



New Borrani wheel for Giulietta presented at the Salone Auto e Moto d'Epoca Padova.

- **Borrani brings back the Turbo Sport R1-257 Bimetal wheel for the Alfa Romeo Giulietta.**
- **The wheel was fitted on various Giulietta versions and on the Giulia from 1955.**
- **The history of the Bimetal wheels**

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Borrani Turbo Sport R1-257 Bimetal on Alfa Romeo Giulietta

Collectors who increasingly spent time and effort looking after their Giulietta were often faced with the issue of recovering the original wheels, currently not available on the market. Borrani is now able to help, offering the Turbo Sport R1-257, aka "Bimetal", specifically developed for the iconic Alfa Romeo.

From the beginning of its production in 1955, Alfa Romeo chose Ruote Borrani as wheel supplier for its elegant Giulietta model. They chose the steel Borrani Turbo Normale. The producer also offered on the aftermarket the Turbo wheels in both Sport and Sprint versions with alloy rims.

Borrani proudly announces during the Salone dell'Auto e Moto d'Epoca, that it can now supply Alfa Romeo Giulietta collectors the Turbo wheel, with light alloy rim, and with central disk in either silver, red or green. Borrani has succeeded in fulfilling an important promise: bringing back onto the market the original spare part.

Borrani Turbo Sport R1-257, based on the original Borrani design, is a re-release of the 1954 project, offering all collectors a sporty and elegant alternative to the standard disc wheel.

R1-257 in size 4.50"x15 uses the standard hub covers, and is also offered in the Turbo Sprint R1-546 version with center lock. The kit includes the whole front hubs, the rear hubs Rudge type adaptors, and the spinners in either 2 or 3 eared versions.

All the Turbo wheels are built with polished light weight alloy rims, and central silver painted disc. Versions with 5" and 5.50" rims are available, alongside personalised colour schemes. All Alfa Romeo Giulia models can also be equipped with the correct hub cover.

The Bimetal Borrani wheel, having been fitted onto both sports cars and fuoriserie models, will give all the Alfa Romeo Giulietta and Giulia models a touch of elegance, thanks to its perfectly polished light alloy wheel rim which will adapt to both disc and drum brakes.

The cars presented are a 1957 first series Alfa Romeo Giulietta Sprint Veloce with Turbo sport wheels and a 1961 spider, equipped with the RW4554 traditional Borrani wire wheels.

Presented at the 1955 Salone dell'Automobile di Torino, Giulietta was the car which would represent Alfa Romeo's ultimate rebirth, and the success was immediate. In the Milan Portello factory, an impressive 132.000 units were produced, a record even in the 1960's production boom.



The Giulietta name, alongside the Alfa ROMEO brand, was a romantic insight into the Shakespearian tragedy, where the original dramatic ending was overturned producing one of the longest and most successful collaborations in history. The Giulietta name returned in the Alfa Romeo family twenty years later, and again today, just like the original love story, reverberating through history.

The first version engine was a 4 cylinder 1290cc, 50 hp. In 1957 the Giulietta TI (Turismo Internazionale) was presented, with a few minor aesthetic changes and a 65 hp engine which delivered considerable sporting results in rally, endurance, hillclimb and track racing.

In February 1961 the Italian actress Giulietta Masina presented the 100.001th Giulietta produced. This record in production and its commercial success, sanctioned the everlasting relationship between the Alfa Romeo Giulietta and the Italian public.

Ruote Borrani Milano, the originals made in Italy

Borrani is renowned for its wire wheels, which it started producing in 1922. The wheels have been fitted onto all the most prestigious cars in the world, ranging from luxury cars, to sports cars to concourse cars. During the difficult times when the racing industry was looking for viable alternatives to wire wheels, numerous auto makers turned to Borrani, equipping their cars with wheels such as the CABO TURBO and the DIAL, synonyms of the highest quality handcrafted products.

At the end of WW2 Borrani created the "CABO" wheels, a new line of disc wheels named after the founder of the company, aimed at the "fuoriserie" cars. Available either with or without center lock and with alloy rim, their distinguishing feature were the five loophole windows which allowed better brake ventilation.

Ten years later, in 1955, the CABO wheels undergo a restyling of the loophole windows and will be renamed "Turbo". The loopholes become 10 and are now oval in shape. The Turbo is produced in various versions: Normal with steel rim, Sport with light weight alloy rim, and Sprint with alloy rim and center lock.

The R1-257 was designed on September 17th 1954 during the transition phase from CABO to Turbo. Originally the RD3099 of the CABO series, it was renamed the following year for its usage on the new Alfa Romeo Giulietta. The car was fitted as its standard feature, with the normal Turbo wheel, whilst the other versions were optional features. In 1956 the "Turbo Sport" wheel with polished lip cost 12.000 Lire versus the 7.000 Lire of the standard version.

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Embargo: immediate
Contatto: Borrani Media Communications: Emanuele Bedetti
press@ruoteborrani.com
Tel.: +39.346.122.0490