

Dear Alfisti,

I have just been advised of the unfortunate news that our beloved Alfa Romeo Museum in Arese is once again in danger of being dismantled, notwithstanding the ruling by the Italian Ministry of Culture to keep the Museum and it's cars and documents intact.

The current FIAT ownership is putting huge pressure on the Ministry in Rome to have this ruling modified. The current ownership's final goal is not only to sell some of the cars, but also to sell the whole structure and finally move the remaining cars to Turin and lock them in a warehouse, as it has already been done with the Lancia Museum.

We are asking you to show your support for maintaining what is every Alfisti's spiritual "home", the Alfa Romeo Museum in Arese. Built and opened on December 18th, 1976 by the Alfa President at that time, Giuseppe Luraghi. The Alfa Romeo Museum is the essence of the Brand, it tells the story of its great victories, its great technological innovations, and its unforgettable cars.

Unfortunately there is not much time. At the end of January 2011 the Italian Ministry of Culture will evaluate the request to modify it's ruling, as requested by the current ownership, and will issue a ministerial decree regarding the protection of the Alfa Romeo Museum in Arese. This will be after examining the arguments of the supporters of this initiative against the objections by the current Alfa owners.

A write-in campaign has been created and, although it's in Italian, it's very simple to navigate (see instructions below): please send in your feelings about the possibility of the museum being dismantled and the cars locked up somewhere in a warehouse. Your comments will help a lot! Over the next few days the comments will be constantly monitored, and the messages left will be very helpful in preventing the Italian Ministry of Culture from modifying their ruling.

PS: when forwarding this email make sure not to send it to email addresses connected in any way with the current FIAT/ALFA ownership or employees.

Thank you very much in advance for your support! The original Italian version of this message is below.

Cari amici Alfisti,
Oliver Collins,
Toronto

More information from Italy:

On Thu Jan 20 11:19:04 CST 2011, Alessandra Giorgetti - AFRA <agiorgetti@afra.it> wrote:
Dear Oliver

The Arese mayors office succeeded a month ago in applying a national law , maintaining that Arese Alfa Romeo building , the cars, the archive , all documents and anything in the structure were of national cultural interest and FIAT auto could not destroy, move or sell anything concerning the museum.

Now Fiat says ok, the cars and the documents are national interests, but not the building. Because of expo 2015, they wish to sell it and dismantle it and are pressing the national government for this ammendment. (Berlusconi hates Fiat...but we are not lucky enough for this to help!)

This should not be done, because we have archaic rules and Arese building was designed by a famous architect Vito Latis ...and should be of historical interests (otherwise the colosseum in Rome wouldn't have survived so many years....) But we are in Italy and anything is possible.

The problem is that if Fiat gets the agreement for the building...where will all the cars be stored? Nowhere....!! because Fiat has no money for another structure and ...if we are lucky, they will be locked in Torino underground and no Alfisti or anyone will see the museum for many many years. If we are unlucky, some pieces will disappear during the transportation.....

So please write some words of disappointment on this web site that will be read by the government in Rome as proof of the international interest of the Museum.

www.alfaromeoarese.com (SEE INSTRUCTIONS BELOW)

Post this to all your friends and Alfisti that can help us , but do not post it to Fiat employers!

Ciao, Alessandra

How to post a comment to 'Save the Alfa Museum':

Using Internet Explorer, NOT Firefox, as it doesn't work:

Go to the website <http://www.alfaromeoarese.com/>

At the bottom of the grey page you will see:

Publicato da Arese73 a venerdì, gennaio 14, 2011 132 commenti

-click on the word "COMMENTI"

-scroll down to the end of all comments where there is a white space to write your comments in,

This is what Peter drafted over the weekend, as his own opinion (Italian, which I believe is not necessary, and English versions):

Scrivo di aggiungere il mio sostegno di tenere l'edificio (il museo) di Arese con tutte le vetture e i documenti. Naturalmente è importante come un'appassionato dell'Alfa Romeo (e riceverà molti lettere e e-mail non di modificare il vincolo) ma è anche importante per il paese (cioè Italia). Perché? Il museo è la ragione di molti visitatori di venire in Italia, una buona scusa forse per una settimana, o due, e di solito con le loro famiglie. Pensare la perdita del reddito dai turisti

l'Italia non permettersi un cambio al vincolo !!

I write to add my support to keep the building (the museum) at Arese with all its vehicles and documents. Naturally it is important as an Alfa Romeo enthusiast (and you will receive many letters and e-mails not to change the ruling) but it is also important for the country (that is to say Italy). Why? The museum is the reason that many visitors come to Italy, a good excuse perhaps for a week, or two, and usually with their families. To think of the loss of income from the tourist **Italy cannot afford a change to the ruling !!**

-after inserting your comment, click on "POSTA COMMENTO"

-click on "SELEZIONA PROFILO"

-From the drop down menu select " Nome/URL "

-write in your NAME only, but NO URL.

-click on "ANTEPRIMA" and insert the security code exactly as you see it,

- again click on "POSTA COMMENTO"

-You will be returned to the home page with an English message at the bottom that says your comment has been published.

Da: Andrea Vecchi Alfa Romeo Club Milano > [mailto:andrea.vecchi@alfaclubmilano.it]

Inviato: venerdì 14 gennaio 2011 23.53

Oggetto: Richiesta di aiuto per il Museo Alfa Romeo di Arese a tutti gli Alfisti.

Cari amici Alfisti, ieri sera e in tutta la giornata di oggi mi sono giunte voci, da fonti molto attendibili, che il nostro amato Museo è ancora a rischio di smembramento, nonostante il vincolo del Ministero dei Beni Culturali.

Stanno arrivando altissime pressioni a Roma per cercare di modificare il vincolo, il loro intento non è solo quello di vendere alcuni dei preziosi gioielli, ma quello di vendere la struttura intera, per poi spostare tutte le vetture rimaste a Torino e chiuderle in un capannone come è stato fatto per Lancia.

Ci chiedono una prova “tangibile” da parte di tutti gli appassionati del marchio più amato al mondo, un serie di messaggi uno dietro l’altro per manifestare il proprio affetto verso quello che per noi Alfisti è la nostra Casa, ma purtroppo non c’è tantissimo tempo: a fine mese infatti scadrà il periodo entro il quale il Ministero dei Beni Culturali dovrà verificare le

opposizioni e le relative richieste di modifica, presentate dalla proprietà dopodiché il Consiglio dei Ministri dovrà emettere il decreto prendendo in esame le ragioni di chi ha “promosso” questa iniziativa e di chi invece sta cercando in ogni modo di modificarla.

E’ stato creato un blog tanto semplice quanto spartano, con un messaggio unico, non vi resta che passare parola, cliccare sui commenti, e dire la vostra, anche solo un commento da parte di tutti noi può aiutare tantissimo.

Il sito internet del blog è www.alfaromeoarese.com

Potete farlo anche senza iscrivervi, basta solo dire chi siete nel testo del messaggio, in questi giorni questo blog verrà monitorato costantemente da chi sta lavorando, per impedire che il vincolo venga modificato.

PS: nell’inoltrare la mail abbiate la cortezza di non farlo verso mail aziendali o collegate in qualche maniera alla proprietà.

Un doppio lampeggio e a presto!

Andrea Vecchi

Alfa Romeo Club Milano

Presidente

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