

Cristiano Fiorio Appointed Responsible for Alfa Romeo Formula One Program

July 30, 2021, Auburn Hills, Mich. - Alfa Romeo appoints Cristiano Fiorio responsible for Alfa Romeo Formula One, reporting to Jean-Philippe Imparato, Alfa Romeo Brand CEO. Following the recent renewal of the partnership between Alfa Romeo and Sauber Motorsport, Fiorio assumes responsibility for the program, focused on maximizing results with goals of gradual improvement.

Born in Turin, Italy, in 1972, Fiorio worked for Fiat Chrysler Automobiles (FCA) since 2013, holding various positions over the years. Most recently, he was responsible for brand marketing communication for Europe, Middle East and Africa (EMEA) and responsible for advertising, digital, events, sponsorships and trade shows for all the FCA brands. In November 2019, he also led the team that launched the new Fiat 500e.

Alfa Romeo's presence in motorsport, particularly in Formula One, will continue to play a key role in the future of its brand DNA as it has for 111 years. Formula One is the ultimate laboratory of change and, therefore, a key test bed for Alfa Romeo on its path to electrification.

Alfa Romeo

Born in 1910 in Milan, Italy, Alfa Romeo has designed and crafted some of the most stylish and sporty cars in automotive history. That tradition lives on today as Alfa Romeo continues to take a unique and innovative approach to automobiles. The Alfa Romeo Stelvio sets a benchmark in performance, style and technology in an SUV. The award-winning Alfa Romeo Giulia delivers race-inspired performance, advanced technologies and an exhilarating driving experience to the premium midsize sedan segment. In early 2023, Alfa Romeo will offer its first compact SUV with the all-new Tonale. The globally available Tonale is part of a radical evolution taking place at Alfa Romeo, which looks ahead to a new era of electrification and connectivity. Alfa Romeo is part of the portfolio of brands offered by leading global automaker and mobility provider Stellantis. For more information regarding Stellantis (NYSE: STLA), please visit www.stellantis.com.

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