

ALFA ROMEO NEEDS A CAR THAT ONLY ALFA ROMEO HAS THE RIGHT TO BUILD

GRADEVOLE

A mature Italian executive car built around pleasure, distance and restraint.

Not designed to shout. Designed to stay with you.

~4.95 M

EXECUTIVE SEDAN

4 ADULTS

NATURAL STATE

800 KM

PLEASURE OVER DISTANCE

QUIET FORCE

TOURING PRECISION



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SYSTEM OF SYSTEMS ARCHITECT

PROPORTION / COMFORT / DISTANCE / RESTRAINT / CHARACTER



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Alfa Romeo has never been only about transportation. It has always carried something more difficult to engineer: tension, elegance, emotion, proportion and a certain human imperfection that makes the car feel alive.

That is why Alfa Romeo cannot be rebuilt only through platforms, badges and market segments. A shared platform can be useful. Group components can reduce cost. Stellantis scale can make a project feasible. But none of that is enough if the final product does not feel inevitable for Alfa Romeo.

A Stellantis platform with Alfa Romeo styling is not enough. A compact SUV with a different badge is not enough. A sporty marketing story is not enough.

Alfa Romeo needs a real executive car again.

Not a German premium imitation. Not a luxury flagship detached from reality. Not a nostalgic copy of the past. Not another SUV because the market says SUV.

A mature Italian executive car with comfort, dignity, distance, restraint and character.

That is why I designed Alfa Romeo Gradevole.

Why the 166 still matters

THE 166 IS NOT THE TEMPLATE.

IT IS PROOF OF PERMISSION.

The Alfa Romeo 166 matters because it proved something important: Alfa Romeo has the right to occupy the executive sedan space.

It was not German. It was not corporate. It did not try to win by becoming a colder version of BMW, Audi or Mercedes. It had another logic: Italian proportion, emotional restraint, unusual beauty, and a sense that the car was designed by people who still cared about the object as an object.

Gradevole is not a retro version of the 166. It does not copy it. It uses the 166 as proof of permission.

Alfa Romeo has already been there. It has already built a large executive sedan that felt visibly different from the German premium order. The question is not whether Alfa Romeo can do this. The question is why it does not have such a model now.

The name is the architecture

GRADEVOLE

pleasant / agreeable / enjoyable



Gradevole means pleasant, agreeable, enjoyable.

That is not branding decoration. It is the design filter.

The car has to be pleasant to see, pleasant to sit in, pleasant to touch, pleasant to drive, pleasant over 800 kilometres and pleasant for the spine, hands, ears and mind.

This matters because many executive cars have become obsessed with the wrong signals: aggression, screen size, artificial sportiness, technological theatre and visual dominance. Gradevole goes in another direction.

It is not designed to shout. It is designed to stay with you.

The emotional target is not shock. It is long-distance pleasure. The car should feel calm at speed, quiet over imperfect surfaces, elegant in a hotel driveway, useful on a weekday, comfortable with four adults inside and still unmistakably Alfa Romeo.

It should feel like Italian temperament during riposo.

The temperament is still there. The pulse is still there. The car still has character, tension and blood under the surface. But at this moment it is calm, composed and mature.

Gradevole is not an Alfa Romeo losing its fire. It is an Alfa Romeo that knows when not to shout.

The product architecture

Gradevole is designed as a large European executive sedan of approximately 4.95 metres, with an extended wheelbase and real long-distance proportions.

The car is built around four adult passengers, not brochure seating.

The rear middle seat is not treated as a compromise that nobody wants to use properly. It becomes a deeply padded fold-down armrest with large, stable cupholders and a real comfort function for rear passengers. The car can still carry a fifth person when needed, but its natural state is a four-seat executive travel environment.



~4.95 m

EXECUTIVE SEDAN

4 ADULTS

NATURAL STATE

LONG / LOW

TRAVEL PROPORTIONS

THE CAR SHOULD LOOK BEAUTIFUL

because it is proportionally right.

That decision matters. It says what the car is.

Gradevole is not trying to be everything. It is not a family van, not a sports toy, not an SUV, not a limousine pretending to be a nightclub. It is a mature executive Alfa for people who travel, think, drive and arrive.

The exterior should be clean, low, stable and elegant. The silhouette should avoid short-lived design tricks and aggressive decoration. The Alfa Romeo scudetto remains central, but the face should be executive rather than angry. The body should have muscular softness, not hard technological coldness. The side line should be long and composed. The rear should feel wide, calm and expensive without becoming theatrical.

The car should look beautiful not because it is loud, but because it is proportionally right.

NATURAL CABIN STATE



FOUR-SEAT EXECUTIVE TRAVEL ENVIRONMENT

Interior first, screen second

The cabin is the real battlefield.



Gradevole cannot feel like another shared-platform interior with an Alfa Romeo logo added at the end. The interior has to be one of the main reasons the car exists.

The dashboard should be unique to Gradevole. In my architecture, the front display stretches cleanly from the left air vent toward the passenger airbag area, integrated into the dashboard rather than glued onto it like an afterthought. The screen is present, but it does not dominate the cabin.

Core comfort functions must remain physical: climate, volume, seat heating, seat ventilation, de-misting, drive mode and basic media control.

DIGITAL WHERE DIGITAL IMPROVES THE SYSTEM.

PHYSICAL WHERE SPEED, COMFORT AND MUSCLE MEMORY MATTER.

The principle is simple:

Digital where digital improves the system. Physical where speed, comfort and muscle memory matter.

This is an executive car. It should reduce friction, not create software anxiety.

Vertical air vents become one of the signature elements of the dashboard. They give the interior rhythm, depth and architectural identity. They also prevent the cabin from becoming another flat horizontal screen surface with seats attached.

The materials should be warm, tactile and human: leather where it makes sense, high-quality textile where it feels better, soft surfaces, restrained metal, carefully chosen trim and ambient lighting used for atmosphere rather than spectacle.

No cheap gloss-black theatre. No sterile corporate coldness. No fake futuristic decoration.

A Gradevole interior should feel like controlled Italian energy: warm, precise, tactile, alive, but calm enough to let the journey breathe.

DIGITAL

navigation / information / context

PHYSICAL

climate / volume / seat / de-mist / drive mode

The seat system is not a detail

Executive comfort begins where the body touches the car.

The seats in Gradevole are not sports buckets. They are wide, supportive, soft enough for distance and structured enough to keep Alfa Romeo's road character. The goal is endurance comfort, not track posture.

One of the key details in my architecture is a compact, single-chamber air cushion placed beneath the seat base.

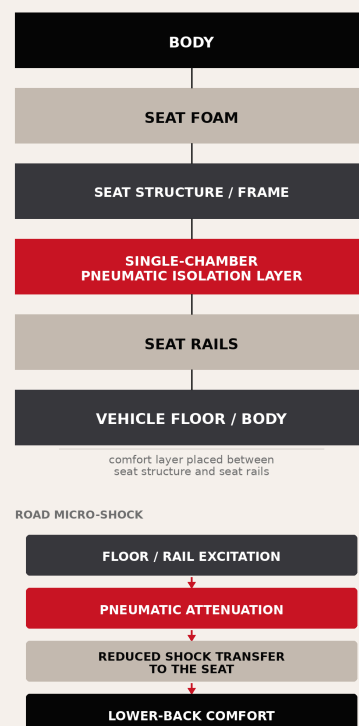
This is not air suspension. It is not a luxury gimmick. It is not a decorative feature for a brochure.

It is a targeted comfort layer designed to reduce road micro-shocks before they move directly into the driver's lower back. Its purpose is to isolate repeated small transverse irregularities — the kind of physical noise that accumulates over long distances and makes a car tiring even when it is technically comfortable.

The cushion would not make the car float. It would not disconnect the driver from the road. It would remove a specific discomfort layer at the point where the body actually experiences it.

That is what Gradevole means.

Pleasant is not a word. It is a physical design requirement.



reduces repeated small vertical disturbances before they are transferred into the driver's lower back



Controlled sportiness, not performance theatre

QUIET FORCE

Gradevole should still be Alfa Romeo.

That means steering confidence, road feel, clean response and a sense that the car is alive under the driver. But it should not be tuned like a performance toy pretending to be practical.

The dynamic target is touring precision.

Stable high-speed travel. Fast overtaking. Composure on imperfect European roads. Quiet confidence on motorways. Enough body control to feel like an Alfa, enough comfort to feel like an executive car.

TOURING PRECISION



If it becomes too soft, it stops being Alfa Romeo. If it becomes too hard, it stops being Gradevole.

That balance is the product.

The powertrain logic should follow the same discipline. Gradevole does not need ten versions. It needs a small number of refined configurations aligned with the product thesis: smooth delivery, low noise, strong torque, long-distance economy and reliability.

But it is still Alfa Romeo.

So the range should include one powertrain above 300 horsepower. Not as a theatrical halo version disconnected from the product. As a natural part of the car's identity.

Gradevole may be calm, but it cannot be weak.

The emotional target is quiet force, not aggression.

>300 HP

AT LEAST ONE CONFIGURATION

Cost discipline is not compromise

A car like this should not be a clean-sheet fantasy.

In my original architecture, I treated an existing large sedan architecture as the feasibility base. The point was not that the hidden structure is the hero. The point was cost discipline.

The customer does not buy the bare floorpan. The customer buys proportion, comfort, silence, seat experience, dashboard identity, steering feel, cabin warmth, brand meaning and the way the car makes time feel inside it.

SHARED / HIDDEN

structural logic

mechanical components

group scale

UNIQUE / FELT

proportion

dashboard

seats & controls

acoustic treatment

trim & tuning

emotional presence

SPEND WHERE THE PRODUCT BECOMES ALFA ROMEO.

So investment should go where the user feels the value.

Use shared structural and mechanical logic where it makes sense. Use existing components where they do not damage identity. But make the visible and physical Alfa layers unique: dashboard, seats, controls, comfort tuning, acoustic treatment, trim, exterior proportion and emotional presence.

This is not cheapness. This is architecture.

Spend where the product becomes Alfa Romeo. Save where the customer does not gain meaning from the cost.

That is how a disciplined executive product can exist without becoming financially irrational.

Variant discipline

Gradevole should not launch as a configuration jungle.

Premium clarity is not created by giving the customer hundreds of combinations. It is created by making every available configuration feel designed.

One body. Limited powertrains. Two or three interior themes. Clear equipment tiers. Carefully selected options.

No chaos. No unnecessary combinations. No spreadsheet buying experience.

This protects cost, simplifies production, improves dealer communication and makes the car easier to understand.

A premium product does not need infinite choice. It needs coherent choice.



COHERENT CHOICE, NOT INFINITE CHOICE.

The role of Gradevole inside Alfa Romeo

Gradevole does not have to be Alfa Romeo's highest-volume model to matter.

Some cars are not important only because of sales volume. They are important because they change how the market reads the brand.

Gradevole would tell the market that Alfa Romeo is not only emotional, sporty and beautiful.

It is also mature. Comfortable. Executive. Dignified. Capable of long-distance pleasure.

SPORTY

EMOTIONAL

BEAUTIFUL

GRADEVOLE

EXPANDS BRAND CAPABILITY

MATURE

COMFORTABLE

EXECUTIVE

DIGNIFIED

That matters because brands do not live only through what they sell today. They live through what people believe they are capable of building.

A real executive Alfa would stretch the brand upward without making it colder. It would give Alfa Romeo a non-SUV statement car. It would reconnect the brand with a category it has the right to occupy. It would create a car that does not ask to be compared only through horsepower, screen size or acceleration figures.

It would be judged as an Alfa Romeo should be judged:

by proportion, by feeling, by road presence, by the body's comfort over distance, by the atmosphere inside, by the emotional truth of the object.

A car only Alfa Romeo should build



The executive car market does not need another German imitation. It does not need another anonymous premium sedan. It does not need another aggressive face with a large screen and an empty emotional core.

It needs character.

Alfa Romeo has that character.

But character has to be translated into product architecture, not only design language.

A REAL ALFA ROMEO EXECUTIVE CAR.

Gradevole is my answer to that gap: a large Italian executive sedan designed around pleasure, comfort, dignity, distance and restrained emotional presence.

Not nostalgia. Not theatre. Not badge engineering. Not SUV fatigue.

A real Alfa Romeo executive car.

A car pleasant enough to live with.

Elegant enough to arrive in.

Comfortable enough to cross Europe in.

Precise enough to remain Alfa Romeo.

Strong enough to deserve the badge.

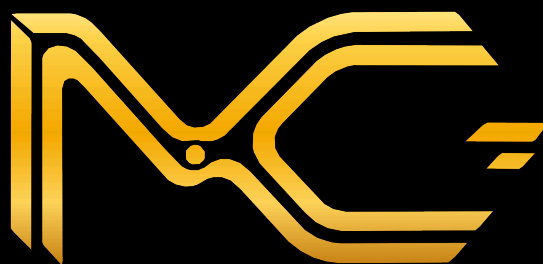
Different enough to matter.

That is the car Alfa Romeo is missing.

THAT IS THE CAR ALFA ROMEO IS MISSING.

MATEUSZ CHRZANOWSKI

SYSTEM OF SYSTEMS ARCHITECT



Chrzanowski

INDEPENDENT PRODUCT ARCHITECTURE CONCEPT