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LAUNCH OF THE NEW ALFA ROMEO AT LUCAN HOUSE

24/03/2007 -

On Saturday 24th March, over 100 specially invited guests attended a function sponsored by Alfa Romeo in Lucan House, official residence of the Italian Ambassador to Ireland. The event was organised to celebrate the arrival of the new Alfa Romeo Spider here and to mark the 50th anniversary of the introduction of the first Spider. Hosted by the Italian Ambassador His Excellency Dr. Lucio Alberto Savoia, the event presented a line-up of many historic Alfa Romeos from the Alfa Romeo Owners Club. Set alongside the present day Alfa Romeo range, the full display of over 30 cars showed how the Alfa Romeo tradition for elegance and beauty has evolved over the half century since the first car to bear the Spider badge appeared. Guests were able to test drive all the current Alfa Romeo range including 147, 159 with Q-tronic and Selespeed transmission and the 2.4 JTDM Brera, to see how the technology of these cars has also moved on to make the Company a leader in automotive technology and engineering. Guests included Alfa Romeo owners, members of the Alfa Romeo Owners Club, members of the press, senior managers from industry, fleet managers and other VIPs. All were treated to a sample of the very best of Italian cuisine, provided by Flavour of Italy, the company which organises the Italian School of Cooking in Dublin. With three outdoor marquees, guests were able to take full advantage of the warm day by choosing from a wide buffet matched by excellent wines. While some guests choose to eat in a marquee, most took advantage of the day to enjoy the magnificent view and to dine 'al fresco'. A cake featuring the full Alfa Romeo logo made in coloured chocolate was the piece de resistance, concluding a very successful day. Each guest was presented with a bottle of 'Alfa Romeo' wine, a Barbera di Monferrato 2003 or a Bianco Monferrato 2003, in a special bottle bearing the Alfa Romeo shield. Geoff Smyth, Managing Director of Fiat Auto Ireland thanked Ambassador Savoia for allowing Alfa Romeo to use the unique facilities provided by Lucan House.