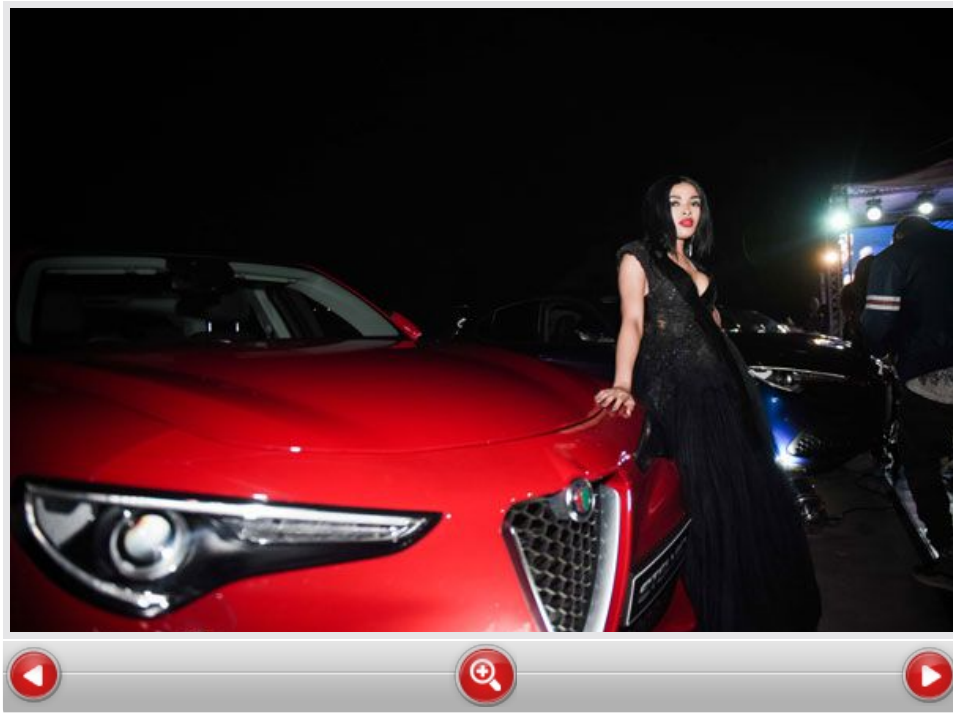


Alfa Romeo brings Italy to Johannesburg Stelvio-style

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Alfa Romeo is a world-renowned Italian car brand that has its mark deeply embedded within the South African market for their innovative, quality, style and feel. In an Italian-themed event inspired by the arrival of the Alfa Romeo SUV, the Stelvio, in South Africa, the brand celebrated with its loyal customers and potential brand lovers at the Italian Restaurant, Gemelli, in Bryanston, north of Johannesburg.



Alfa Romeo Stelvio was designed as part of the "Giorgio" family, the name given to the architecture on which the Giulia is based. This architecture has been developed to provide all Alfa Romeo cars with superlative handling, control and safety, as the Euro NCAP 5-star rating also awarded to the Giulia demonstrates. A major investment that is yielding excellent results.

The event, hosted by *Top Billing* presenter Jonathan Boyton-Lee, saw the industry's crème de la crème coming in numbers to celebrate the Italian way. Among the guests were award-winning South African lifestyle photographer Ricardo Marcus, renowned red-carpet couture designers Quiteria & George and others. The owner of Gemelli and chef Alessandro Khojane, who was raised in Italy, treated the guests to a delectable wholesome Italian three-course meal.

"This is an exciting time for us at Alfa Romeo SA as we welcome a car named after the 'Stelvio pass', the highest mountain pass in the Alps in northern Italy," says Alfa Romeo Events and Activations Specialist, Zandile Mabizela. "This is yet another addition to the brand's offering, following the introduction of Alfa Romeo Giulia earlier this year – both vehicles showcase the brand's ability to deliver Italian style, dynamic performance and state-of-the-art innovation."

The launch event was an infusion of Italian style, craftsmanship and gastronomy with the aim of bringing the essence of the Alfa Romeo brand to life - "Some make. We create".

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