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## Alfa owners throw a party for iconic brand

By JAN TEGLER



**ZOOM**  
The Alfa Romeo Spider is a traditional favorite of enthusiasts.

Alfa Romeo

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The original red dream turns 100: Alfa Romeo celebrates its centenary
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Alfa 100: Eat, drink and celebrate in Milan

Alfa Romeo turns 100 on June 24, and the Capital Chapter of the Alfa Romeo Owners Club (AROC) is celebrating the famed Milanese maker's centennial with a weeklong series of festivities called "Alfa Century 2010."

Centennial celebrations take place June 21-27 in numerous locations throughout the world including in Milan, at the Goodwood Festival of Speed and during the Monterey weekend. But the Washington, D.C.-based AROC Capital Chapter's birthday bash represents

the largest Alfa-exclusive commemoration in the United States.

Chapter president Harlan Hadley said he expects a terrific turnout of Alfa Romeos from all eras of "Anonima Lombarda Fabbrica Automobili" (A.L.F.A.) history.

"The response to the event has been great," Hadley says. "One of our goals is to help people who have modern Spiders and GTVs understand why Alfa is loved so universally. We want them to see the lineage."

That lineage hit the road on June 21, with a Targa Florio Tribute Tour which began at the impressive Simeone Foundation Automotive Museum in Philadelphia. A special tour of the museum, featuring the foundation's six prewar Alfas, was to be given by founder Dr. Fred Simeone. Then, Targa Tour participants were to convoy 50 minutes south to the facilities of well-known Alfa restorer David George, proprietor of David George Historic Motorcars. From there, they'll head to picturesque Frederick, Md., the headquarters site for Alfa Century 2010.

The celebration officially gets under way on June 23, with national AROC meetings and the arrival of event attendees. But the ball really gets rolling on June 24 with Time Trials and parade laps at nearby Summit Point Motorsports Park ([www.summitpoint-raceway.com](http://www.summitpoint-raceway.com)) from 8 a.m. to 4 p.m. An exhibition/rapid run of vintage Alfa racing machines follows from 4 to 5 p.m. A welcome reception and birthday celebration take place at 8 p.m. at the convention hotel in Frederick, with attendees including representatives from the Italian Embassy.

June 25 kicks off with an autocross event from 8 a.m. to 1 p.m. at Harry Grove Stadium in Frederick. In addition, there will be a TSD rally, an AROC town-hall meeting and a swap meet and cookout. In the evening, a tour of Washington, D.C., monuments will be hosted for participants.

June 26 will feature the highlight of the celebrations--the Christy Craig Alfa Romeo Concorso at Stone Manor Country Club in Frederick. Hundreds of Alfas will be on hand (judged and nonjudged) on the gracious lawns of the club, from the oldest example in the country--a fabulous 1925 RL Super Sport--to the latest 8C Competizioni. Seminars and an Alfa-centered art exhibition will accompany the concours. The festivities conclude on June 27 with an awards brunch.

For more information on the events, visit the Capital Chapter AROC Web site at [www.alfaromeonews.com](http://www.alfaromeonews.com).

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This article was last updated on: 06/23/10, 11:48 et

### 100 Years of Alfa Romeo



PHOTO GALLERY

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 **beenthere** wrote:  
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 6/28/2010 1:32 AM EDT  
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 **spiderquadrifoglio** wrote:  
 My '87 Spider Quadrifoglio (red) was my daily driver from new until three years ago. Almost 200,000 miles on the odometer and I can still walk out in the garage after not driving her for several weeks and she fires right up. Of course, she can be temperamental. Of course, I spent lots of money on her over the years. You do that for the ones you love. And damn, she still looks great.  
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 **beenthere** wrote:  
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 **Santacruiser** wrote:  
 Buon Compleanno Alfa! One of my most vivid automotive memories is taking the bus from Malpensa airport, outside Milan, to the central city and seeing the Alfa Romeo sign illuminated a dim glowing red off in the distant fog as we careened down the autostrada...totally surreal (especially for a kid from Ohio). What a great brand!  
 6/23/2010 4:40 PM EDT  
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 **DeutschWerk** wrote:  
 Have a '89 Spider, red of course. One word...FUN. Hope AutoWeek (AW) puts out an edition profiling Alfa Romeo like they did on Audi.  
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 **ModernMode** wrote:  
 In the 80's my dream car was an Alfa Quadrifoglio. Never owned one but still like it.  
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 **khpage** wrote:  
 Alfa Vrooommeo...whheeee...beautiful, interesting cars...  
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 **ws** wrote:  
 Alfa brings back old HS thoughts. On the import car lot. A red Alfa boattail and a ice blue Austin H. Then 007 and graduate came. I often wonder how it could/should have begun?  
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 **Twincam6** wrote:  
 Twin cams and V6s for the masses!  
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 **CometCKO** wrote:  
 I'll never forget Alfa, my first automotive love! I drove my '61 Giulietta Spyder for 25 years, until it literally melted away due to rust. All I have left is the '65 Veloce engine transplant still sitting on my workbench. I smile when I look at all the beautiful aluminum castings and the artistry of the dual Weber DCOE's. Somehow the new Fiat/Alfa's just don't get my heart pumping the same way (although my heart STOPS when I see an 8C Competizione!).  
 Congrats Alfa, and may you find your mojo again!  
 6/23/2010 12:47 PM EDT  
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 **LBC2003** wrote:  
 Looking forward to new Alfa's and Fiats, and even the new Chrysler/Fiat vehicles. Gotta love the Italian (Pronounced Eye-Tallion, lol) flare for style.  
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 **El Squid** wrote:  
 Too bad the murder of Alfa and Lancia by FIAT isn't a punishable offense. And I love FIATS. I also like Alfa's and Lancia's that aren't tarted up Fiats.  
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