**Design your Alfa Romeo 4C Safety Car**

* **An international contest will be held from 16 February to 18 March to create a livery for the supercar patrolling the Superbike World Championship circuits.**
* **The initiative is addressed to students from top design faculties in Spain, the Netherlands, Italy, the UK, Portugal, France, Switzerland, Germany and Belgium.**

In collaboration with the Superbike World Championship (SBK), Alfa Romeo announces a major international competition aimed at the top students from design faculties and institutions around the world, giving them the opportunity to see their artwork taking to the track with the Alfa Romeo 4C, the official safety car at the famous motorcycle championship.

For several years the Alfa Romeo 4C has been seen on the circuits in a series of new and appealing liveries, and this year the marque has decided to invite design students to unleash their creative energy, offering them a world stage on which to display their work.

The best of the three liveries received will each be used for three SBK weekend events, where they can be admired by bike racing fans in the paddocks and on the stands and also by television viewers at home, thanks to live coverage of the races.

The initiative is addressed to design faculties and institutions in Spain, the Netherlands, Italy, the UK, Portugal, France, Switzerland, Germany and Belgium. Participating institutions include: IED (Italy and Spain), Elisava (Spain), Royal College of Arts (UK), Marangoni (France, UK, Italy, and China) and Delft (Netherlands).

In addition to university students, this international contest is open to anyone who wants to try to create the most attractive livery.

From 16 February to 18 March visitors to the [Alfa Romeo](http://www.alfaromeo.com/) website will be able to access a [dedicated](http://www.alfaromeo.com/yoursafetycar) area where they can download the photo of the Alfa Romeo 4C so they can apply all their creativity and originality to design their own livery. Once the artwork has been completed a maximum of 3 drawings per entrant can be submitted online.

During this period, visitors to both the Alfa Romeo website and the brand's social network channels (Facebook, Twitter, etc.) will be able to view the liveries used in the past for the 4C safety car on the various different circuits and the Alfa Romeo Style Centre will be on hand with suggestions to assist those who wish to submit an entry for the competition.

From the 19th March a panel of experts that will include designers and managers of the Alfa Romeo brand and the FCA Style Centre will assess the work received and choose the best 3 entries.

Opportunities for the winners don't end with creating their livery and seeing it presented in public on the race circuits. They'll also have the chance to be offered an internship at the Alfa Romeo Style Centre – FCA Design Department in Turin so they can explore the many facets of the world of auto design and styling.

Alfa Romeo has been involved in the Superbike World Championship as top sponsor and with the official safety car since 2007, because it shares the same values of extreme competitiveness, technology and safety.

Since 2013 the compact Alfa Romeo 4C supercar has been flaunting its good looks on world circuits as the official safety car – and not just at the Superbike World Championship – the Alfa Romeo 4C also takes to the track for the warm up lap and before each race in the competitions held as part of the SBK, namely the Superstock 600 European Championship, the Superstock 1000 FIM Cup and the Supersport World Championship.

The partnership confirms the affinity between the two brands in their different worlds: if the motorcycles competing in the Superbike World Championship are normal production machines that deliver exceptional levels of performance in a race setting, Alfa Romeo sports cars, perfectly at home on the city streets, can likewise deliver the sheer emotion and impressive performance encapsulated in the sporting spirit of the marque.

Turin, 16 February 2015

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