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www.alfamito.mobi

Take a photo of the code below with your mobile phone and enter the MiTo's World. If you don't have the reader software, you can download it from www.semapeda.org





MITO

Login

"It's not every day that Alfa Romeo chooses you to be the first voice to talk about their new car..."
Direct from alfamitoblog.com, the voice of someone who has discovered and tried the MiTo.

Orazur



Kingbull



2Simo86



VeryCool



Jack 33



Irinag_84



dani83



Gian Maurizio



Serge



ColeTrick1



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8C Competizione



Driven by excellence. As powerful as a dream: inspired by the 8C Competizione.

dream



Orazur

"There are no B-pillars, so from the side, the window looks like an eye (very attractive), while the small circular rear lights are clearly inspired by the 8C and the history of Alfa Romeo."

Concept



spearhead



compact

A compact yet powerful Alfa

With a power output of up to 155 bhp, this car can accelerate from 0 to 62 miles/h in 8 seconds. The MiTo also comes with a special electronic control system called D.N.A.: taken straight from the world of racing, this feature can adjust the responses of the car depending on the driving style and conditions. The Electronic Q2 system offers exceptional road holding, while MacPherson suspension and rebound springs ensure the kind of handling you would expect from a genuine Alfa Romeo. Designed to satisfy the highest Euro NCAP rating, this car also offers optimum safety. With all of these features, the MiTo is the sportiest compact car in the world.

sporty

Output of up to 155 bhp

Anti-particulate filter

Alfa Romeo D.N.A.

Electronic Q2

Suspension with rebound springs

VDC with Hill Holder

Bose® Sound System

Dynamic steering torque

LED rear lights

Blue&Me™

Bixenon lights

7 airbags

Alloy wheels up to 18 inches





Design

compact



Length: 4.06 m

Width: 1.72 m

Height: 1.44 m

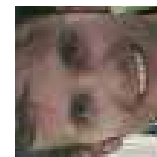
These are the vital statistics of this sports car, where every single feature has been designed to deliver the best possible performance.

daring



smart

“The front is beautiful – it looks like a sculpture created by speed, and once you turn the key ...”



ColeTrickl

“The front is beautiful – it looks like a sculpture created by speed, and once you turn the key ...”

Design

style

sportiness



The new 16, 17 and 18-inch wheels with wider tread channels ensure this sporty car delivers the very best in terms of handling.

The MiTo also features an attractive spoiler, while the rear lights with LED technology offer enhanced visibility and safety.

innovation





Interior



The MiTo's interior has aggressive, imposing styling. The stylish dashboard and trim make for an impressive, hi-tech appearance. It is also equipped with a superbly designed instrument panel featuring advanced graphical display.



Kingbull

"The interior is beautiful and original, more comfortable than I ever could have imagined."



Interior

Drivers at the wheel of the MiTo will feel ready for a thrilling experience. The wraparound seats, steering wheel and low suspension set-up all make for an unforgettably sporty ride.

sporty feel





design

Interior

finishing

For total comfort, only the best materials have been used – all fabrics and leathers are unmistakably “made in Italy”.

Alfa Romeo D.N.A.

All Weather



Dynamic



3 drive settings,
3 levels of steering response,
3 different kinds of handling.
This is Alfa Romeo D.N.A., a new
system which adjusts the car's
responses depending on the
driving conditions.

To activate the Alfa Romeo D.N.A. system and change the car's responses,
simply move the selector next to the gear lever.

Normal



cl Dynamic

N Normal

a All weather

Steering

The stiffness of the steering varies depending on the mode selected

Throttle response

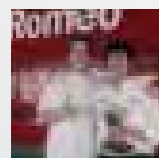
Throttle response varies depending on the mode selected

VDC system

A different combination of the three settings is activated for each of the three selector positions

Instrument panel

The display shows which settings are currently selected



Serge

"In Dynamic mode, the engine torque curve changes, with the accelerator responding more quickly."



Dynamic fun and sporty

VDC and ASR	Less intrusive VDC and ASR • Electronic Q2 activation
Electric Power Steering	Sportier tuning
DST	Standard braking control coordinated with ABS Greater control of lateral acceleration Oversteer correction: slight pressure through the steering wheel encourages drivers to steer in the correct direction
Engine	Faster response

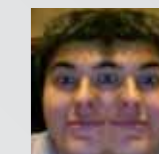
Dynamic



Normal

"What can I say? Spectacular!! What torque delivery!!! Even in sixth gear, you could still feel the power of the engine and hear its roar. After a couple of laps, the driver said: 'This is just what it can do in Normal mode'. Imagine what it's capable of in the others!"

2Simo86



Normal Agility in the city

VDC and ASR	Standard setting
Electric Power Steering	Normal tuning
DST	Standard braking control coordinated with ABS Standard control of lateral acceleration Oversteer correction: slight pressure through the steering wheel encourages drivers to steer in the correct direction
Engine	Standard response



All Weather To minimise the skid in adverse conditions

VDC and ASR	More intrusive VDC, less intrusive ASR
Electric Power Steering	Normal tuning
DST	Greater braking control coordinated with VDC Standard control of lateral acceleration Oversteer correction: slight pressure through the steering wheel encourages drivers to steer in the correct direction
Engine	Standard response



Gian Maurizio

"It's as if this little Alfa, glued to the road, showed me the way, recovering in situations where I really thought it wasn't possible. Great! Nice one Alfa!"



All weather



agility

VeryCool

"Guys ... I'm impressed with the suspension video ... the gears move with great fluidity and the car rides so smoothly ... truly unbelievable!! :D"

handling



The MiTo's suspension system combines maximum safety with maximum driving pleasure.

In order to achieve this it uses several new-generation solutions: suspension with rebound springs, combined with a MacPherson type set-up at the front and a torsion beam with semi-independent wheels at the back. The result is unrivalled roadholding and sporting performance.

Control

response

- **Electronic Q2** Simulates the action of a self-locking differential
- **ABS** Antilock Braking System
- **EBD** Electronic Braking Distributor (between front and rear wheels)
- **VDC** Vehicle Dynamic Control for enhanced stability
- **ASR** Anti-Slip Regulation System provides traction control by adjusting the brakes and ECU
- **HBA** Hydraulic Brake Assistance for emergency braking
- **Hill Holder** helps drivers set off on steep gradients
- **MSR** Motor Speed Regulator controls engine braking when the accelerator pedal is released
- **CBC** Cornering Brake Control optimizes braking performance on bends
- **DST** Dynamic Steering Torque assists electric power steering in VDC strategies: slight pressure through the steering wheel encourages drivers to steer in the correct direction



Performance



low fuel consumption



Five engine versions are available.

Three of these are petrol: 1.4

Turbocharged (155 bhp), 1.4

Turbocharged (120 bhp), and the 1.4

16V (95 bhp), whilst two are diesel:

1.6 JTDM (120 bhp) and the 1.3 JTDM

(90 bhp). All of them have a deep,

throaty roar, which announces massive

power and gets the adrenaline

pumping. What is more, they are

environmentally friendly: all MiTo

engines have been designed to ensure

low fuel consumption and less

emissions than other similar

engines.

low emissions



dani83

"Spectacular!! Did you hear the roar of the engine as it revs???"

power





Safety

Euro NCAP



technology

The MiTo has been awarded the highest Euro NCAP safety rating.

The car comes with seven airbags, double pre-tensioners on the front seatbelts, anti-whiplash front seats, a collapsible steering wheel, and a new range of tyres for enhanced grip. SBR (Seat Belt Reminder) technology is also included – this consists of a small screen with five indicators which show whether passenger seatbelts are fastened or not.



protection

Jack 33



“Congratulations on the excellent safety equipment!!
Seven airbags as standard is a lot.”

MP3



To ensure the perfect soundtrack to every journey, the car comes with a radio, CD and MP3 player featuring the latest generation Bose® hi-fi sound system.

Sound System

Bose®



radio CD





Blue&Me™



On board the MiTo, there is Blue&Me™, a revolution in in-car communication, information and entertainment.

It offers a Bluetooth® hands-free system, USB port and MP3/WMA media player. Thanks to this new technology, drivers can use mobile phones safely, make and receive phone calls or read text messages using the car's audio-voice system.

In addition, Blue&Me™ Map features a portable GPS satellite navigator that can be integrated into the dashboard, while Blue&Me™ NAV also offers advanced info and SOS.



Blue&Me™ Map

Blue&Me™ Nav



Irinag_84

"It's fantastic how you can do anything you want without ever taking your hands off the wheel ..."

trims



colours

finishes



With ten body colours, a variety of frames for the headlights and wing-mirror covers, every MiTo can be tailored to the driver's individual tastes.

Customization





17-inch alloy wheels
with exclusive design

Headlight surrounds in
satin effect finish

Competizione dashboard
in black, red or blue

Seats in black or red
Sports cloth

Manual air conditioning

Alfa Romeo D.N.A.
and VDC

Red painted brake
callipers

Rear spoiler



Radio CD with MP3

Blue&Me™

Leather steering wheel
and gear knob

Remote audio controls
on steering wheel

Fog lights

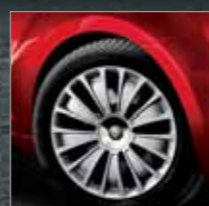
Floor mats

Front armrest

Sports rear bumper
with extractor

Sports dials with white
illumination on black
background

Deloce



Turismo

- Headlight surrounds in titanium grey finish
- Seats in grey or red Turismo cloth
- Manual air conditioning
- Alfa Romeo D.N.A. and VDC
- Radio CD with MP3
- 16-inch wheels



Leather seats

For those looking for even greater elegance, seats in black, red or natural Frau® leather with a special design are optional at additional cost.

- Headlight surrounds in lucid chrome finish
- Competizione dashboard in black, red or blue
- Seats in black, red or blue Lusso cloth
- Manual air conditioning
- Alfa Romeo D.N.A. and VDC
- Radio CD with MP3
- Leather steering wheel and gear knob
- Chrome effect window sill
- 16-inch sports alloy wheels
- Fog lights
- Floor mats
- Remote audio controls on steering wheel



Lusso



Graphics

personality



Ready to express your personality? Decide how you are going to personalize your car with this sticker kit by Alfa Romeo, designed especially for the MiTo.

originality



flair



Special Paint



185
Giulietta Red (opt 5DM)



289
Alfa Red (opt 5CF)

Solid

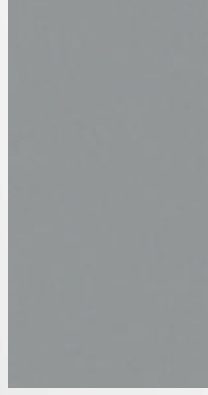


601
Black (Opt 5CG)

Metallic



252
Gardenia White (opt 5CC)

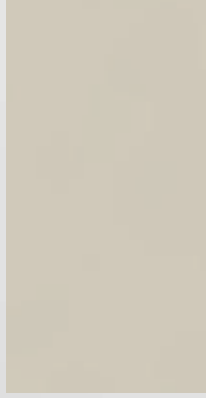


612
Techno Grey (opt 5DN)



805
Etna Black (opt 5DR)

Body Colours



251
Biancospino White (opt 5CA)



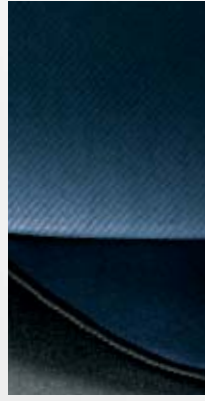
507
Corsa Yellow (OPT 5DL)

Turismo Cloth



125
Black-Red

Lusso Cloth



324
Black-Blue

Sports Cloth



208 - 239 - 248
Black-Black

Leather Seats

Frau® Leather



402 - 423 - 468 - 440 - 489
Black



401 - 411 - 481
Red



465 - 495
Natural

Body Colours

Cloth Seats

TRIM LEVEL	TURISMO				LUSSO				VELOCE					
	SPRINT				COMPETIZIONE				COMPETIZIONE					
	Black	Red	Black-Red	125	Black	Red	Blue	324	Black	Black-Red	Red	Red	Black	Blue
DASHBOARD	Black-Grey	Black-Red			Black	Black-Red	Black-Blue		Black	Black-Red	Black-Red	Black	Black	Black
SEAT COLOUR	135	125			346	358	324		248	210	231	208	239	
Opt code														

SOLID

601 Black (Opt 5CG)	•	•	•	•	•	•	•	•	•	•	•	•	•	•
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SPECIAL PAINT

185 Giuletta Red (Opt 5DM)	•	•	•	•	•	•	-	•	•	•	•	•	•	•
251 Biancospino White (Opt 5CA)	•	•	•	•	•	•	•	•	•	•	•	•	•	•
289 Alfa Red (Opt 5CF)	•	•	•	•	•	•	-	•	•	•	•	•	•	•
507 Corsa Yellow (Opt 5DL)	•	-	•	•	•	-	•	•	•	-	-	-	-	•

METALLIC

252 Gardenia White (Opt 5CC)	•	•	•	•	•	•	•	•	•	•	•	•	•	•
437 Blue (Opt 5CD)	•	-	•	•	•	-	•	•	-	-	-	-	-	•
612 Techno Grey (Opt 5DN)	•	•	•	•	•	•	•	•	•	•	•	•	•	•
669 Graphite Grey (Opt 5DO)	•	•	•	•	•	•	•	•	•	•	•	•	•	•
805 Etna Black (Opt 5DR)	•	•	•	•	•	•	•	•	•	•	•	•	•	•

FRAU® LEATHER (opt 211)

TRIM LEVEL	TURISMO				LUSSO – VELOCE									
	SPRINT				COMPETIZIONE									
	Black	Black	Red	401	Black	Red	Red	411	Black	Black	Red	Red	Black	Blue
DASHBOARD	Black	Black	Red	402	Black	Red	Black	468	Black	Black	Natural	Black	Black	Black
SEAT COLOUR	402	401	495	423	423	411	468	481	465	440	489			
Opt code														

SOLID

601 Black (opt 5CG)	•	•	•	•	•	•	•	•	•	•	•	•	•	•
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SPECIAL PAINT

185 Giuletta Red (opt 5DM)	•	•	•	•	•	•	•	•	•	•	•	•	•	•
251 Biancospino White (opt 5CA)	•	•	•	•	•	•	•	•	•	•	•	•	•	•
289 Alfa Red (opt 5CF)	•	•	•	•	•	•	•	•	•	•	•	•	•	•
507 Corsa Yellow (opt 5DL)	•	-	•	•	•	-	•	•	-	-	-	-	-	•

METALLIC

252 Gardenia White (opt 5CC)	•	•	•	•	•	•	•	•	•	•	•	•	•	•
437 Blue (opt 5CD)	•	-	•	•	•	-	•	•	-	-	-	-	-	•
612 Techno Grey (opt 5DN)	•	•	•	•	•	•	•	•	•	•	•	•	•	•
669 Graphite Grey (opt 5DO)	•	•	•	•	•	•	•	•	•	•	•	•	•	•
805 Etna Black (opt 5DR)	•	•	•	•	•	•	•	•	•	•	•	•	•	•



Competizione Black



Competizione Red



Competizione Blue



Sprint Red



Sprint Black

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Dealer Stamp

All information, descriptions and illustrations are given solely as a guide. Actual product specifications may differ due to manufacturing requirements. Alfa Romeo reserves the right to make any changes to its products it considers necessary. Some of the equipment described and/or photographed in this brochure are options.

