

H. TITLE INFORMATION

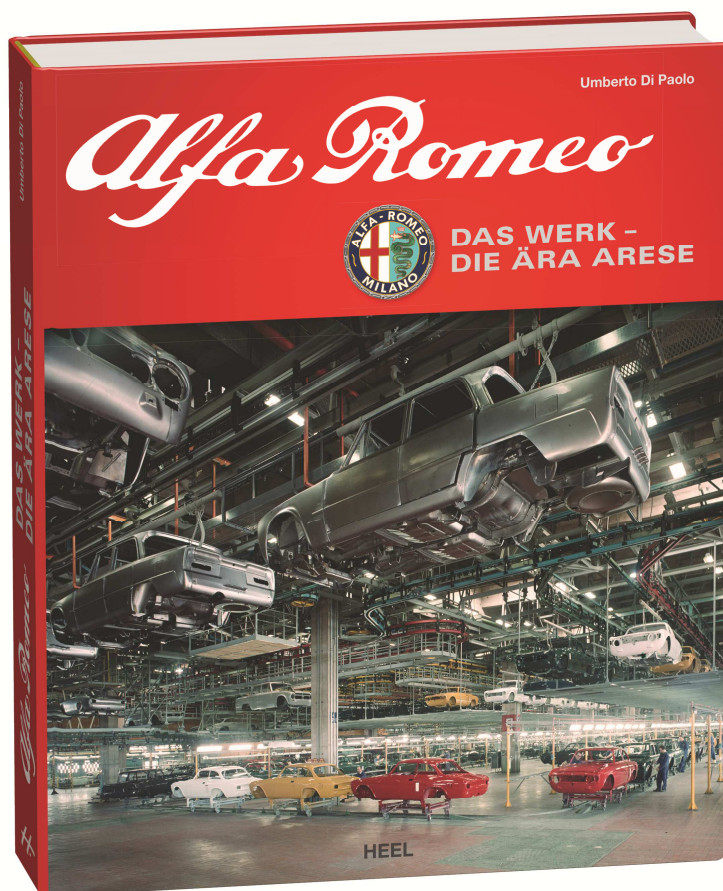
ALFA ROMEO ARESE LA FABBRICA

by UMBERTO DI PAOLO

CONTENT:

Having gained seldom access to the Alfa Romeo archives, the author of our recent title *Alfa Romeo 75* now presents the comprehensive story of the Arese plant, located about 12 kilometres northwest of Milan and simply called “*la fabbrica*”, with all the legendary models built there from 1963 up to the end of the 1990s. At the peak of its production, the Italian manufacturer engaged more than 20,000 employees there, who used to assemble 500 cars a day.

Since its final close-down in 2005 it now houses the *Museo Storico Alfa Romeo* which is very popular among Alfisti. Many unanswered questions remain such as why the plant had not been modernized or substituted through a new construction. The upcoming title will provide answers and close a gap, not only displaying a wealth of photos never published before, but also telling the story of the people who once made Alfa great!



Rights all available

SPECIFICATIONS:

- 242 pages
- more than 200 colour pictures
- word count: 58,530
- hardbound with jacket
- trim size 245 x 290 mm
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