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Alfa Romeo Gloria: Italian students create sports saloon for Geneva

Lead

At the forthcoming Geneva Motor Show, a collaborative effort between Italian design students and the Alfa Romeo Style Centre will see classic Alfa design cues reinterpreted in a sleek saloon...

Twenty students from the Istituto Europeo di Design (IED) in Turin participated in the project, which was overseen by the Alfa Romeo design team. Theoretically aimed at the Asian and American markets, the brief for the 'Gloria' concept was to create a "completely independent interpretation of a new Alfa Romeo saloon", while looking back to the design cues which originally helped Alfa break into the American market in the late 1960s. This seems like a smart publicity move for Alfa, with an American relaunch spearheaded by the [4C sports car](#) on the horizon. The traditional triangular grille retains pride of place at the front of the car, and has its shape echoed in the strong lines rising up the bonnet. Leather straps recall those previously used to secure the bonnet in times gone by. Although billed strictly as a design exercise, the designers say the Gloria would hypothetically use a V6 or V8 bi-turbo engine. It will be shown as a 1:1 scale clay model on IED's stand at the Geneva Show.

Photos: Alfa Romeo

Gallery

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