

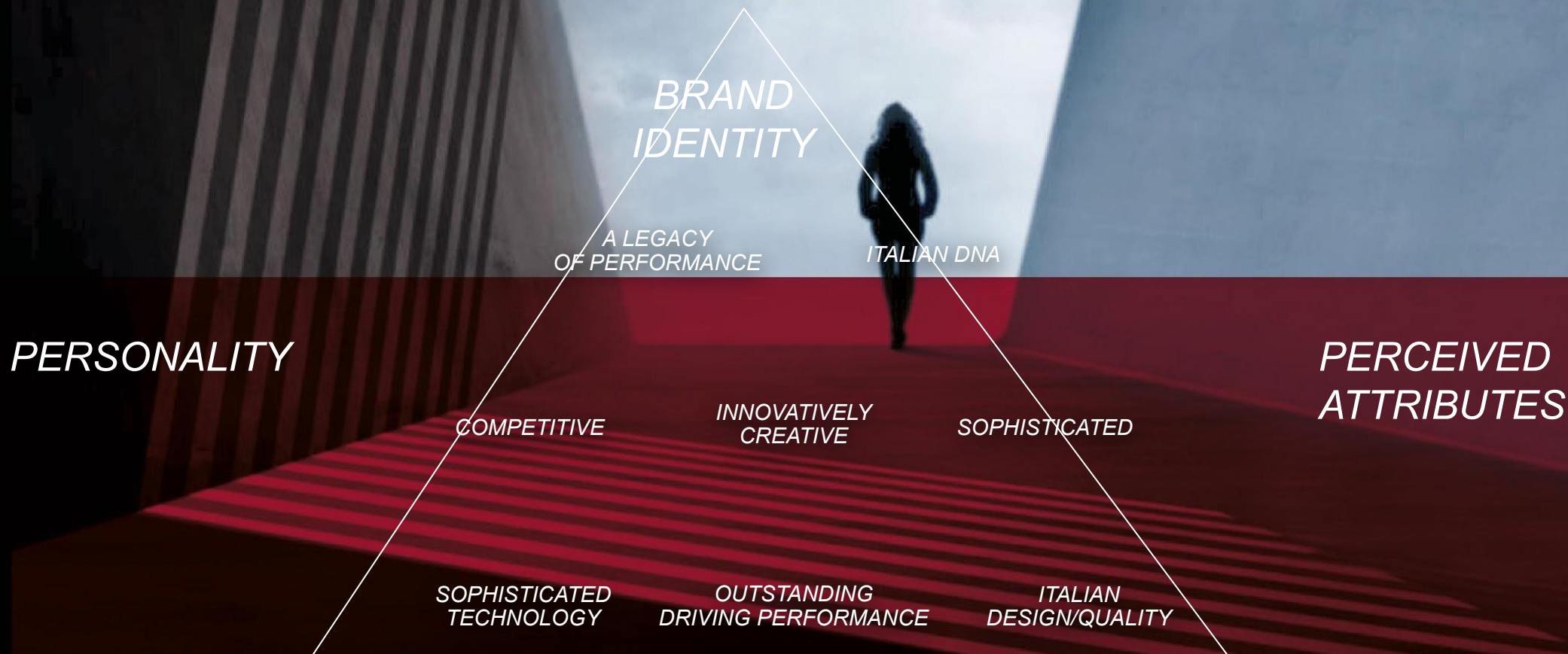
BRAND GUIDELINES

Shaping a new a identity.

A person is walking away from the viewer down a long, narrow tunnel. The walls and ceiling of the tunnel are covered in horizontal stripes. The floor is a solid dark red color. At the end of the tunnel, there is a bright, overcast sky. The overall mood is futuristic and mysterious.

BRAND OVERVIEW

BRAND NAME IN A SHOT



A person is walking away from the camera on a red carpet. The carpet is illuminated by a series of parallel red lines that recede into the distance. The person is silhouetted against a large, bright opening in a dark, modern architectural structure. The opening reveals a cloudy sky. The overall mood is dramatic and aspirational.

BRAND NAME

Brand name stands for Italian, premium and racing inspired cars that provide a feast for the emotions.

WHERE HAVE WE COME FROM

WHAT IS RELEVANT TODAY

BRAND LEGACY

The brand is over a century old, but it isn't an old brand. In that Century it has always used its basic values to push ever onwards, not to look backwards. The consistent truth about the brand legacy proves how the brand has always pushed the limits.

ITALIAN ROOTS

It represents the Italy of innovation, of design, of style. The Italy that makes the future, not that glories in its past.

BEST - IN - CLASS PERFORMANCE

Performance seen as the sum of the **Brand Name** ethos, rather than a single part. Not just speed, but the overall sensation of driving it on the road, the ability to be comfortable, without giving up the thrill of a **Brand Name** engine, produced by the brand's excellence in engineering.

VALUES

A LEGACY OF PERFORMANCE

RACING IS IN **BRAND NAME** DNA AND THE BRAND BRINGS THE RACING EXPERIENCE FROM THE TRACK TO EVERYDAY DRIVING, GIVING EVERY DRIVER THE THRILLING DRIVING EXPERIENCE OF AN EVERYDAY SUPERCAR. HOWEVER, THE BRAND IS DIFFERENT FROM OTHER SUPER SPORTS CAR BRANDS, SUCH AS FERRARI, ASTON MARTIN, MCLAREN.

ITALIAN DNA

BRAND NAME IS AN ITALIAN BRAND. 110 YEARS OF ITALIAN LIFESTYLE APPLIED TO DESIGN AND THE DEVELOPMENT OF AUTOMOBILES. DRIVING AN **BRAND NAME** IS A WAY TO TASTE AN AUTHENTIC PART OF ITALY AND PROVIDES YOU WITH A DIFFERENT PERSPECTIVE ON THE ITALIAN WAY OF LIFE IN YOUR EVERYDAY EXPERIENCE.

PROMISE

A person is silhouetted against a bright, cloudy sky, standing in a dark, architectural space. The floor is a vibrant red, and the walls are dark with vertical lines. The overall mood is dramatic and contemplative.

*THE PERFECT
BALANCE*

IT MEANS
A **PRODUCT** IN BALANCE
BETWEEN

POWER

AND

GRACE

IT MEANS
A **BALANCING ACT**
BETWEEN

MECHANICS

AND

EMOTION

MISSION

A person is walking away from the viewer on a red carpet that leads towards a bright, open space. The person is silhouetted against the light. The surrounding architecture is dark and modern, with vertical lines and a large opening that frames the person. The overall mood is one of aspiration and forward movement.

TO CREATE TIMELESS ITALIAN CARS, WITH A SPORTY SOUL AND MODERN COMFORT,
CAPABLE OF MAKING PEOPLE REDISCOVER THE PURE EMOTION OF DRIVING.

VISION

BRAND NAME BELIEVES THAT AUTOMOBILES ARE NOT JUST TOOLS TO TAKE YOU FROM A TO B.

THAT'S WHY EVERY PART IS LINKED TO A SENSE, BECAUSE THE DRIVER IS AN INTEGRAL PART OF THAT MACHINE.

EVERY CAR THE BRAND PRODUCES WILL ALWAYS GIVE DRIVERS THAT PRIMORDIAL SENSE OF CONTROL OF THE ROAD AND THE PASSION FOR PERFORMANCE.

BRAND POSITIONING

STATEMENT AND PRODUCT TARGET

BRAND NAME IS THE ITALIAN

AUTOMOTIVE BRAND

THAT ALWAYS PUSHES THE

LIMITS TO CREATING EDGY,

EXCITING AND IMPACTFUL

HUMAN-CENTRIC CARS,

CREATING EMOTION THROUGH

THE SEARCH OF THE PERFECT

BALANCE PRODUCED BY ITS

ENGINEERING.

FRAME OF
REFERENCE

POINT OF
DIFFERENTIATION

THE REASON
TO BELIEVE
AND BRAND
PROMISE

BRAND PERSONALITY

CHARACTER

TRAITS



COMPETITIVE

BRAND NAME CRAVES FOR THE SMELL & TASTE OF COMPETITION. THE HEARTS OF MORE AND MORE CUSTOMERS BEAT FOR THE RACE, AND THEY'VE DREAMED ABOUT SOMETHING MORE THAN EVERYDAY CARS.

INNOVATIVELY CREATIVE

BRAND NAME HAS BEEN A PIONEER IN INNOVATING. BUT THE ITALIAN TOUCH SINCE THE BEGINNING PROVIDED ALFA ROMEO CARS THEIR DISTINCTIVENESS. ALFA ROMEO CARS ARE THE SYNTHESIS OF THE ITALIAN DESIGN, AT ONCE BEAUTIFUL AND PRACTICAL.

SOPHISTICATED

BRAND NAME IS ITALIAN AND THE COUNTRY IS FAMOUS FOR ITS FASHION AND DESIGN AND BEAUTY. YOU CAN SEE EACH PRODUCT'S SOPHISTICATED ATTENTION TO DETAILS, CARE FOR THE INTERIORS AND CHOICE OF MATERIALS. IT REPRESENTS THE ITALY OF INNOVATION, OF DESIGN, OF STYLE. THE ITALY THAT MAKES THE FUTURE, NOT THAT GLORIES IN ITS PAST.

BRAND PERSONALITY

PERCEIVED ATTRIBUTES

SOPHISTICATED TECHNOLOGY

FROM STATE OF THE ART ENGINES TO THE PRECISE CHASSIS DOMAIN TUNING, THE LIGHTWEIGHT MATERIALS, THE LEGENDARY WEIGHT DISTRIBUTION AND THE LATEST DRIVING ASSISTANCE SYSTEMS, EACH **BRAND NAME** IS FILLED WITH TECHNOLOGY THAT AIMS TO INCREASE THE DRIVER'S EXPERIENCE AND PERCEPTION OF THE ROAD. TECHNOLOGY IS NEVER A SUBSTITUTE FOR THE DRIVER, IT IS AN AID.

OUTSTANDING DRIVING PERFORMANCES

PERFORMANCE SEEN AS THE SUM OF THE **BRAND NAME** ETHOS, RATHER THAN A SINGLE PART. NOT JUST SPEED, BUT THE OVERALL SENSATION OF DRIVING IT ON THE ROAD PRODUCED BY THE BRAND'S EXCELLENCE IN ENGINEERING.

ITALIAN DESIGN/QUALITY

MADE IN ITALY, THE LAND OF CREATORS AND ARTISTS. THE BRAND'S ICONIC DESIGNS WILL ALWAYS CAPTURE PEOPLES' GAZES AND MAKE THEIR HEARTS FLUTTER. THEIR DESIGN CAPTURES THE ESSENCE OF WHAT ITALIAN AESTHETICS MEANS.

TO NE OF VOI CE



*REFINED
PERFORMANCE
EFFORTLESS
ELEGANCE*

KEY CONCEPTS

SENSATIONS ACCELERATOR
REJECTION OF SAMENESS
PERFECT BALANCE
PUSHES THE LIMITS
REFINED MUSCLE
DYNAMIC GRACE



DO

ENGAGE ON AN EMOTIONAL LEVEL.



DON'T

BE COLD AND RATIONAL, USE ABSOLUTE SENTENCES,
ALFA ROMEO DOESN'T TRY TO EXPLAIN THE MEANING OF LIFE TO ITS
CLIENTS.

TARGET

CORE

Motors as a way of life



THE RACER

- ATTRACTED BY THE BRAND'S HERITAGE, ITS LEGACY IN RACING AND OVER A 100 YEARS OF ICONIC VEHICLES.
- THE CURRENT DESIGN IS A RETURN TO FORM AND HE OR SHE CAN'T WAIT FOR THE BRAND'S NEXT EVOLUTION.



SPORTS CAR LOVER

- THE PRECISE HANDLING, UNIQUE WEIGHT DISTRIBUTION AND BEST-IN-CLASS PERFORMANCE MEANS THAT A CAR IS AN EXPERIENCE LIKE NO OTHER.
- DOESN'T WANT TO GIVE UP HIS OR HER DRIVING THRILLS.
- **THE BRAND WILL APPEAL BECAUSE IT ALLOWS THEM TO EXPRESS THEMSELVES AND OFFERS A UNIQUE DRIVING EXPERIENCE.**

ATTITUDE

Life Experiencers.



THE TOTAL DRIVING EXPERIENCE LOVER

- HE OR SHE DOESN'T WANT TO CHOOSE BETWEEN COMFORT AND THE DRIVING EXPERIENCE.
- NO LONGER JUST FOR THE RACETRACK, BUT FOR THE ULTIMATE DAY BY DAY EXPERIENCE.
- NOT AFRAID TO TAKE RISKS AND CONFIDENT ENOUGH TO BACK THEMSELVES.



CREATIVE LIFE ACHIEVERS

- THEY LIVE AN INTENSE WORK AND PERSONAL LIFE
- THEY ARE NOT LOYAL TO BRANDS AND ARE ALWAYS READY TO MOVE TO A NEW, MORE GRATIFYING PHASE OF THEIR LIFE.
- A CREATIVE AUDIENCE WHO VALUES SELF EXPRESSION THROUGH BOTH THE CAR THEY DRIVE AND THE PRODUCTS BUY .
- THE BRAND WILL APPEAL BECAUSE IT CAN SET THEM APART THROUGH THE CARS BEAUTY AND STYLE.

STRETCH

Motivated Materialists.



PREMIUM LIFE SEEKERS

- MEN AT THE PICK OF THEIR LIFE, LIVING LIFE TO THE FULL AND SHARING EXPERIENCES WITH FAMILY AND/OR FRIENDS.
- THEY WANT THE BEST FROM PRODUCTS AND BRANDS THEY BUY AND HAVE VERY HIGH STANDARDS.
- CURRENT OWNER OF PREMIUM BRANDS, THE BUY CAR ON BRAND IMAGE, RELIABILITY AND QUALITY PERCEPTION BASIS.



TECHNOLOGY ENTHUSIAST

- IS LOOKING FOR INNOVATION AND TECHNOLOGY THAT AIDS THE DRIVING EXPERIENCE, RATHER THAN SURPLANTING IT.
- IS EXCITED BY HOW **BRAND NAME'S** HUMAN-CENTRIC APPROACH TRANSFORMS THE USE OF TECHNOLOGY.



THANK YOU

