

MITO





Born to Conquer

BORN TO CONQUER.

Meet the latest addition to the Alfa Romeo family: MiTo.

Inspired by the taut lines of the Alfa Romeo 8C Competizione (voted the most beautiful car in the world) MiTo is the latest expression of Alfa Romeo's passion: the creation of beautiful automobiles. It brings to life the concept of art in motion, underscored by the qualities of comfort, performance, elegance and power.

The name MiTo is a celebration of Alfa Romeo's automotive heritage. 'Mi' is for Milan where MiTo's unmistakable style was born. 'To' is for Torino (or Turin, in the English-speaking world) where that style is physically brought to life. It is a combination of the past, the present and the future of a brand that has written some of the most important pages

in motoring history over the last one hundred years.

Available as a 155Hp 1.4 turbo or a livelier 170Hp MultiAir 1.4l turbo, the MiTo and MiTo Quadrafoglio Verde (CloverLeaf) will redefine the way you think about driving.

We trust you'll enjoy driving yours as much as we enjoyed bringing it to you.

THE ADDITIONAL VEHICLE SHOWN IS THE 8C COMPETIZIONE, THE CAR THAT INSPIRED THE DESIGN OF THE MITO, AND USED MERELY FOR ILLUSTRATIVE PURPOSES. IT IS NOT AVAILABLE IN AUSTRALIA.

Born to Conquer

Style



ITALIAN ON THE OUTSIDE.

The all-new MiTo shares some immediately recognisable traits with its illustrious stable mate, the achingly beautiful 8C Competizione. It features pillar free side-windows, while the V shape of the contoured bonnet arcs down to the bumper, headlights and distinctive Alfa grille. With LED tail-lights and the same muscular, aggressive low-slung stance of the Competizione, it makes no apology for the strength and power pulsing through it.

Style



Style



While both models feature alloy wheels, the QV is complemented by a stylish titanium finish on features such as its wing mirrors, headlights and tail-light surrounds. It is then further enhanced by a sports rear bumper and rear parking sensors, making it as stylish as it is smooth to drive.

It's both compact and dynamic, with clean lines full of character as is typical of every Alfa Romeo. But it's not simply about aesthetics. The long, aerodynamic profile, wide track and broad tyre tread combine to ensure a pleasingly stubborn grip on the road.

Style

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Interior

LEATHER INTERIOR, OPTIONAL FOR MiTo QV

ITALIAN ON THE INSIDE.

Spend time in a MiTo and the car's desire to indulge you with a thrilling ride is palpable.

From the embrace from the seats to the cockpit feel that the dashboard gives you to the pulse from the wheel, it's pure, classic, breathless Alfa Romeo, assembled with meticulous care using materials of the highest quality. You'd expect nothing less from something made in the design capital of the world.

Added to this, the MiTo QV brings you a plethora of additional features to further enhance the driving experience. Clever dual-zone

climate control air conditioning allows driver and passenger to happily agree to disagree on the in-car conditions. Lumbar control in the front seats means one less reason to ever leave the car. There's an adjustable steering column that passengers won't care about but for which the driver will be grateful. Attentive headlights and windscreen wipers come on and turn off automatically, leaving busy humans to focus on more important things.



MITO QV DASHBOARD



Interior

MITO QV INTERIOR SHOWN

The Seat Belt Reminder (SBR) alerts you if any of your passengers haven't fastened their seatbelts.

Every road trip is accompanied by the perfect soundtrack of the MiTo's engine, but to make it even more enjoyable the sound system also has MP3 CD player compatibility, with the controls incorporated into the steering wheel.

A revolution in in-car communication, information and entertainment is exclusively available across the MiTo range. Blue&Me™ offers a Bluetooth® hands-free system, a USB port and an MP3/WMA media player, allowing drivers to use mobile phones more safely because they can make and receive calls via the car's audio-voice system.

Interior





Performance

EXHILARATING PERFORMANCE.

Alfa Romeos have always been known for the menacing, fighterplane-like scream of their engines, and for performance that lives up to that aural thrill.

Our MiTo manual gearboxes are teamed with a torquey 155Hp 1.4 litre turbo engine, or, in the MiTo QV, a 6-speed manual with 170Hp 1.4 litre engine capable of a scorching 215km/h and 0-100 in just 7.5 seconds. But fear not, fuel economy is excellent, while particle and CO₂ emissions are among the category's lowest.

Alfa's unique electronic control system called DNA takes performance levels even further. Transported directly from the world of racing, DNA adjusts the responses of the car to best suit the current driving style and conditions.

Road handling at speed is exceptional, with MacPherson strut suspension at the front end and rebound springs with torsion beam at the rear; shock absorbers with coilover springs; a DST (Dynamic Steering Torque) system that

Performance



Performance

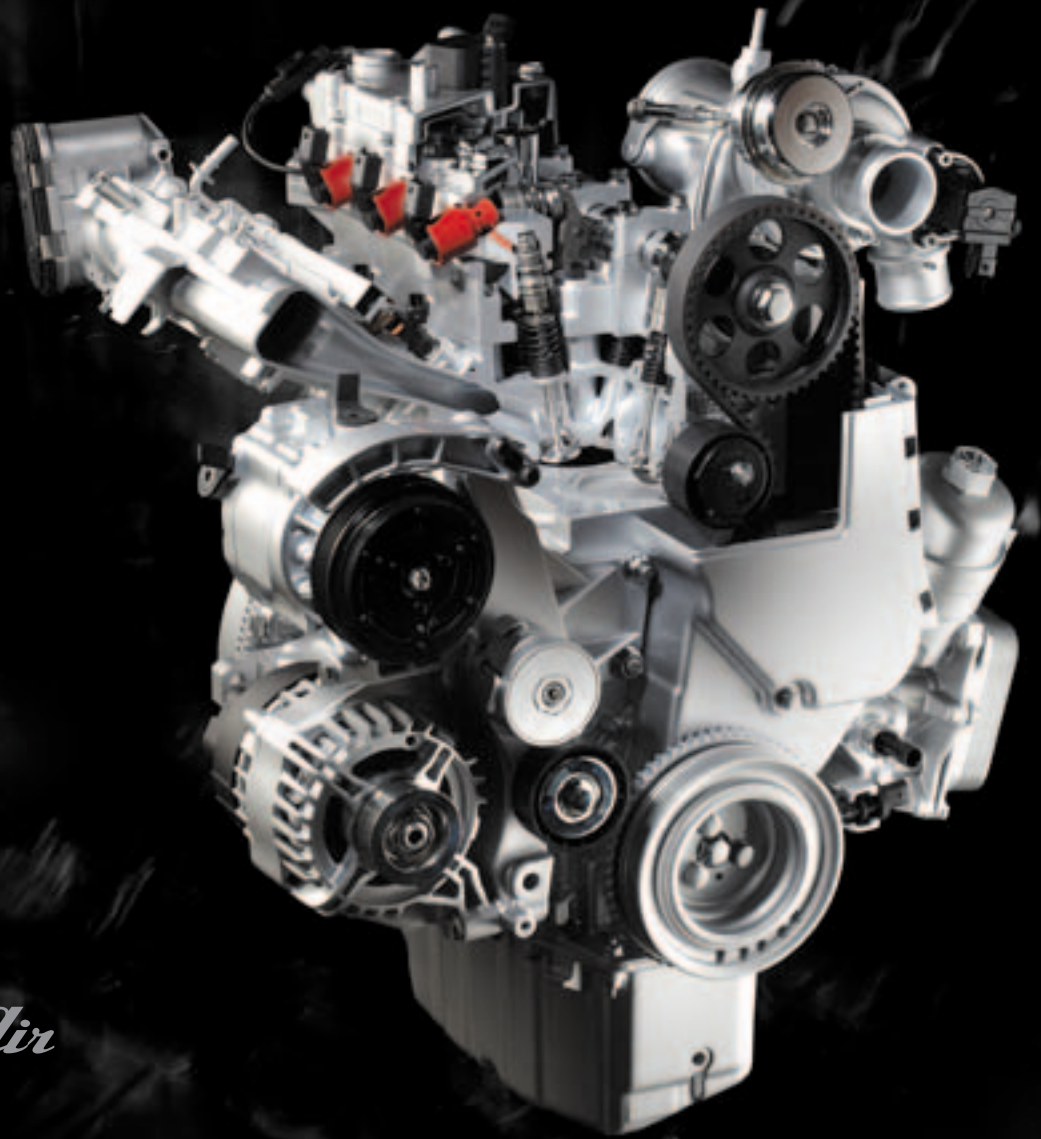


complements the electronic power steering as part of the VDC (Vehicle Dynamic Control) system; and Q2 Electronic Differential and Traction control, all combined with a low-set stance to provide maximum stability and minimum roll during high-speed manoeuvres.

Throw in the four wheel disc brakes with an excellent stopping distance of 34 metres from 100 to 0 km/h* and you get all the agility and control you'd expect from an Alfa Romeo.

Performance





MultiAir

MORE GREEN.

MORE PERFORMANCE.

The Alfa Romeo MiTo is now equipped with MultiAir.* A revolution in motoring, MultiAir employs a new electro-hydraulic valve control system that allows direct air control to the engine suction valves and maintains combustion to reduce emissions.

This ensures 10% less fuel consumption and CO₂ emissions, up to 40% fewer particulates and up to 60% less NO_x. Not only that, the new Start&Stop system controls the temporary turning off

and restarting of the engine, lowering fuel consumption while the rest of the car's devices remain operational.

But don't be fooled – a more advanced, greener engine doesn't mean you have to sacrifice the grunt that has become synonymous with Alfa Romeo. The turbocharged MultiAir delivers up to 10% more power and up to 15% more torque than a traditional petrol engine.

MultiAir

(*MULTIAIR ENGINE ONLY AVAILABLE IN 135HP AND 170HP ENGINES)



Twin Clutch Transmission



GRAB LIFE WITH BOTH HANDS.

The Alfa Romeo TCT is more than just another automatic car. The Alfa TCT features two parallel dry gearboxes for seamless gear changes while the previous gear is still engaged, maintaining continuous torque delivery and traction. This ensures near zero power loss while changing gears, faster gearshifts and a driving comfort and sporting feel unrivalled by traditional automatic gearboxes.

In addition, a dry clutch is proven to dissipate less energy and is approximately 6% more efficient than 'wet' clutches in terms of consumption.

The Alfa TCT also has the largest number of interactions with the vehicle's systems available today, communicating with the steering wheel, brakes, accelerator, Alfa DNA selector, ABS, engine and inclinometer.



Dma



ONLY LIVING THINGS HAVE DNA.

Three drive settings. Three levels of steering response. Three different kinds of handling. This is Alfa Romeo's DNA, a unique system that acts on the MiTo's engine, brakes and steering. It is so responsive to the driver's wishes that it has an almost instinctive reaction to the driving conditions and the road ahead, providing ultimate control with three settings: supersporting (Dynamic), town driving (Normal) and maximum safety even in difficult grip conditions (All Weather).

DNA





Safety

HIGHEST EURO NCAP SAFETY RATING.

Whichever model you choose, you'll enjoy the peace of mind that a 5 Star NCAP safety rating brings. Each model features seven airbags, double pre-tensioners on the front seatbelts, anti-whiplash front seats with self-aligning headrests, a collapsible steering wheel and a new range of low-profile tyres for maximum grip. Seat Belt Reminder technology, consisting of a small screen with five indicators which show whether passenger seatbelts are fastened or not, is also included.

The on-board Vehicle Dynamic Control (VDC) system manages critical functions such as the hill holder, traction control, assisted braking, MSR that prevents wheels locking, Dynamic Steering Torque (DST) and Q2 Electronic

Differential. All these systems maximise vehicle traction and thus heighten safety.

With MiTo's designers creating each component with an understanding of its behaviour in accident conditions, it's only natural that MiTo would have scored 5 out of 5 with Euro NCAP.



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Safety



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