

# *Heritage*

PASSIONE SENZA TEMPO



# TABLE OF CONTENTS

FCA HERITAGE .....	3
AN ITALIAN CULTURAL HERITAGE: BRANDS .....	4
THE PLACES OF FCA HERITAGE: VENUES .....	5
NURTURING PASSION: ACTIVITIES .....	9
BRINGING THE PAST BACK TO LIFE: SERVICES .....	11
RELOADED BY CREATORS: A RETURN TO THE MARKET .....	13
STORE: FCA HERITAGE PRODUCTS .....	14
HERITAGE. THE KEYWORD .....	15

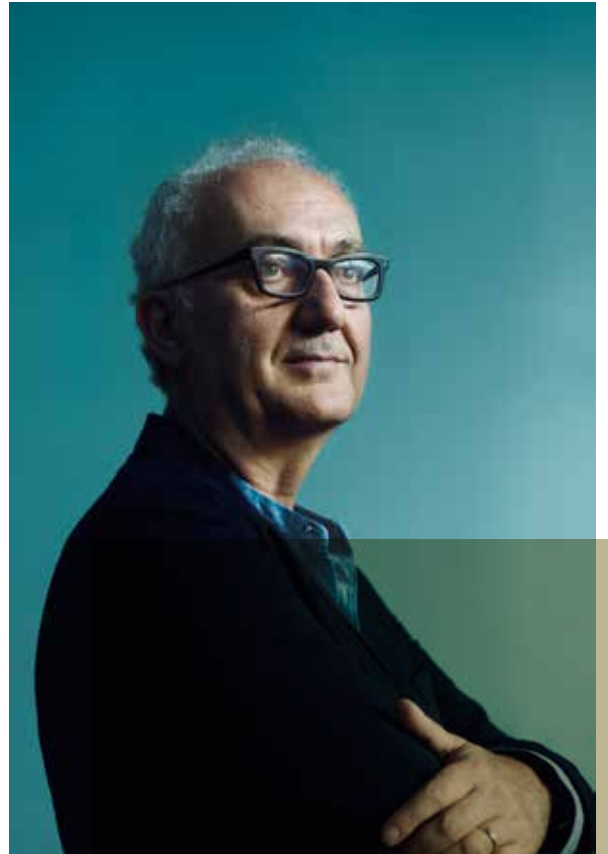
# THE CHALLENGE IS TO **LOOK BACK** TO **SEE AHEAD**

«The objective of FCA Heritage is well summed up in its name.

*Heritage* is a concept that we Italians often use as a synonym for tradition and history, neglecting the fact that it also has the etymological meaning of inheritance – a legacy to be passed on.

For us, setting up FCA Heritage means conveying a broader vision of the vast legacy of our history and traditions.

It means generating value, not just celebrating, and creating an experience, not just preserving.»



**Roberto Giolito**  
Head of Heritage  
Fiat Chrysler Automobiles, EMEA

*Heritage*





# FCA HERITAGE

## Bringing history to life

A cultural centre and a hub of services, an academy, a museum, a workshop, and an exhibition space – but especially a work in progress: FCA Heritage is all of this. A whole world devoted to classic **Alfa Romeo, Fiat, Lancia** and **Abarth** cars.

**FCA Heritage** was set up in 2015 to display, protect and promote the historical heritage of FCA brands: a mission to give tangible form to a range of activities and services for countless fans and collectors of the Group's classic cars

## The past becomes future

FCA Heritage is the format adopted by FCA to communicate and promote its activities on the history of the Group's brands. It takes care of every aspect of a passion for vintage cars, from certification services to workshop operations, through to the sale of restored classic vehicles.

Above all, FCA Heritage intends to be a cultural point of reference, with a focus on the formative experience of the past in order to convey the historical context of FCA brands and thus provide added value for current production.



# AN ITALIAN CULTURAL HERITAGE

## Tales of excellence

Vintage **Alfa Romeo, Fiat, Lancia** and **Abarth** cars are symbols of Italian culture: an expression of an ability to combine a perfect balance between form and function in innovative design with a capacity for technical invention and the creation of beauty unlike any other.

FCA Heritage tells the stories of these cars.

Legends formed on world-renowned circuits and memories of family days out in the countryside, tales from the most exclusive settings and from the streets of everyday life, all telling the **story of an era**. It is a reflection on the evolution of the automobile, but also on our progress as individuals and as a society.



The “**Classiche**” logos draw inspiration from the most iconic trademarks in the history of each brand, thus providing a **modern interpretation of their origins**.





# THE PLACES OF FCA HERITAGE

## HERITAGE HUB

Heritage Hub is a multi-purpose space for the activities, products and offices of the FCA Heritage team. It is located in the former Workshop 81 in Via Plava, Turin, one of the historic Fiat manufacturing plants in the Mirafiori complex.

The original building, which was built in the mid-1960s for the production of mechanical transmission units, was beautifully restored, fully respecting its original industrial characteristics, with the same colours, the historic concrete flooring and the grid of metal pillars that vivify the spaces.

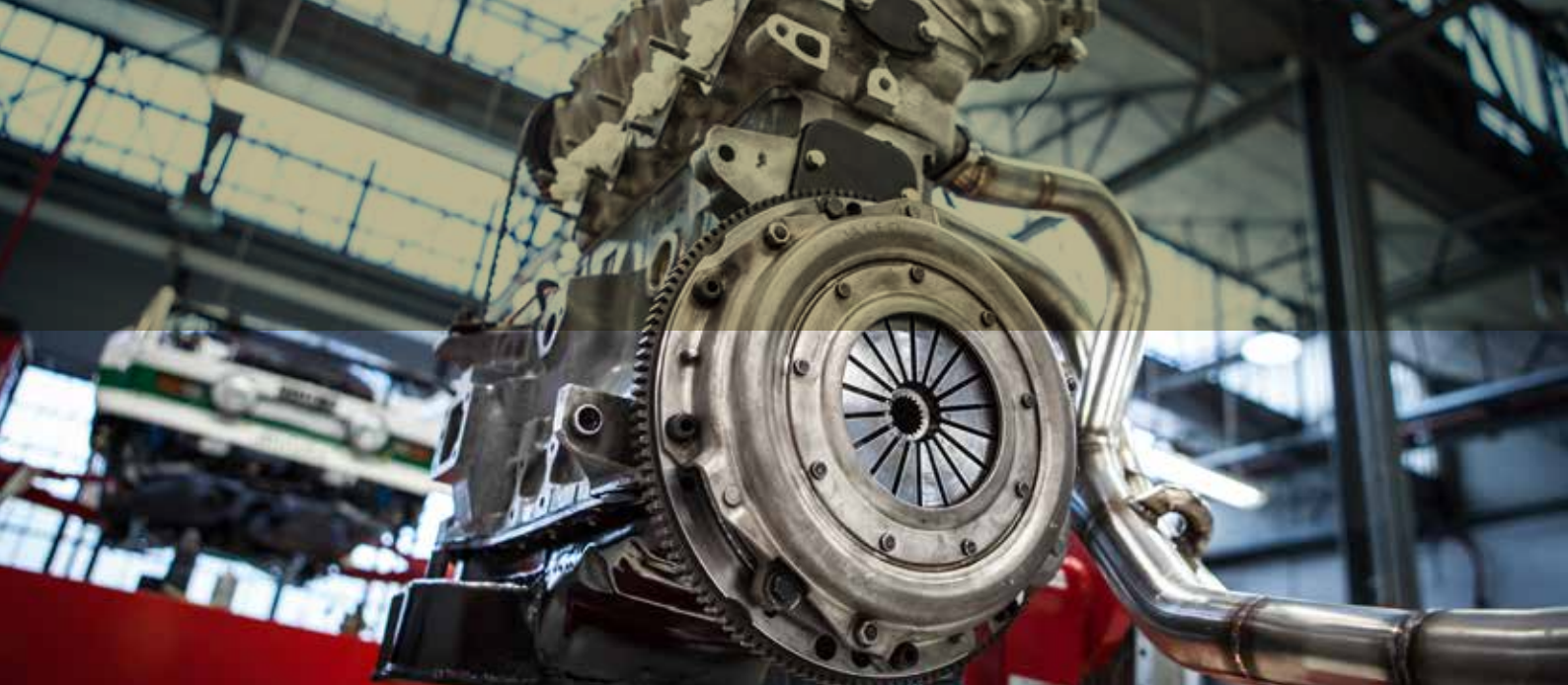
A 15,000 m<sup>2</sup> **“three-dimensional archive”** is home to about 300 historic cars (some never previously shown to the public), as well as an exhibition on the history of the Mirafiori complex.



### Heritage Hub

Via Plava, 86, 10135 Torino

- The site is arranged in thematic areas, which will evolve over time
- Guided tours are available by appointment
- The tours are in groups
- Info on timetables and access at [www.fcaheritage.com](http://www.fcaheritage.com)



# THE PLACES OF FCA HERITAGE

## OFFICINE CLASSICHE WORKSHOPS

The Officine Classiche workshops were set up in 2015 at the Abarth & C. headquarters in the former Workshop 83 in Mirafiori, Turin – once again in a historic manufacturing plant that was given a new lease of life.

The various areas of the Officine Classiche contain **repair, certification, and restoration facilities** for vintage cars of the FCA brands – both those in the company's collection and those of private collectors. The accuracy and fidelity of the work is guaranteed by the use of original production data and technical drawings of each model, which are kept in the company archives, as well as by the vast experience of the FCA Heritage team of experts.







# THE PLACES OF FCA HERITAGE

## CENTRO STORICO FIAT

The Centro Storico Fiat houses Fiat's museum and archive, and is located in a splendid Art Nouveau building in Corso Dante, in the area of Turin that was home to its first historic manufacturing workshops.

The exhibition covers **all aspects of the brand**, which recently celebrated its 120th anniversary.

The Centro Storico Fiat contains aeroplanes, trains, tractors, bicycles, washing machines, refrigerators, war technology, ship engines, and of course some four-wheeled masterpieces such as the 3½ HP, the very first Fiat car, which dates from 1899, and the Mefistofele, which set the world speed record in 1924.

There are also memorabilia and documents from every period: scale models, posters, and advertising sketches, as well as over 300,000 technical drawings, 5,000 texts on motoring and industrial history, about 6 million images, and over 200 hours of vintage films.



### Centro Storico Fiat

Via Gabriele Chiabrera, 20, 10126 Torino  
+39 011 006 6240

Open on Sundays 10 a.m. - 7 p.m. and by appointment





# THE PLACES OF FCA HERITAGE

## MUSEO STORICO ALFA ROMEO

“La macchina del tempo” is a space entirely devoted to the legend that is **Alfa Romeo**. Reopened in 2015 after significant renovation and refurbishment operations, the Arese museum is home to the most important pieces in the historical collection of the brand: from the 24 HP of 1910, the very first A.L.F.A. car, to such icons of design as the 6C 2500 SS Villa d’Este, through to sports legends like the 6C 1750 Gran Sport and the G. P. Tipo 159 Alfetta. The museum display is divided into three sections, inspired by the **DNA of the brand**: **Timeline**, which illustrates the industrial continuity of the brand, **Beauty**, which shows how the style has evolved, and **Speed**, with multimedia spaces that celebrate the most glorious cars in the history of Alfa Romeo and its great motor-racing triumphs.

The museum is also home to the brand’s archive, the **Centro Documentazione Alfa Romeo**: an invaluable source of knowledge for the restoration and certification activities of the FCA Heritage team.

Since July 2019, the Alfa Romeo Museum also hosts an area for the **certification** of historic cars in the hands of private collectors.



### Museo Storico Alfa Romeo “La macchina del tempo”

Viale Alfa Romeo, 20020 Arese, MI  
+39 02 4442 5511

Open 10 a.m.-6 p.m., closed on Tuesdays



# NURTURING PASSION

## For enthusiasts, connoisseurs and collectors

A passion for classic FCA cars can be found among inquisitive fans and great collectors alike. For all of them, FCA Heritage intends to be the place to turn to, as a means of learning, experiencing and sharing a great history of technology and success.

FCA Heritage is also the natural link between all the **official** Alfa Romeo, Fiat, Lancia and Abarth **clubs**, and it works not only to fire their passion but also to create a network to connect people and experiences.

All the official clubs are mapped and listed in a special section of the FCA Heritage website, specifically designed to help collectors and enthusiasts in their contacts with the associations that represent the models and brands that interest them.



## Alfa Romeo, Fiat, Lancia and Abarth clubs

- Over 430 around the world
- About 120,000 members
- Between 150 and 200 official events each year





# NURTURING PASSION

## Participation in vintage car events

As well as working with the world's leading museums, FCA Heritage participates in an official capacity in the top international events dedicated to vintage cars – from “concours d’elegance” to regularity races, from classic car gatherings to specialised motorshows.

These provide opportunities to promote the memory of the models of yore and to present the latest products, illustrating the way they embody the traditional nature and values of the various brands.





# BRINGING THE PAST BACK TO LIFE

## FCA Heritage services for enthusiasts, owners and collectors of vintage cars

FCA Heritage offers special services for all owners of classic cars of the Group's brands, ranging from certification to car maintenance and assistance through to complete restoration.

## Every classic has its own history

With the **Certificate of Origin**, FCA Heritage verifies the identity of the car through its chassis number.

After a meticulous document check through the production records kept in the FCA Historical Archives, a certificate is issued, stating the year of production and, where available, details concerning the original configuration of the car, including the technical specifications, the engine serial number, and the exterior and interior features.

The Certificate of Origin is available for classic cars of the Alfa Romeo, Fiat and Lancia brands.

With the **Certification of Authenticity**, FCA Heritage declares – after careful inspection – that a vintage car is original, thus highlighting its value.

In order to obtain certification, each car is subjected to a rigorous process of control and evaluation by the FCA Heritage team of experts, who verify the authenticity of the car and its components, and the operating conditions of the main mechanical parts.

The Certificate of Authenticity is available for classic cars of the Alfa Romeo, Fiat, Lancia and Abarth brands.







# BRINGING THE PAST BACK TO LIFE

## Every classic can find a new lease of life

The Officine Classiche workshops in Via Plava in Turin offer the owners of vintage Alfa Romeo, Fiat, Lancia and Abarth cars a set of unique skills and quality standards that do honour to their passion.

**The same team that looks after the FCA collection** is also at the disposal of collectors, with services ranging from simple maintenance operations – also for racing models that require special checks before going out on the track – to complete restoration: from diagnosis to the restoration of the interior, to the repair of the individual mechanical and aesthetic components, all the way to the final inspection.

Each model that is taken in is subjected to a process that is rigorous and clearly defined, and yet also flexible so as to adapt to every need. A dossier is created for each restoration, with technical and photographic documentation of the work carried out.



# RELOADED BY CREATORS

## Rediscovering history

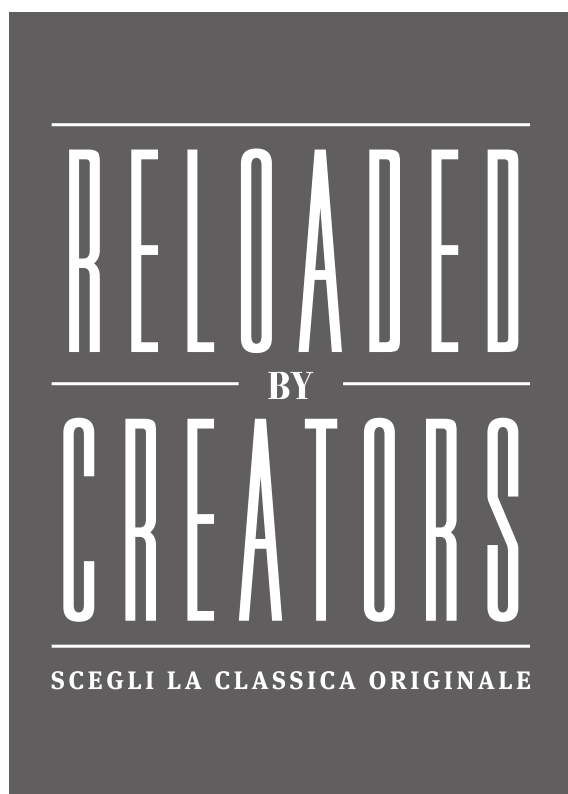
“Reloaded by Creators” is the FCA Heritage service that brings classic cars back to life. It starts with meticulous scouting work across the world, and continues with careful restoration in the Officine Classiche workshops, through to the certification of the cars and to their **re-release on the market**.

This activity can be said to close the circle from discovery to reclamation of the entire heritage on which the legend of FCA brands is based.

## Culture and market

“Reloaded by Creators” is more than anything a cultural initiative, for which FCA Heritage adopts a strategy similar to that of **art museums**, ploughing back any profits from sales into research and into the promotion of new specimens.

A by no means secondary aim of the project is to shed light on less known models that are important in terms of their history or of particular stylistic or technological solutions.





# STORE

## A unique range

To satisfy the demand of so many enthusiasts, FCA Heritage has created a wide and varied selection of products. These include:

- faithful reproductions of the most famous **Owner's manuals** from the FCA Archives, beautifully produced in every detail from the choice of materials to the graphics;
- re-editions of famous lubricants – **Olio Fiat**, **Olio Fiat VS<sup>+</sup>** and **Selenia Alfa Romeo** – developed in collaboration with **Selenia Classic** to ensure top performance for vintage cars of various periods and brands;
- a collection of **clothing and accessories** with the “Classiche” logos of each brand;
- and a selection of special **spare parts**, including the **Abarth Classiche Fiat Abarth 595 Engine Tuning Kit**, a re-edition of the historical tuning kit of the 1960s, with all the mechanical components required to tune up a vintage Fiat 500 or to maintain a classic Fiat Abarth 595.



# HERITAGE IS THE KEYWORD

## ***Heritage*/hɛrɪtɪdʒ**

**noun: heritage; plural noun: heritages**

property that is or may be inherited;  
an inheritance.

*“they had stolen his grandfather’s heritage”*

**synonyms: inheritance, birthright, patrimony**

## heritage

*cultural traditions that have  
been passed down from previous  
generations.*

### ***More:***

- ▶ valued objects and qualities such as historic buildings and cultural traditions that have been passed down from previous generations.

*“Europe’s varied cultural heritage”*

**synonyms: tradition, history, background, culture, customs, past**

- ▶ denoting or relating to things of special architectural, historical, or natural value that are preserved for the nation.

**modifier noun: heritage**

*“a heritage centre”*

- ▶ denoting a traditional brand or product regarded as emblematic of fine craftsmanship.

*“heritage brands have found a growing cachet among younger customers”*

- ▶ denoting a breed of livestock or poultry that was once traditional to an area but is no longer farmed in large numbers.

*“Cotswold sheep are considered a heritage breed in Canada”*

**source: collinsdictionary.com**

## heritage

*things of special historical value  
that are preserved for the nation.*

## heritage

*a traditional brand or product  
regarded as emblematic of fine  
craftsmanship.*