



# ARCC UPDATE

January 2015

## ***The Club turns 40 this year!***

by George Beston, Cobourg

Late last year, I was reminded by Oliver Collins, member #1, that our Club was formed in the fall of 1975. I hope to gather more details on that and make sure that some specific information about the circumstances and events around the formation of the ARCC is published in the Update over the course of the year. Better yet, I might convince someone who was there to write it up for me.

Something I never thought to ask is “*What took so long?*” It was a long time ago and we never talk about it but our club had a predecessor. One day a few years ago, Brad Fischer handed me a file of some documents and correspondence that his uncle Al Fisher had been keeping for posterity. Some of you may know Al as the man who shows up at Toronto area events once in a while driving a Ford Model A. It turns out that our club was preceded by another, called the Alfa Romeo Owners Club of Canada which was apparently founded in September, 1969.

I believe that the oldest document in the file is a clipping from Canada Track and Traffic. It’s a letter to the editor, and from context appears to have been published in late 1969:

### ***ALFA OWNERS UNITE!***

*Recently, Alfa Romeo of Canada opened up operations here and to date, as far as our organization can ascertain, have sold about 600 cars.*

*As yet, our club, the Alfa Romeo Owners Club of Canada has no charter but we have raised enough money to secure one after two preliminary meetings in a Montreal restaurant. We feel (all forty of us in the Montreal City district) that we have been acquainted with these fine machines basically through such a magazine as yours with its unbiased, accurate and comprehensive analysis of these cars. In a sense, the reputation of Alfa Romeo as a*

*competition car and your reporting did more than any salesman could possibly do.*

*Since you have convinced us, and we’re now confirmed addicts, we feel that you owe us something. (If you had kept quiet, we wouldn’t have bought these beautiful machines!) We would deeply appreciate the publishing of this letter, and should you ever visit Montreal we will make you an honorary member of the organization with a dinner thrown in to seal the bargain! We would like all Alfa owners across Canada to write us, regardless of the vintage of their cars to the following address:*

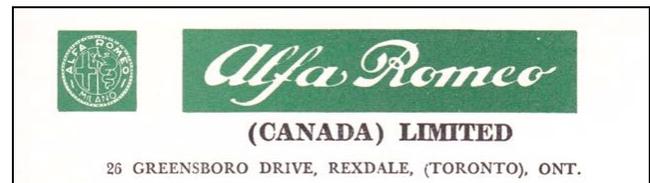
*Alfa Romeo Owners Club of Canada  
xxx St. Catherine St. West, Apt. xx  
Montreal, Quebec*

*It’s our intention to become the best organized, best sports-oriented club in North America. Non Alfa owners are welcome to write to us. We’ll answer every letter, and we have the moral blessing of Alfa Romeo Canada Ltd. We are planning many worthwhile activities and we will put you on our mailing list, forthwith. We wish to thank you in advance for reading this letter and we deeply appreciate any help you can give us through your good offices.*

*John Leat, AROCOC, Montreal, Quebec*

The reply:

*We’ll be looking for you at the Salon in January, John, and we’ll take you up on that offer of a meal.*



*Alfa Romeo stationery letterhead, circa 1970.*

Chronologically, the second document in the file is a letter on official stationery from F. Ferraris, managing director of Alfa Romeo Canada, dated April 7, 1970. It’s unknown to whom the letter was

addressed; perhaps it was one of those “To whoever it may concern” things.

*Gentlemen:*

*We are pleased to inform you that an Alfa Romeo Owners Club has now been officially incorporated in Canada.*

*Should you wish to exchange information with the same, we give you the following address:*

*Alfa Romeo Owners Club of Canada, Inc.  
P.O. Box xxx, Westmount, Québec*

*Yours very truly,  
Alfa Romeo Canada Ltd  
F. Ferraris, Managing Director*

It sure is interesting to contemplate the existence of an incorporated club operating with the official blessing of Alfa Romeo!

The last document in the file is a letter to Al from one Michael Ormos dated April 23, 1970 thanking him for his letters expressing interest in the AROCOC and offering encouragement to join the club, and support if he might wish to start a Toronto Chapter.

Attached to the letter Al received are copies of two newsletters; March 1970 and April 1970. Both are done on a typewriter and appear to be reproduced on a Gestetner machine. The content of these newsletters is mostly about planning a general meeting to get the club formally organized in May, 1970. Events proposed included a one-day round trip to Indianapolis for the Indy 500. The entire trip including return flight, coach transfers and paddock area seating, was being offered at an all inclusive price of \$163. Another event on the schedule was a gathering at the Canadian Grand Prix.

The feature article of the April newsletter was a full review of the Montreal based on a current Alfa Romeo press release. The release stated that the Montreal was going to be available “in 9 to 12 months” at a price “under \$11,000”.



*The Montreal on display at the 1970 Geneva show.*

We all know that the Montreal never officially made it to the Canadian market at any price, but what happened to this club? The only person I've heard to admit having direct contact with this group is Ken Lee. Ken attended one of the earliest meetings but lost contact with the group after that. If anyone now in the ARCC can shed any light on the fate of the AROCOC, I'd be glad to hear about it.

## ***4C Deliveries***

**by George Beston, Cobourg**

My daily Google Alert for Alfa Romeo news turned up a number of reports on some of the first deliveries in the United States. The one of greatest interest to me was the article in the Kansas City Star, covering John and Jolene Justus picking up their very own 4C, #146 of the 500 launch edition examples. Many of us have known John and Jolene for a long time, and it's great to see a 4C in their hands. I hope this doesn't disrupt John's Montreal restoration!



*Jolene and John. Photo from the Kansas City Star.*

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

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

This month, the Montreal Auto Salon featured the Alfa Romeo 4C – the first brand new Alfa available for purchase through Alfa Romeo dealers. (The very limited production 8C from 2008 was only available through Maserati and Ferrari dealers!) Our local Montreal Alfa Romeo dealership expects to get their first car delivered in February once their renovations are complete. The dealer in Quebec City has already taken delivery of a 4C 'Launch Edition', though I don't know if it has been sold as of yet. These are indeed exciting times for all Alfisti, and we're pretty anxious to see the new cars here!

We have developed a tentative event calendar for 2015 and it will include plenty of fun activities, with at least one monthly meeting or event with the

exception of December. For details, please see the back page of this issue.

Get all our updates at

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

or visit our facebook page at

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

## ***Dino 246 vs. the 4C***

by George Beston, Cobourg

I suppose it was only a matter of time before this comparison would come up. I won't reproduce it in our newsletter, but those interested in the subject should have a look at [www.superstreetonline.com](http://www.superstreetonline.com). They've done a nice job of reviewing both cars and comparing them as best they can. The Dino benefits from the nostalgia surrounding it, and the 4C reflects the determination that its designers put into making it a modern but uncompromising sports car. There's no winner or loser here. The article just provides an interesting comparison, complete with some good video footage.



*Photo from europeancar.*

## ***Alfamiglia Nordest***

by George Beston, Cobourg

A great many of us live within easy driving distance of Rhode Island and should plan on attending this year's AROC convention if at all possible. At the time of writing, the convention's web site [www.alfa2015.com](http://www.alfa2015.com) gives a good overview of what's going to happen, but is not yet open to accept registrations. Watch this site and register as soon as you can. Some of us have already made hotel reservations by calling the 800 number provided. The first reaction from the central reservation desk for the hotel chain was that the hotel is already fully booked. I had to persist and mention the reference code a couple of times before finally making the reservation. Also, the pre-convention "Tour of New England" looks especially attractive

for those of us arriving from the north. It starts in Saratoga Springs, New York, and goes by many beautiful places on the way to Warwick, Rhode Island over four days.

## ***New Spider & Giulia / 6C?***

by George Beston, Cobourg

A spider version of the 4C is being shown at the North American Auto Show in Detroit this month. It's not clear if this Spider is actually going to be put into production. The often-reported collaboration with Mazda for a new Spider has ended up as a Fiat-branded machine, and I don't hear anything about another Alfa Spider otherwise, so maybe this is it!



*Photo from [caranddriver.com](http://caranddriver.com).*

The parent corporation has made a lot of statements about more Alfas to follow the launch of the 4C. One of those has been reported to be competitor for the mid-range BMW 5 series and other comparable vehicles. Rumours have circulated for some time that this new model, the Tipo 952, will be launched as the Giulia. More recently it has been rumoured that it will be named Giulia for European markets, and the name 6C may be applied when equipped with a V6 motor.



*New Giulia? Photo from [egmcartech.com](http://egmcartech.com).*

## 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
January 24		Annual Meeting and Lunch
February 25		Tech Session
March 28		Cabane à Sucre
April 19		Lunch
May 9		Springtime Tour
May 23		Laurentians Fun Rallye
June 6-7		Grand Prix Expo, Barbeque
June 14		Fathers' Day Veterans Tribute Car Show
June 20-21		Ottawa Italian Festival
June 22-28		AROC USA Convention
July 5		Fiat Breakout - Montréal
July 25		Mid-Summer Drive
August 8		Italian Car Day, Woodbridge
August 22-23		Raduno Estivo, Kingston
Sept 12-13		Lake Placid Road Trip
Sept 27		Raduno Montebello
October 3		Vineyard Tour
October 17		Fall Colours Drive
November 28		Holiday Party

### Alfa Romeo Club of Edmonton

Date	Time	Event
January 17		Christmas Tree Hunt

## Alfa Romeo Club of Canada

### National Executive

Alex Csank	President	(514) 771-9513	<a href="mailto:alfaromeodriveralex@gmail.com">alfaromeodriveralex@gmail.com</a>
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*“The 4C gleefully fails at most regular-car duties. It’s stiff, uncomfortable, loud, and it has a laughable excuse for an infotainment system. But who cares?”*

David Zenela, Automobile Magazine

### Toronto Chapter

Date	Time	Event
February		Directors' Meeting
March		AGM
May-October, First Tuesday	7:00 pm	Cruise Night – La Paloma
June 21		VARAC Vintage Festival
June 22-28		AROC USA Convention
August 8		Italian Car Day, Woodbridge
August 22-23		Raduno Estivo, Kingston
Sept 27		Raduno Montebello

### Calgary Alfa Marque Society

Date	Time	Event
May 24		Airport Tunnel Car Show
May 29		Garage Tour
June 14		Reynolds Museum Show
July 19		Stanley Park European Car Show

### Alfa Romeo Club - Ottawa

Date	Time	Event
May 9		Springtime Tour
May 23		Laurentians Fun Rallye
June 20-21		Ottawa Italian Festival
Sept 27		Raduno Montebello

### Club mail

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