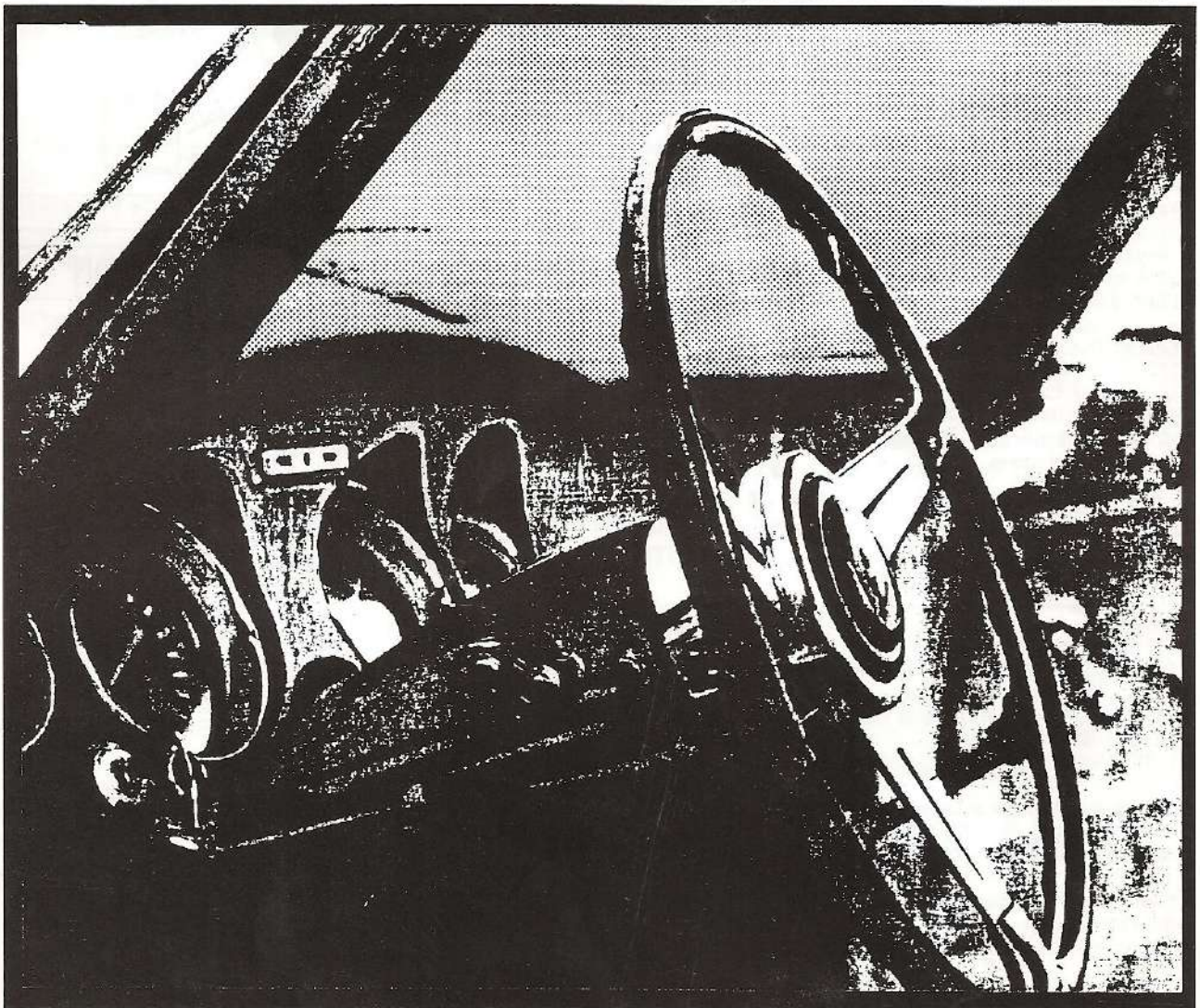


VOL. XXX, ISSUE VI  
\$2.00, FREE TO OUR MEMBERS

# THE ALFACIONADA

A PUBLICATION OF THE ALFA ROMEO OWNERS CLUB OF SOUTHERN CALIFORNIA



FEATURING THE COLUMNS "PASSING THOUGHTS" BY PAT BRADEN & "NEWS & VIEWS" BY STU SCHALLER & "IL VOLLI DELLA PHENICE" BY TINA VAN CUREN, LOCAL AND INTERNATIONAL NEWS, ALFOONERY, TECHNICAL, COMPETITION, THE CLASSIFIEDS, AND MUCH, MUCH MORE . . . .

# THE INSIDE COVER

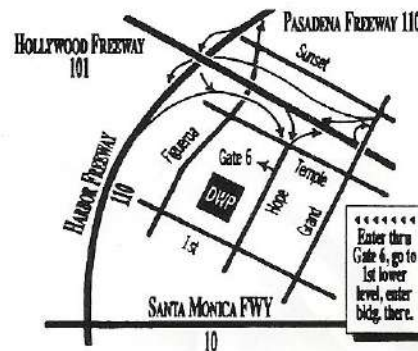
## GENERAL INFORMATION

The Alfacionada is the monthly publication of the Alfa Romeo Owners Club of Southern California, a regional chapter of the Alfa Romeo Owners Club, Inc, a non-profit organization of Alfa Romeo enthusiasts. Publication is monthly and included as part of the membership fee paid to AROCSC, Inc. General meetings are held on the last Friday of every month at 8 PM at the Los Angeles Department of Water & Power, 111 N. Pope Street, in Los Angeles. General enquires should be sent to AROSC, P. O. Box 39554, Los Angeles, CA 90039-0054. Membership information is on the back cover.

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## GENERAL MEETING LOCATION



## NEWSLETTER INFORMATION

Correspondence regarding the Alfacionada should be sent to AROSC, P. O. Box 39554, Los Angeles, CA 90039-0054.

Articles, photos, events, and classifieds submissions must be received by the end of the month prior to earliest publication. Please include a SSAE for the return of any submitted material.

Classified advertisements are free to members and \$10 for non-members. Commercial advertising rates are as follows:

Size	Half Year	Full Year
1/8 page	\$ 60	\$100
1/4 page	\$120	\$200
1/2 page	\$240	\$400
Full page	\$480	\$600

## THE DISCLAIMER

AROSC is not responsible for the safety or practicality of modifications performed by individual members and described in these pages. We suggest you consult a knowledgeable mechanic before modifying your automobile.

## UPCOMING EVENTS

**UPDATE!!! TOUR D'ESTE August 8 - 15.** ARA is organizing an Alfa tour from the Bay Area to Gita e Corsa in Seattle. AROSC and AROCCC are joining them. We will meet at the Summerland Beach Cafe in Summerland (just South of Santa Barbara) on Tuesday August 8 at 9:30 AM. The first day we will drive up 101 to the Bay Area. Wednesday AM the Northern contingent will meet us at the Nut Tree in Vacaville, the intersection of I80 and I505. There will be a brief meeting at 8:45 followed by a 9:00 Am departure. Wednesday's destination is Medford, Oregon. Thursday PM the group arrives in Seattle. Friday, Saturday and Sunday everyone will enjoy the events. Sunday PM we will make our way to the coast at Westport. Monday, Yachats, Oregon (really!), Tuesday, Eureka, CA., Wednesday back to the Bay area. From there many of us will continue to Monterey for the Concours Italiana on Friday August 18, followed by the Monterey Historics and Pebble Beach. Motel reservations are recommended. The following are some suggestions from the organizers.

Vacaville: Best Western Heritage Inn	707-448-8453
Super 8	707-449-8884
Medford: Cedar Lodge Motor Inn	800-282-3419
Red Lion Inn	800-RED-LION
Westport: Chateau Westport	360-268-9101
Yachats: Adobe Motel	503-547-3141
Eureka: Eureka Inn (historic hotel)	707-442-6441
Comfort Inn	707-444-0401

Of course, you can do your own thing, with or without reservations. If you are interested in this expedition call Tina at 213 666-4500.

**CONCOURS ITALIANA August 18.** In addition to the usual festivities this year there will be an Alfa Concours within a Concours. All the Alfa clubs in California will be represented in the tent and provide judges for the Alfa competition. Volunteers cheerfully accepted. No experience necessary. To enter you must enter the Concours Italiana. The \$30 entry fee includes two tickets to the Concours. The feature is Italdesign and Giorgetto Guigiaro. For info fax 206 646-5458 or write to P.O. Box 1015 Mercer Island, WA 98040.

**MONTEREY HISTORIC RACES August 19 & 20.** Two days of fantastic cars on the track and up close in the pits. The Alfa corral is always the largest

group. Don't miss it! ARA puts on a great weekend starting with the Friday night cocktail party sponsored by Alfa Ricambi and Moonlight Madness Concourse de Elegrunge (flashlight). Some of your closest friends could be judging, try to find them in the dark! The corral is THE place to be on Saturday morning. There will be more Alfas and Alfisti than any other place in the US this summer. Make friends, drool over cars AND see the races. Saturday night's dinner in Carmel Valley brings together Alfisti from everywhere. Sometimes we even get to see where the mink draped Lambo and Ferrari crowd dine, or at least valet park. Sunday you can do the marathon, Pebble Beach at dawn and back to the races or make the hard choice. Either way it is the best weekend of summer. Monday driving home is a treat. You will never see as many great cars on the highway, waving and avoiding the CHP. Tickets to all the events are available from ARA. Use the order form on page 8.

**LAS VEGAS TIME TRIALS September 16 & 17.** Entry forms from Paul Hightower, 818 368-1880.

**PROGRESSIVE DINNER** to be scheduled in late September. Volunteer hosts and helpers highly encouraged. Call Tina 213 666-4500.

### HELP! HELP! HELP!

AROSC (and maybe, eventually, AROC) is going to publish and maintain a list of Alfa shops, parts sources and related services as recommended by our fellow Alfa owners. Please send a brief description of your favorite shop or other service/supplier. Be sure to include address and phone number. The directory will be compiled and published as part of the *Alfacionada*. Send info to the P.O. Box or to Tina or Gary on AOL. BTINAVC@aol.com or Alfoonery@aol.com.



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## FROM THE EDITOR

G. PATITZ

The following is a response to Jack Haggerty's column, *Up on Jacks*, in the Alfa Romeo Association's May issue of their newsletter, the *Overheard Cams*. In his column, Mr. Haggerty reviewed the history of AROC and ARA and the split between the two organizations in 1975 over many of the same unresolved issues affecting AROC today. He also considered some of the rumors regarding a reunification of the two clubs.

May 6, 1995

Dear Mr. Haggerty,

I can only speak for myself regarding the current state of politics of the Alfa Romeo Owners Club (AROC) and the Alfa Romeo Association (ARA). I have been a member of both organizations (founding the original Central Coast Chapter of AROC and writing all those nasty little *Alfoonery* cartoons for the *Cams* and the Alfa Owner) for a number of years and think very highly of the Alfa Romeo Association. Over that time I have talked and heard from officials of both organizations regarding relations between the two clubs. Therefore, I feel compelled to respond to some of the points you outlined in your May column.

The relationship between AROC and ARA since the schism in 1975 has been to some extent one of mutual nonrecognition (although ARA has been less guilty in this respect than its counterpart). ARA had, until recently, thrived until recent years as an independent organization of AROC, but like many similar organizations (including AROC), has seen a decline in membership due to the economy, Alfa Romeo's protracted departure, and lack of focus/unity within the club's board of directors. Like its counterpart, the deterioration is documented in its publication, the *Overheard Cams*. Unlike AROC, it is more likely to survive due to its relative independence of ARDONA (of which AROC received a sizable subsidy until recently), regional focus, and the dedication of several key individuals.

Conversely, those growing problems suffered by ARA the last couple years have manifested themselves in AROC exponentially due primarily to regional politics, poor management (or lack thereof),

and a high level of apathy. As our Southern Californian chapter of AROC has expressed in the last three issues of its newsletter, the *ALFACIONADA*, these problems will most likely result in the eventual breakup of the national organization into regional clubs unless the AROC Board of Directors takes some decisive actions to reverse the club's current course.

Several directors of west coast AROC chapters have been brainstorming the concept of leaving AROC and starting a western region Alfa organization/federation. Whether this concept would consist of an organization of individual chapters or associations incorporating ARA, one large ARA, or another independent club entirely is still in gestation. Regardless of those options being bantied about, none of them include a continued association with AROC. There are several informal roundtable discussions being planned on the topic at the AROC Seattle chapter's West Coast Convention to discuss such possibilities. Consequently, the point you made regarding a future reconciliation between ARA and AROC is very unlikely.

It will be interesting to see the outcome in the coming months.

Sincerely,

Gary W. Patitz

## LETTERS TO THE EDITOR

Letters to the *ALFACIONADA* are encouraged. Send correspondence to: Editor, AROSC, P. O. Box 39554, Los Angeles, CA 90039 - 0554

Dear Gary,

Just got your April Fool's issue. I would like to congratulate you and writers on a marvelous and fun issue. There is more truth in humor and more humor in truth, I believe. In particular your rendition of the emergency meeting in San Francisco and Pat Braden's ten commandments were outstanding in saying what had to be said.

I wonder why we find it easier to say what we really want to say using humor as the vehicle?

Thanks,

Rube Erickson

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For those who are interested in finding out more about the "other Alfa Club" here is an application form. *The Alfa Romeo Association* is an excellent organization and its newsletter, "The Overheard Cams," is worth investigating. Although its primary focus is the Northern California area, many of its activities (i.e. Monterey Historics Weekend, Laguna Seca Time Trials) are shared by our chapter.

## The Alfa Romeo Association Membership Application Form

Name \_\_\_\_\_ Date \_\_\_\_\_

Occupation \_\_\_\_\_ Telephone \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Alfa(s) currently owned \_\_\_\_\_

I would like to sign up an additional (associate) member at this time:

Associate member name \_\_\_\_\_ Occupation \_\_\_\_\_

Annual dues: Regular member \$25/year; Associate member \$5. Amount Enclosed \_\_\_\_\_  
Associate members do not receive the monthly newsletter. Please make check payable to ARA. Mail with this form to:

**Alfa Romeo Association, P. O. Box 4207, San Mateo, CA 94404 - 0207**

How did you hear about this club? THE ALFACIONADA, newsletter of the Alfa Romeo Owners of Southern California

Did you join to get the newsletter? \_\_\_\_\_

What are your interests?

- \_\_\_\_\_ Tech Sessions
- \_\_\_\_\_ Touring
- \_\_\_\_\_ Social Events
- \_\_\_\_\_ Swap Meets
- \_\_\_\_\_ Concours
- \_\_\_\_\_ Track Events
- \_\_\_\_\_ Other \_\_\_\_\_

## PASSING THOUGHTS

PAT BRADEN

### Coming Together

This summer promises to be pivotal for our club. At the end of this year, Alfa will no longer have an official presence in the US and the only source of new members will be those who have been Alfa owners but not members, and those who have just purchased a used Alfa and are seeking help. Some on the board do not see this as a singular opportunity, while others do.

My May article in ALFACIONADA, evaluating the performance of the board of directors, stirred the pot even before it had been published to the membership. Russ Stanton's Directors' column in the June Owner mentions a "vocal minority," which I take to mean me. I know others have written critical letters to the board, but I'm selfishly reserving the quiet satisfaction of Russ' discomfort for my own.

The June Owner also contains an unsigned letter which complains that I don't love Alfa enough. I was given the opportunity to respond to the letter, but I learned a long time ago not to try to relieve myself higher up the wall than the next guy. Further, no editor prints unsigned letters, and I was initially furious that Doug published the letter, which was based on a gross mis-reading of what I had written. Finally, you can imagine the reaction of a newly-recruited member who opens his first issue of the Owner only to find one member trashing another.

I agonized over Doug's decision to print an unsigned letter attacking me. On reflection, however, I realized that Doug had been put in a very difficult position. The contents of the letter indicate that the author is either on the board or closely associated with it, because it is not (until now) widely known that I'm paid to write Note Brevi. (Don't worry: the stuff for SoCal is strictly volunteer.) Doug had no choice, I think, but to print it. That's politics for you: if I weren't running for the board, the letter probably wouldn't have been written.

Childish squabbling isn't the kind of stuff clubs are built on. Neither, for that matter, is the "take my marbles home" mentality which has accompanied a discussion of a West coast Alfa confederation. I think this idea first came up out of pure anger. A West Coast Alfa club, as a break-away from AROC, could

take between 1000 to 1500 members with it. If the ARA would throw in with the new group, then membership might actually begin to rival that of the national club. With an active schedule of activities, and the kind of quality publication Gary Patitz has given us, there is certainly the potential for a West coast group to grow quickly larger than the AROC. I know there are a couple of prominent members who are just mad enough to do this. Or, at least, to try.

The reasonable hope that a West coast club, or confederation of chapters, could be larger than the national club only demonstrates the feckless recruiting efforts we've made as a national club. That's just one thing to be mad about. Another is the "ownership" of the club by a clique of East-coasters....

I'd like to speak to that charge before returning to the discussion of a break-away group. Originally, the AROC was a small group centered in Chicago. If anyone could be said ever to have truly owned the club, it was Bruce, Dic, Paul, Bill and Scog. If these names don't mean anything to you, it's understandable: none are any longer active. As the club grew to truly national proportions, it was controlled by a slowly changing group which included some names you would recognize, including myself, and several people who are recent board members.

This was not an intentional or choreographed situation: it was just the group which was willing to put extra effort into running the club, and also happened to enjoy each other's company. The very same effect can be noticed locally, where the same names keep cropping up as officers. These are simply the people who want to contribute something more than their dues. I can tell you that it's well worth the effort, if you're interested in doing more yourself.

I can't get mad about club "ownership," whether by members of the board or a collection of unelected members. By and large, club memberships are moribund, and the activities we enjoy are the results of largely uncompensated efforts by overachievers, and I mean to characterize them respectfully. You too, could "own" the chapter, or even the club: just get active.

Back to the break-away group. The greatest danger is classically expressed in Melville's masterpiece "Moby Dick," where the protagonist's downfall is caused by his consuming desire for revenge. What do we do, having destroyed a national organization, with a weak regional one? The danger of that, I

submit, is simply too great to risk. Like it or not, the AROC is a viable organization, and I'm fully convinced that we need to direct our energies to improving it rather than destroying it. As I've indicated above, no one "owns" the club forever. Hopefully, the revised agenda Stanton announced will come up with some creative ways to gain membership and improve club services. I have already proposed several innovations in this column, and I know that a large-scale marketing plan for the club is being prepared by a very competent PR professional.

That doesn't mean I'm opposed to a regional confederation, however. Gita e Corsa suggests that local cooperative events have great potential. Certainly, we all go to Oktoberfest down at Pat and Glenna Garrett's to meet some old friends from the San Diego chapter. Mangia Mobile is a wonderful Orange County event that attracts folks from both San Diego and Los Angeles. And, there are a lot of times we see ARA members at our own Willow Springs events. For that matter, ARA has been especially gracious with invitations to its own considerable calendar of events. There's ample precedence for cooperation, and I see Gita e Corsa as the best example of what can be done with extra effort.

I recommend setting up a coordinating committee which would represent each of the West coast groups. This committee could, by telephone and mail, structure events which would be attractive enough to encourage members as far away as Canada, Denver or Houston to attend. These events could be held in conjunction with other automotive events, such as Monterey. They might include an Alfa version of the California Mille (the child of Alfa enthusiast/dealer Martin Swig), or a concours. They might also be mini-conventions, like Gita e Corsa.

I like the idea of Gita e Corsa a lot. Make that a whole lot. It provides a major Alfa activity for many people who cannot attend the national convention -- and thereby strengthens the club. I hope an annual West coast event grows from this beginning. Even if the club's national convention is held in a Western state for 1996, what's wrong with a West-coast winter get-together, say, between Christmas and New Year's?

Perhaps SoCal could host it. Say: why don't you volunteer to help?

## Monterey Historics XXII

August 18, 19, 20, 1995

### Concourse Italiana

Friday August 18, 10:00 to 4:00 PM  
Quail Lodge Resort, Carmel Valley,  
Spectator fee: \$30 per person, includes programs

### Monterey Historics

Laguna Seca Raceway, August 18, 19 & 20

Friday 8/18 only, \$30 per person \_\_\_\_\_  
Saturday 8/19 only, \$30 per person \_\_\_\_\_  
Sunday 8/20 only, \$30 per person \_\_\_\_\_  
2 days, Sat & Sun, \$50 per person \_\_\_\_\_  
3 days, Fri, Sat & Sun, \$75 per person \_\_\_\_\_  
1 Corral pass per car, FREE if buying  
tickets to the track; \$1 if not, good \_\_\_\_\_  
for all three days

### Dinner Party

Rancho Canada Golf Club, August 19th  
4860 Carmel Valley Road, Carmel Valley, CA

\$30 per person, includes tax and gratuity.

Please select main dish:

Beef \_\_\_\_\_ Fish \_\_\_\_\_ Poultry \_\_\_\_\_

Cocktails 6:30 - 7:30 PM

### Days Inn

1400 Del Monte Blvd., Seaside, CA  
(408) 394 - 5335

Guarantee room with credit card (ARA block of rooms), or send 1 night's deposit \$93 to:

Hotel \_\_\_\_\_ Me \_\_\_\_\_

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Address \_\_\_\_\_

Phone \_\_\_\_\_

Please make checks payable to ARA and send above form to: Lynne Fitzsimmons, 30 Steuben Bay, Alameda, CA 95402 or call (510) 523 - 4484  
Leave Message

**Be sure to send a self-addressed, stamped envelope for your tickets to be sent to you.**

# TECHNICAL

B.FRANTZ

## Binding the Wounds - Cast Iron Repair

Sometimes great sporting events produce minor injuries, sometimes worse. Fortunately, the effects on my Alfetta of the last Alfisti run were not of the latter degree. However, while leading the pack of "weekend Andrettis" at a good clip, I bottomed out on an asphalt bulge which struck the exhaust downpipes and broke the flange on the 1-4 manifold. At first I thought I had escaped with only a scrape, but a mile or so down the road, a piece of the cracked flange blew off and my purring Alfa continued home with the voice of a garden tractor.

Once home, as soon as the engine cooled, I removed the damaged manifold and the next day gas welded the broken area and replaced it. Good as new.

The reason for this article is that most people I've taled with do not realize cast iron can be welded; even welders are unfamiliar with this. Cast iron repair is usually done with brazing, but with the high heat and stress loads of an exhaust manifold, it is really not satisfactory. Cast iron welding is actually is not difficult given a little welding know how. The process is rather straight forward. One needs a cast iron welding rod and Peterson's #5 cast iron and steel welding flux from the local welding supply,

When repairing a broken flange (I've had to do it three times now, the Alfetta exhaust seems particularly vulnerable...), the pieces should be clamped together on a flat steel plate to align the surface against which the gasket seals. If a part is missing, a section from an old cast iron scrap can be cut to fit. After making initial tack welds, the clamps and steel plate can be removed. Grind a deep V groove into the crack so the weld is not just superficial. I usually weld manifolds from the outside only to avoid distorting the gasket face and the machined centering groove inside, so the V groove must be deeper than when welding both sides.

Use an adequately large torch tip, #5 or #7 in order to thoroughly heat the mass of cast iron to a dull red. Coat the crack and rod with flux to avoid oxidation and proceed to weld, keeping the white cone of the flame out of the puddle to avoid blow holes. Be aware that cast iron can suddenly melt and collapse,

so be ready to lift the torch as soon as the metal fuses. Do not overheat!

Do not expect the same look as with steel, just weld the pieces, fill the groove and grind to shape. You may need to break the surface tension on the molten puddle with the tip of the rod, especially if you are getting contamination or oxidation from too little flux. Wire brush or grind scale away as you progress. As you finish a section of welding, keep the area dull red for awhile by slowly removing the heat to effect the a sort of annealing or the weld can crack during cooling. If the gasket surface is welded or distorted, a bench sander is the tool to level it (or a flat file if you're patient). A rotary file or burr can be used to clean up the centering groove.

I hope you don't ever need this information, but if you, like I, reflexively dodge the sump around rocks and bumps only to clobber the down pipes, it can save you some dollars. You may be able to save that irreplaceable old Alfa part.

### THANK YOU

The Club would like to give a special thanks to following sponsors for supplying items for the general meeting raffles:

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## Monterey Historics XXII

4th Semi-Annual Monterey

### Moonlight Madness Concours de Elegance

**Holy Camshafts!** What's this doing here.....see what happens when *Mr. Editor* isn't paying attention.....

Well, the Monterey Historic Races at Laguna Seca are almost upon us - August 18, 19, & 20. That same weekend will also be the world's most famous concours at Pebble Beach, the Rick Cole & Christey's Classic Car Auctions, and the Concours Italiano. That one weekend will witness thousands of classic sports cars enthusiasts from around the world. Some will bring their cars - Alfas, Aston Martins, Bugattis, Ferraris, Lamborghinis, Bizzarinis, German things, and dozens of other marques. Others will bring just a common interest in exotic sports cars. As these few lines indicate, there isn't anything like the Historics at Monterey.

**So forget all that!** For those who have shown the wisdom (and funding....) to attend, we once more will be holding the 4th Annual Moonlight Madness Concours de Elegance Friday night at the Days Inn following the Alfa Ricambi/ARA Cocktail Party. Start time is around 9 PM or whenever the judges are sufficiently bribed (or is that primed.....). Awards will be given in several categories including *Most Outrageous* (someone a couple years back placed several white powder brick like things marked 1 kilo in the back of their GTV), *Most Original, Least Original* (duct tape counts), *Cleanest, Dirtiest, Best Attempt to Influence an Official* (the six pack of Beck's in the front seat of the '84 GTV6 last time was greatly appreciated), *Most Miles Driven to the Event, Least Miles Driven to the Event* (the last winner drove a whopping 1/2 mile....), and any other weird things we can come up with at the last minute to off some of these nifty awards. Judging of course will be done by flashlight. **So for the less calibrated - anything goes.**

So make a point of attending and checking out (literally) the darker side of Alfas.....

## Gita e Corsa - 1995

The Northwest Alfa Romeo Club is hosting a West Coast event, *Gita e Corsa - 1995* in Seattle for all Alfisti!

The registration forms for the events and hotel are included in the June issue of the ALFACIONADA.

**Time Trials at Seattle International Raceway,**  
Friday, Aug. 11th

**Rally,** Saturday AM, Aug. 12th

**Cocktail Party,** Saturday, 6:30 PM, Aug. 12th

**Banquet,** Saturday, 7:30 PM, Aug. 12th

Featured Speaker: Pat Braden

**Concours in the Park,** Sunday AM, Aug. 13th

**Picnic** (following the Concours) with Awards  
Presentation, Aug. 13th

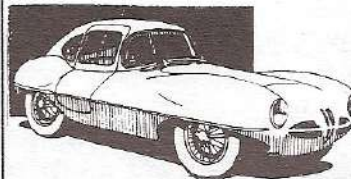
This event will not be announced in the *Alfa Owner* because according to the Policy & Procedures of AROC, no event within 30 days or 1000 miles of the National Convention will be sanctioned by AROC and advertised in the *Alfa Owner*. This event is within the 30 days. We had these dates for our bid for the 1995 National Convention before Atlanta beat us out of it. Since we had the track, hotel, etc., we decided to use them for a regional event!

We are notifying you early so you can make your summer plans.

**For more information contact:**

**Lorna Moore**  
9949 Richardson Road NW  
Bremerton, WA 98311 - 9019  
or call (360) 692 - 8227

Hope to see you at the Gita e Corsa - 1995



Ciao,  
**Lorna Moore**  
Chairman

## TOUGH MARKET

JOHN HERTZMAN

Some recent remarks in another newsletter (they, and this, written before Fiat announced the pull-out) questioned strongly, and in very critical terms, the wisdom of the possibility that Alfa might bring in the Spider to this market but not the Coupe, ignoring that would possibly be a large part of their market when the basic cars were so similar. Fiat's thinking about the two cars and their markets may be caught in a time-lag circumstances change with great rapidity in the world car markets - but the Spider has been an anomaly for Alfa since the early seventies. The coming Spider and Coupe are potentially the same except for the roof and should be equally marketable at comparable costs, but the images which Fiat thinks it can fill in various markets may not be, and market niches are a moving target.

Despite what it seemed to be here, Alfa has been primarily a sedan company since the sixties and had intended to be one from the fifties. The Giulietta Sprint Coupe was an accident - nobody intended to build such a car in quantities when it was conceived - and the Giulietta Spider was an afterthought following the accident. Nobody in Italy had any reason to take such cars seriously at the time. The predictable inherent distribution of production for Alfa's native market is reflected in the figures for the 1900; 10% military 4X4s, 5-3/4% coupes entirely by specialist coachbuilders, 4/10 of 1% cabriolets by specialist coachbuilders, and all the rest production sedans. The Giulietta numbers are different - still nearly 3/4 sedans, but over 9.6% spiders, the coupes three times as large a share and the spiders twentytimes as large as for the 1900 (although still a small part of the total), with a large proportion of the coupes staying in Europe and a relatively large proportion of the spiders coming here. I don't have the figures, but I would guess that at least 3/4 of the coupes stayed in Europe and 3/4 of the spiders came here. Three quarters each way would give US sales of Spiders just a three-to-two edge over coupe sales, and I believe the actual disparity was much greater.

The 105/115 coupe was a beautiful 'bridge' car, a viable 2 + 2 sedanet, and Alfa tried with more limited success to move the 2 + 2 concept a bit further toward a sporty two-door sedan with the Alfetta, but by the late sixties the spider concept was a leftover from the Giulietta, an anomaly which had no place except as a limited export to the USA. In Italy, Alfa

was competing against Fiat and Lancia; in Germany it was competing against BMW 1600s and 2002s; in the US it was competing against British roadsters. By 1972, production of the 115 series 2000 was 68-1/2% Berlinas, 26-2/3% GTVs, and 3.8% Spiders - coupes up 66% and Spiders down 60% compared to the Giuliettas. The Berlinas sold well in Italy, the GTV sold well in Germany and some other northern European markets, but an appreciable market for Spiders simply did not exist, and when Alfa introduced a new platform to replace the 115 the total World market for Spiders was simply not large enough to justify tooling for body panels for an Alfetta Spider or, later, a V6 Spider (just as it had not justified an Alfasud Spider). If we Americans would keep buying the old 115 Spiders, they could have Pininfarina keep on assembling obsolete parts produced on fully amortized dies to sell a relatively inexpensive car with a reasonable profit margin, but that had little to do with what Alfa was about as a business, even before Fiat. The American market had a symbolic to Alfa management (as it still does for Fiat) - you weren't one of the big boys, a player on the world stage, unless you had a hand in here - but the actual sales of Spiders were not enough to justify the investment in a new body for the up-to-date chassis. Total US sales in 1972, the year of the production shares I just gave, were 2,347 units, just about the same as their total Spider production for the year. Average sedan production for the Alfettas for the years covered by Fusi ran over 41,000 cars a year, with another 16,000 Alfetta Coupes. Adding a low-volume Alfetta Spider just when ragtops and sports cars generally were taking a hit on emissions and crashworthiness would not have been logical.

Now Fiat owns some marques and names and some latent images into which it can slot niche images for particular markets, but the European niches and the fading American niches are barely connected to each other. The Fiat 155/Fiat Tipo/Lancia Delta platform will accept Fiat's cheapest FWD four package and the most

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extravagant 24V6 all-wheel-drive package, and at those two price extremes the potential customer may accept basic vinyl (or cloth, according to the country), or demand opulent leather. At some point in the past, Fiat's product planners may have determined that a relatively high performance V6 AWD luxury coupe would be viable in Germany (the only logical explanation for the money they have poured into the DTM) and perhaps in England in a two-liter version (thus the British Touring Car Championship), but that nothing could be gained by racing seriously in other markets such as France and Spain. At the same time they may have been convinced that a low-end Spider could be sold here to keep the door open for expansion in the sedan market, but that a high-end coupe couldn't, given the competition from Nissan, Mitsubishi, and others.

This is all pure guesswork, but they could well have felt that offering too many variations would dull the message, and that it was better to try and sell a \$45,000 or \$50,000 luxury coupe in Germany, and a \$25,000 or \$30,000 Spider here with more entry-level equipment.

But that presupposes that the decisions were locked in before it became clear that BMW would be building a 1.8 liter Giulietta-sized rear-driver in South Carolina with a target price spot-on the larger two liter front-drive Alfas's target price. The market and the competition both may change more rapidly than Fiat can react. Fiat may send in a different mix of engines, roofs, and amenities, and they may try entirely different marketing strategies, but at best they will be playing catch-up in an unforgiving market.

The logic which says that the Coupe and Spider are natural companions on the showroom floor would also say that the 155 sedan would have been a better sedan to bring in than the 164. The Tipo-based coupe, spider, and sedan with choices of four and six cylinder engines and front or all wheel drive and of spartan or opulent interiors would seem a strong expansion of the relatively successful Berlina/GTV/Spider formula of the early seventies; but Alfa, Fiat, and Chrysler felt it was more important to make inroads in a more prestigious niche with the 164. Fiat's willingness to accept that course may reflect Alfa's European position as a sedan company which, on the side, produced a few sports cars which may have been more bother than management really felt they were worth.

It is a complicated business, and I am a notorious pessimist and may be all wrong on most the data

and even on the interpretation. I have left out NAFTA and Fiat's possible long-range plans for manufacturing and marketing in Mexico and South America, which could radically alter the dynamics of a North American market; even marginal sales here could support a Mexican strategy. They are certainly doing some heavy thinking in Turin. Wish them all the luck in the world.

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## THE ALFA SPECIALS: ADDITION STU SCHALLER

Since my article on Alfa specials was published in February, I've discovered information on a few additional cars, and some small corrections to information previously given. Gilco, the Italian company which built all the chassis for the early Ferraris and Maseratis, shows two chassis built by them for Alfa 1900 based cars. It was mentioned in the article that the chassis for the so called "Colli Disco" was built by them, but apparently there was a second Gilco/Alfa 1900. Unfortunately, the book shows both chassis in bare form, so we don't know what the second car looked like. The chassis differ considerably from each other, but both have 2.4 meter wheelbases.

A mistake was made in regard to information on the second Tinarelli, the car based on an 8c2900/412. The car ran as a Tipo 412, with coachwork by Touring in the 1950 Mille Miglia (DNF), and as a Tinarelli, with coachwork by Vignale not the 1954 Mille Miglia, but in 1951, where it finished 6th.

An Australian by the name of Murray Rainey recently issued a book called Alfa Romeo-Ferrari. In this book he describes a car which was built in the 1930's, with a 6c2300 chassis and an 8c2300 motor, enlarged to 2600cc. This car was found in Ethiopia, and brought to England in the late 1960's. Rainey bought the car in the 1970's from the noted English collector and Alfa enthusiast, Peter Giddings.

Alfa's records do not show who the chassis was sold to, but it is believed to have been sold to Ferrari, who created this "special", with Alf's help. Rainey has also built another car, based on a 6c2500. Rainey has added blowers to the 6c2500 motor, in essence duplicating the earlier motor in the other car.

He is now building a third 8c powered "special", this time a car with a supercharged motor stretched to 3.2 liters, on a chassis which consists of components from various 1930's cars, including an Alfa 6c1750, a 6c2300, and a Fiat 501.

I had always thought GSM was an English company which produced fiberglass bodies in the 1960's, for people to use in creating their own "specials". I have recently found out that GSM actually produced 68 cars.

Production started in 1958, in South Africa. The tubular chassis was designed by Bob Van Nieckeck, a transplanted Dutchman, and the body was designed by another transplanted Dutchman, Verster De Witt, who later designed the Sunbeam Tiger.

The cars built in South Africa were called Dot. The name had to be changed for legal reasons when production moved to England, in the early 1960's, and the cars constructed there were called Deltas. Outside of the name change, the South African and English cars are virtually identical.

Motors used in the cars ranged from English Ford 10, to Coventry Climax FWA, and a few cars were built with Giulietta motors. The cars look like a mixture of English Turner, Sunbeam Alpine, and Triumph Spitfire, but slightly smaller in size. These cars ran in the 750 to 1600 classes, and a car powered by an Alfa 750 series Giulietta motor finished 4th overall, and first in it's class, in the Sports Car Grand Prix of Angola, in 1958. Only about 6 complete cars are known to still exist, most of which are in Canada.

Another tube chassis car, built in the US in the mid-1960's, is called the Craimax. The car looks kind of like an early English Elva sports-racer, but with a large roll over hoop, as on the Ferrari 330P's. The car ran in the modified class, for cars of 1300 to 1600cc. The car is currently powered by a modern Alfa 2 liter motor, and is in the process of being sorted for competition in vintage racing events. The current owner is Canadian.

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## INTERNATIONAL COMPETITION STU SCHALLER

As mentioned in last month's column, Alfa was simply not ready for the beginning of the DTM season, and were soundly beaten in rounds one and two. In the third round, Nannini's Alfa finished 3rd, with other Alfas in 4th, 5th, 6th, and 8th. In the fourth round, the race was stopped when Nannini's car caught fire in a bumping match. At the restart, Alfas were in 2nd through 6th, when a number of cars got tangled. Eight cars were destroyed, and the race was canceled. After 3 rounds, Alfa drivers were in 6th and 8th. The next two rounds of the DTM will be held at the Norisring, on June 25th.

On May 21st, the first two rounds of the new International Touring Car Series, run to the same FIA Group One rules used in the DTM, was held at Mugello, Italy. In the first race, Larini was 3rd and Nannini 4th, and in the second race Fisichella, of the Alfa "Junior Team" finished 2nd and Larini finished 5th. After the first two rounds Larini's in 3rd place, behind two Mercedes drivers, with Fisichella 4th. The next two rounds will be held on June 4th, in Helsinki.

After 8 rounds of the British Touring Car Series, Alfa was in next-to-last place; the only team behind them in points was Honda. Warwick, who replaced Tarquini as lead driver for the Alfa team at the beginning of the year, hadn't scored a single point, and the best Simoni had come up with was a 6th.

In an attempt to catch up in the manufacturers points race, for the 9th and 10th rounds, held at Oulton Park on May 29th, Alfa decided to enter a 3rd car for Tarquini, last year's champion. In round nine, with Warwick crashing and Tarquini suffering mechanical problems, Alfa's hopes were left in the hands of Simoni, who finished 5th. In round 10, Tarquini again suffered mechanical problems. Warwick was already gone for the day, and Simoni finished 7th. Round 9 was won by Rydell's Volvo, and round 10 by Menu's Renault.

After 10 rounds, Alfa remains in next-to-last place, with 50 points. Volvo is in 1st with 179, Vauxhall is in 2nd, with 154, and Renault in 3rd, with 146. In the drivers series, Rydell is leading with 142 points (Volvo), Menu is 2nd with 122 (Renault), and Cleland is 3rd, with 118 (Vauxhall). Simoni, the only Alfa driver to score points, is in 11th, with 25 points. The next two rounds of this series will be held at Brands Hatch, on June 11th.

In Italy, after 6 races, Audi, the only team to run 4-wheel drive in Group Two, leads the series with 110 points. Alfa is 2nd, with 76, and BMW is 3rd, with 56. Alfa drivers are in 3rd, 5th and 7th. The 7th and 8th rounds in this series will be at Imola, on June 4th.

In France, after four races, BMW leads the series, with Alfa in 4th. Gache is in 3rd in the race for drivers points. The 5th and 6th round will be held on June 5th, at Pau.

In the Spanish series, after 6 races, Alfa leads in points with 79, followed by BMW and Nissan, both with 73. Alfa drivers are in 3rd, 6th, and 7th. The 7th and 8th rounds of this series will be held at Estoril, on June 25th.

As a result of Audi's success with 4-wheel drive in Group Two cars, Alfa, and others, are experimenting with this option.

## BOOKS

P. LAMPMAN

### Upcoming Releases\*

**Alfa Romeo Alfetta** - A new book out of Libreria dell'Automobile in Milan. It's a softbound book in the same series (The Cars That Made History) as the books on the Giulia, Duetto, and Montreal (Italian text only).

**Alfa Romeo Alfetta GT & GTV** - (Same as above)

**Essential Alfa Sports: Giulia and Giulietta Sprint & Spider** - by David Hodges. Softbound, 8 1/4" x 10", 80 pages, over 100 illustrations.

**Alfa Romeo Ferrari** - by Murray Rainey. Approx. 120 pages and 50 photos. Text in English. Approx. \$40-50.

**Alfa Romeo Spider** - by David Sparrow & Adrienne Kessel. Part of Osprey Classic Marque Series from England. Softbound, 128 pages, approx. 128 color photos. Mostly a color photo album.

**Gilco: Le Macchine di Gilberto Colombo** - Story of the little known Italian chassis builder. 96 pages w/ b/w and color photos. Text in both English and Italian. Approx. \$60.

**Conrero Il Mago** - The story of the famous Alfa Romeo tuner Virgilio Conrero. 118 pages, 160 b/w photos. Italian text only. Approx. \$60.

\* From *Shelby's Dad Swell Stuff List* (See ad elsewhere)

# CALENDER

- July 1 FIA GT Race, Spa, Belgium  
 July 1-4 Pikes Peak Hillclimb, CO.  
 July 2 French Grand Prix, F1  
**July 6 AROSC Board Meeting**  
 July 7-9 Indy Car Weekend, Elkhart Lake, WI.  
 July 9 German Touring Car series, Donington, England (Non-points race)  
 July 9 Italian Car Day at Brooklands Race Track in England  
 July 14-16 Indy Car Weekend, Toronto, Canada  
 July 14-16 IMSA WSC/GTS/GTO/GTU/Supercar Weekend, Sonoma, CA.  
 July 14-16 British Touring Car series, Silverstone, England  
 July 16 British Grand Prix, F1  
 July 16 Italian Touring Car series, Mugello, Italy  
**July 19-23 Festa Di Italia, AROC National Convention, Atlanta, GA.**  
 July 21-23 Indy Car Weekend, Cleveland, OH.  
 July 21-23 IMSA WSC/GTS/GTO/GTU/Supercar Weekend, Portland, OR.  
 July 23 German Touring Car series, Diepholz  
 July 27-30 New Zealand Rally  
**July 28 AROSC General Meeting, DWP, L.A.**  
 July 28 Brooks Car and Automobilia Auction, England  
 July 28-30 Indy Car Weekend, Brooklyn, MI.  
 July 29-30 Coys Historic Racing Festival at Silverstone, England  
 July 29-30 British Touring Car series, Knockhill, England  
 July 30 German Grand Prix, F1
- Aug 3 AROSC Board Meeting**  
 Aug 4-6 IMSA WSC/GTS/GTO/GTU Weekend, Brainerd, MN.  
 Aug 5 Italian Touring Car series, Misano, Italy  
 Aug 11-12 IMSA Supercar Weekend, Lexington, OH.  
**Aug 11-13 Gita & Corsa, Seattle Alfa Club "West Coast" Convention**  
 Aug 11-13 Indy Car Weekend, Lexington, OH.  
 Aug 11-13 IMSA WSC/GTS/GTO/GTU Weekend, Bowmanville, Ontario, Canada  
 Aug 12-13 Oldtimer Historic Racing Festival at the Nurburgring, Germany
- Aug 12-13 British Touring Car series, Brands Hatch, England  
 Aug 13 Hungarian Grand Prix, F1 (reserve)  
 Aug 17-20 **Alfa Club of Canada Nat'l Convention, Ottawa, Canada**

- Aug 17-20 **Monterey Historic Races, CA.**  
 Aug 18 **Concours Italiana, Tribute to Giugiaro, Monterey, CA.**  
 Aug 18 **Monterey ARA/Alfa Ricambi Cocktail/Social Party & Moonlight Madness Concours de Elegance**  
 Aug 18-20 Indy Car Weekend, London, NH.  
 Aug 18-20 World Classic Auction, Pebble Beach, CA.  
**Aug 20 Pebble Beach Concours, Monterey, CA.**  
**Aug 20 Christies Pebble Beach, CA. Auction**  
 Aug 20 German Touring Car series, Nurburgring  
 Aug 25-27 1000 Lakes Rally, Finland  
 Aug 27 Belgian Grand Prix, F1  
 Aug 27-28 British Touring Car series, Snetterton, England  
 Aug 27 FIA GT Race, Suzuka, Japan  
**NO AROSC General Meeting in August**

## Alfa Romeo Library of California

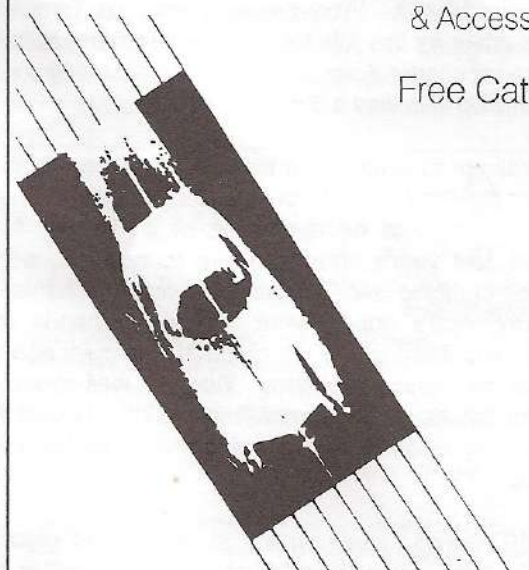
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PLEASE NOTE THERE IS NO AUGUST NEWSLETTER



# Monterey Historics XXII

## *4th Semi-Annual Monterey Invitational Moonlight Madness Concours de Elegance*

Holy Camshafts! What's this doing here.....see what happens when *Mr. Editor* isn't paying attention.....

Well, the Monterey Historic Races at Laguna Seca are almost upon us - August 18, 19, & 20. That same weekend will also be the world's most famous concours at Pebble Beach, the Rick Cole & Christey's Classic Car Auctions, and the Concours Italiano. That one weekend will witness thousands of classic sports cars enthusiasts from around the world. Some will bring their cars - Alfas, Aston Martins, Bugattis, Ferraris, Lamborghinis, Bizzarinis, German things, and dozens of other marques. Others will bring just a common interest in exotic sports cars. As these few lines indicate, there isn't anything like the Historics at Monterey.

I have been going for over some fifteen years now and I have always found something different, something interesting, or exciting that has made the pilgrimage worthwhile. There is never a shortage of classic race or sports cars to glaze over - an open paddock, the numerous marque corrals, and large automotive vending area (i.e. Alfa Ricambi, Beverly Hills Auto accessories, Western Miniatures, Style Auto, to name but a few) The sharing of auto experiences with fellow Alfisti, some of which I only see there once a year. There really hasn't been one thing that stands out above the rest. When I look back, I look back at the collective whole - there just isn't anything like a weekend at the Historics. So if you have never attended, you need to make the effort to try to go at least once to see what all the talk is about.

**So forget all that!** For those who have shown the wisdom (and funding....) to attend, we once more will be holding the 4th Annual Moonlight Madness Concours de Elegance Friday night at the Days Inn following the Alfa Ricambi/ARA Cocktail Party. Start time is around 9 PM or whenever the judges are sufficiently bribed (or is that primed.....). Awards will be given in several categories including *Most Outrageous* (someone a couple years back placed several white powder brick like things marked 1 kilo in the back of their GTV), *Most Original, Least Original* (duct tape counts), *Cleanest, Dirtiest, Best Attempt to Influence an Official* (the six pack of Beck's in the front seat of the '84 GTV6 last time was greatly appreciated), *Most Miles Driven to the Event, Least Miles Driven to the Event* (the last winner drove a whopping 1/2 mile....), and any other weird things we can come up with at the last minute to off some of these nifty awards. Judging of course will be done by flashlight. **So for the less calibrated - anything goes.**

So make a point of attending and checking out (literally) the darker side of Alfas.....

### *4th Semi-Annual Monterey Invitational Moonlight Madness Concours de Elegance*

Please fill out the following and place on your windshield when you park in the Alfa parking at the Days Inn at Monterey for the *ARA/Alfa Ricambi Social and Moonlight Madness Concours de Elegance on August 18th.*

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