club has retained its solvency without any difficulty. In fact, for a couple of years there were no dues at all because of a modest financial surplus that had built up. Since then, increasing postal rates have chipped away at any ability to achieve a financial surplus. and the most recent increase that took place in June of 2014 forces us to take action for the 2015 membership year.

The dues increase being contemplated is \$10 per year. It's not hard to see where the money goes if one considers the cost of postage, stationery and printing supplies. Members would be hard-pressed to print their own copy of the newsletter for the cost per issue reflected in dues.

Some thought has been given to distributing the Update in electronic form as a pdf document. If this option is offered, it will be at a reduced membership fee. This presents some challenges. If members are getting the Owner through our club, there's no point in not sending an Update with it because the envelope and postage are already covered. Also, another layer of complexity is added into the job of tracking membership information.

Keep in mind that our next membership year begins March 1, 2015. Any feedback members have will be taken into consideration by the Executive between now and February, 2015.

## Upcoming ARCC Events

Regional representatives are requested to send your 2014 events calendars to the secretary or the editor for inclusion in the next issue.

### Club Alfa Romeo de Montréal

Date	Time	Event
May 10	TBD	VEA Rally
June 8	TBD	Grand Prix Barbeque
June 14	TBD	Ottawa Italian Car Day
June 15	TBD	Fathers' Day Veterans Tribute Car Show
June 28-29		Raduno Estivo
July 6	TBD	Fiat Breakout - Montréal
July 12	TBD	Sommet des Légendes
July 18-21		Grand Prix of Mosport
July 23-27		AROC Convention
August 3		Baie d'Urfé vintage car show (VAQ)
August 30	TBD	Ride to Rigaud
Sept 13	TBD	Wine Tour
Sept 26-28		Hemmings Concours
Sept 28	TBD	Raduno Montebello
Oct 18	TBD	Fun Rally
Nov 29	TBD	Holiday Party

### Calgary Alfa Marque Society

Date	Time	Event
May 29	TBD	Garage Tour
June 14	TBD	Reynolds Museum Show
July 19	TBD	Stanley Park European car show

## Alfa Romeo Club of Canada

### National Executive

Alex Csank	President	(514) 771-9513	<a href="mailto:alfaromeodriveralex@gmail.com">alfaromeodriveralex@gmail.com</a>
Mark Willis	Western VP	(403) 668-0379	<a href="mailto:mark.willis@cnrl.com">mark.willis@cnrl.com</a>
Tony Adams	Eastern VP	(905) 642-3749	<a href="mailto:tony.adamsinsj@sympatico.ca">tony.adamsinsj@sympatico.ca</a>
George Beston	Treasurer	(905) 372-3552	<a href="mailto:gbeston@eagle.ca">gbeston@eagle.ca</a>
Christine Pickering	Secretary	(416) 498-6553	<a href="mailto:christine.pickering@gmail.com">christine.pickering@gmail.com</a>
	Messages	(416) 499-7129	
	Fax	(416) 499-4517	

### Regional Contacts

Don Best	BC	(604) 939-5056	<a href="mailto:dlbest@telus.net">dlbest@telus.net</a>
Bob Merchant	AB,SK,MB	(403) 244-9150	<a href="mailto:rmerchant@shaw.ca">rmerchant@shaw.ca</a>
Jack Livingstone	ON	(613) 232-6335	<a href="mailto:alfa190@excite.com">alfa190@excite.com</a>
Yves Boulanger	QC	(450) 692-7478	<a href="mailto:yvesliet@rocler.qc.ca">yvesliet@rocler.qc.ca</a>
Daniel Nicholes	NB,NS,PE,NL	(506) 459-0282	<a href="mailto:drnicholes@yahoo.com">drnicholes@yahoo.com</a>

### Local Club Contact

Don Best	Vancouver	(604) 939-5056	<a href="mailto:dlbest@telus.net">dlbest@telus.net</a>
Mark Willis	Calgary	(403) 668-0379	<a href="mailto:mark.willis@cnrl.com">mark.willis@cnrl.com</a>
Chesley Wells	Edmonton	(403) 963-9199	<a href="mailto:cwells@cruzinternet.com">cwells@cruzinternet.com</a>
Anthony Tersigni	Toronto	(905) 918-0457	<a href="mailto:gtv_veloce@hotmail.com">gtv_veloce@hotmail.com</a>
Marc Faubert	Ottawa	(819) 775-0632	<a href="mailto:shiraz1965@gmail.com">shiraz1965@gmail.com</a>
Alex Sandor Csank	Montréal	(514) 771-9513	<a href="mailto:alfaromeodriveralex@gmail.com">alfaromeodriveralex@gmail.com</a>

## Toronto Chapter

Date	Time	Event
May 6	7:00 pm	Cruise Night – La Paloma
May 19	9:30 am	Pancake Drive
June 3	7:00 pm	Cruise Night – La Paloma
June 13-15	TBD	Vintage Festival / Drive
June 15	TBD	Yorkville Exotic Car Show
June 22	TBD	Europa Rally
June 28-29	TBD	Raduno Estivo
July 8	7:00 pm	Cruise Night – La Paloma
July 18-21	TBD	Grand Prix of Mosport
July 19	9:00 am	Italian Car Day
July 23-27	TBD	AROC Convention
August 5	7:00 pm	Cruise Night – La Paloma
August 24	TBD	Marque d'Elegance
Sept 2	7:00 pm	Cruise Night – La Paloma
Sept 28	10:30 am	Rattlesnake Run
Oct 7	7:00 pm	Cruise Night – La Paloma
Nov 29	6:00 pm	Holiday dinner

### Alfa Romeo Club of Edmonton

Date	Time	Event
May 18		Spring Road Trip
June 14		History of Road at Reynolds
June 21		Around Town Rally
July 8		Apex Casino Meeting
July 20		European Car Show Calgary
August 24	10:00 am	Viva Italia
Sept 7		Concours d'Eleganza
Sept 21	12:30 pm	Apple Harvest Leduc
Dec 14		Christmas Tree Slaughter
Jan 2015		Alfa Christmas Party

### Club mail

Alfa Romeo Club of Canada  
P.O. Box 62, Station Q  
Toronto  
Ontario M4T 2L7  
Canada

### ARCC Update

Editor George Beston  
(905) 372-3552  
[gbeston@eagle.ca](mailto:gbeston@eagle.ca)

### ARCC On Line

Website <http://www.alfaclub.ca>  
Webmaster David Munro  
[djwmunro@yahoo.ca](mailto:djwmunro@yahoo.ca)  
Facebook  
[Alfa-Romeo-Club-of-Canada-ARCC](http://Alfa-Romeo-Club-of-Canada-ARCC)