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PRESS RELEASE

Alfa Romeo Museum Proves Popular with the Public

The newly-opened “*Macchina del Tempo*” – the Alfa Romeo museum in Arese, Italy – has already proven very popular, with more than 3,000 visitors in the first week since its official opening on June 30th. Just a few days prior to opening, the Museum also hosted the world premier presentation of the new Alfa Romeo Giulia, which was attended by more than 300 members of the international press. A large number of guided tours, events and group visits have already booked for the coming weeks.

The “*Macchina del Tempo*” has also been a big hit on the Internet, with the official website (www.museoalfaromeo.com) receiving more than 32,000 visitors and 130,000 views from 127 countries since going on-line on June 24th. After Italy, the largest numbers of visits were from the U.S., Germany, Switzerland, France, the UK, the Netherlands, Hungary, the Czech Republic and Japan.

The Alfa Romeo collection has also generated a lot of interest on social networks. The official Facebook page already has more than 2,200 likes and some 75,000 people were reached by the content published on the page for a total of 230,000 views. The page was accessed from more than 50 different countries, with 22% of visitors aged 18-24, 36% aged 25-34 and 23% aged 35-44.

The Alfa Romeo Museum is open from 10 am to 6 pm every day (except Tuesdays) and until 10 pm on Thursdays. Until July 15th, the new Alfa Romeo Giulia will also be the guest of honor at the nearby Arese Motor Village. For more information, visit the official museum website (www.museoalfaromeo.com).

London, 10 July 2015

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