

style auto

Product Preview

P002 - Book 01
Alfa Romeo 8C Competizione

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auto

DRIVING INTO THE FUTURE

LEGACY



About

Us

ABOUT

STYLE AUTO

style

auto

About

Style Auto is a publishing brand devoted to the creation of high-end editorial works, aimed at automotive enthusiasts, collectors and connoisseurs of exclusive design.

Our name pays homage to the Italian magazine **Style Auto - Architettura della Carrozzeria** (1963–1978), a landmark in the history of automotive literature, celebrated for its authority, scientific rigor and editorial excellence.

In the tradition of that influential publication, Style Auto today offers limited-edition monographic volumes, dedicated to those in search of exclusive insights and new perspectives on icons of the automotive world.

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Us



auto

P002

Book 01

ALFA

ROMEO

8C

COMPETIZIONE

style

auto

P002

Book 01

8C Competizione: the untold story

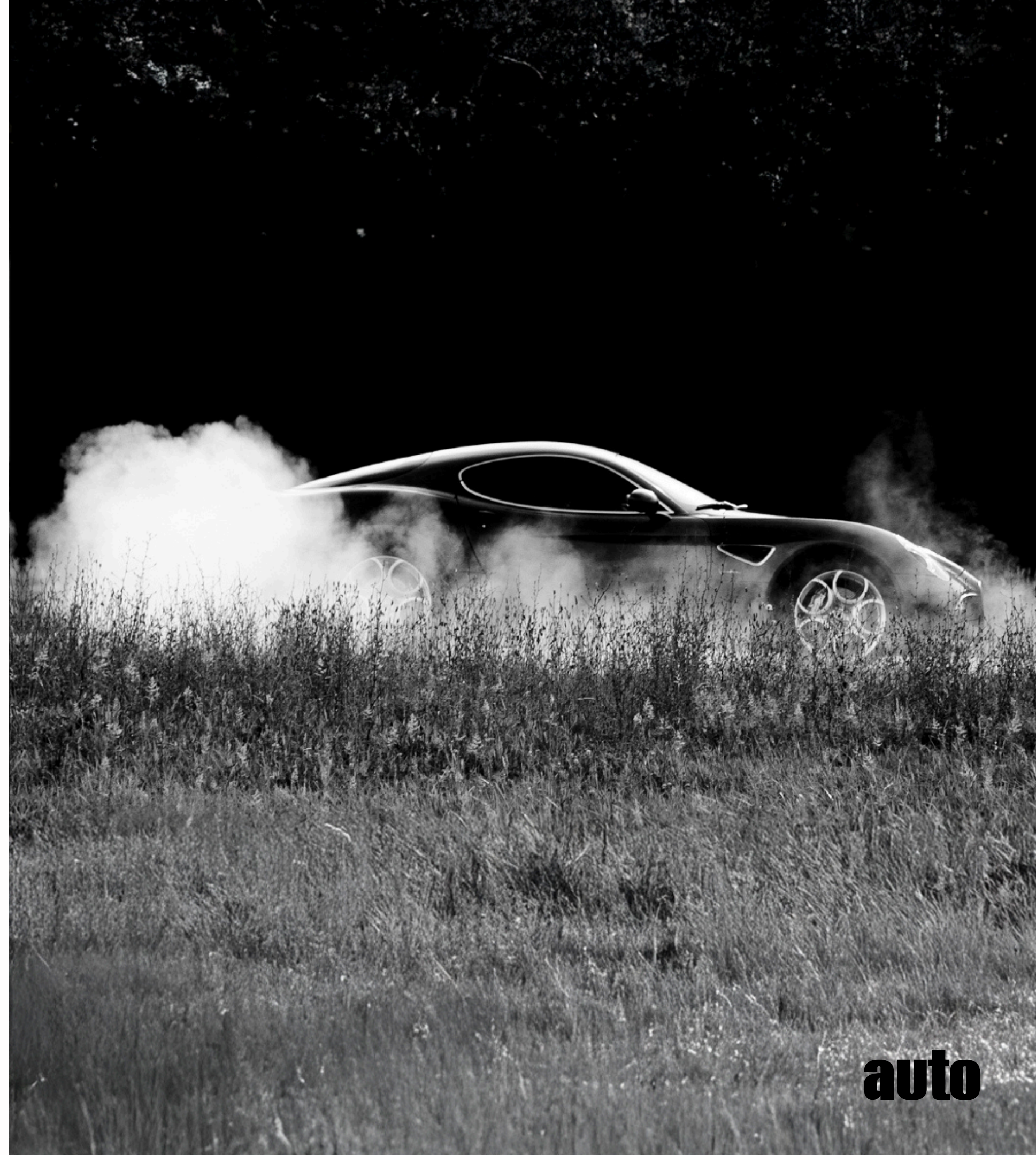
The editorial debut of Style Auto is a book dedicated to the Alfa Romeo car that, in recent history, has best embodied the brand's sporting heritage.

An in-depth exploration of the engineering and vision behind the **8C Competizione**, this exclusive volume unfolds with a unique narrative, enriched by firsthand accounts from key figures involved in the project, alongside **previously unpublished images and testimonials**.

Written by **Daniele Gaglione**, with exclusive contributions from individuals who played a pivotal role in the creation of the 8C Competizione, and enhanced by rare archival material, the book stands as a definitive tribute to this iconic automobile.

style

auto





P002

Book 01

PRELIMINARY TABLE

OF CONTENTS*

Preserving the editorial approach which was the hallmark of Style Auto, this book offers an in-depth exploration of every aspect of the Alfa Romeo 8C Competizione, with particular emphasis on its conception, design, and engineering phases, leading up to its official presentation and commercial release.

I. Genesis

The approach of the Centro Stile Alfa Romeo people in shaping the “sportività evoluta” concept car.

II. The Brand Context

An overview of Alfa Romeo’s brand strategy during the development of the 8C Competizione.

III. Development and Production

Design phases, technical innovations, prototypes and series engineering.

IV. Communication and Sales

Marketing strategies and the role of brand ambassadors in promoting the 8C.

V. One-Offs and Special Editions

Limited editions and concept cars based on the 8C, such as the Pandion and Disco Volante.

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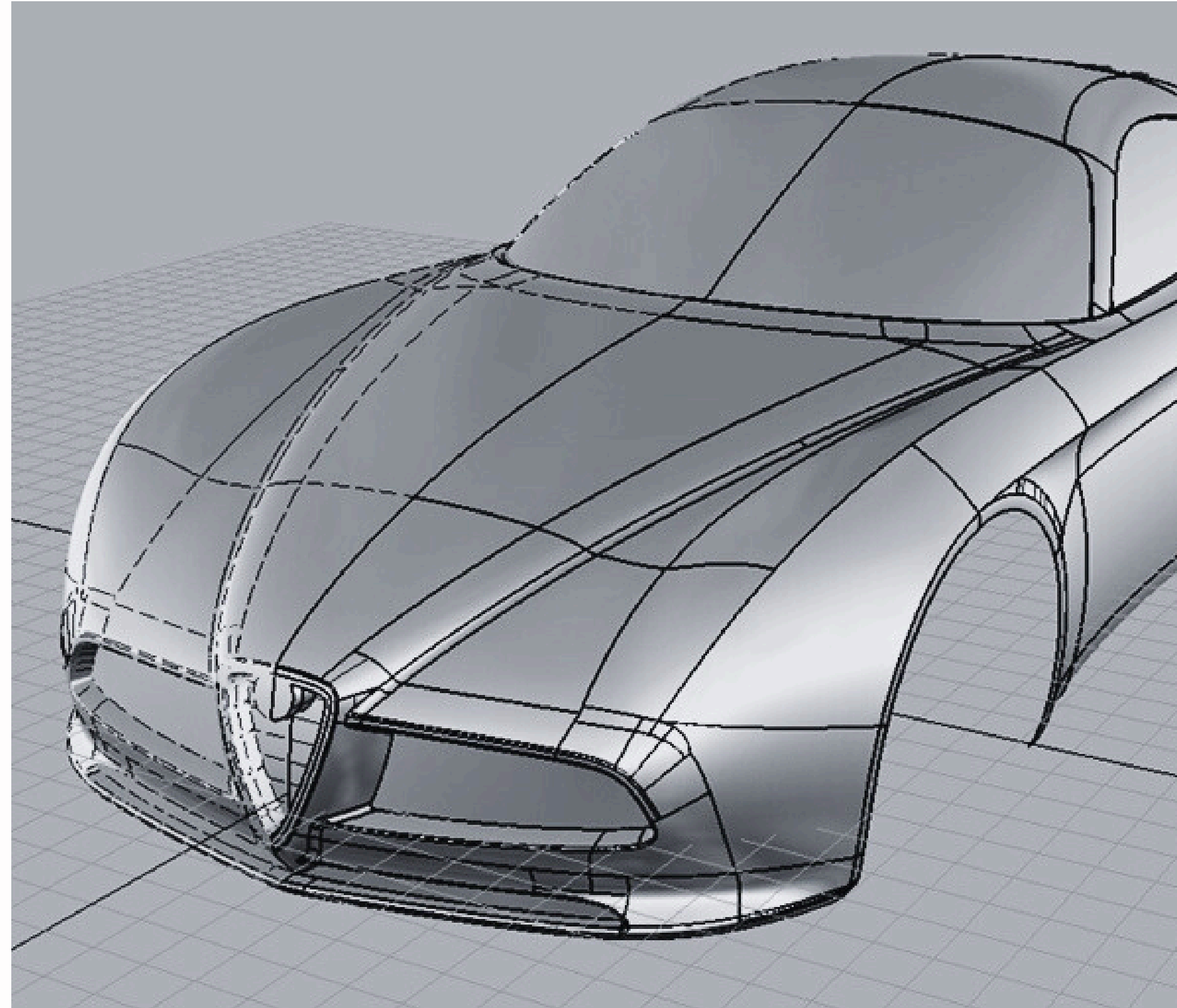
* This doesn’t reflect the book index, which is still pending definition to date

P002



style

Book 01



auto

P002

Book 01

BOOK

DETAILS

Language: two editions in Italian and English

Closed format: 300 x 320 mm

Open format: 600 x 320 mm

Length: 348 pages

Paper: 170 gsm, matte coated

Cover: Hardcover

Personalization: Available for 8C owners: contact us for details

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