

How to disguise your Alfa Romeo

Posted by RVREVO - 18 Dec 2017 10:48

Extreme badge engineering.

Go to wonder why Alfa Romeo could not choose a better Renault to hang their emblem on. At least this one flew under the radar.



Re: How to disguise your Alfa Romeo

Posted by RoutemasterNL - 18 Dec 2017 16:35

Never knew that that happened with the Dauphine. Does a real Alfa Romeo fan like it?

Re: How to disguise your Alfa Romeo

Posted by RVREVO - 18 Dec 2017 20:16

I think it was in a time where cars often ended up selling as one thing and another company had bought shares in it.

If France wanted to import into Italy it seemed prudent to choose a popular you know would sell well but under a popular brand.

Remember, there are many ppl in the world who are clueless about car brands.

I have a little book from 1960 that had the Alfa Romeo Dauphine. I thought that it was a mistake, a bit of a joke

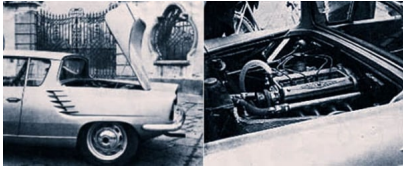
=====

Re: How to disguise your Alfa Romeo

Posted by Dinkydi - 18 Dec 2017 21:58

I see Michelotti had fun with the idea.





Re: How to disguise your Alfa Romeo

Posted by RVREVO - 19 Dec 2017 12:57

Yes, but I think it was more to do with Gordini

Re: How to disguise your Alfa Romeo

Posted by CollectorandrestorerMark - 20 Dec 2017 15:26

From the Renault Dauphine entry in Wikipedia:

"In Italy, Alfa Romeo built the *Dauphine Alfa Romeo* under licence between 1959 and 1964 in Portello, Milan. Differences with the French model are: electricity (Magneti-Marelli) 12 volts, special lights and the logo (badge) "Dauphine Alfa Romeo" or "Ondine Alfa Romeo".

Re: How to disguise your Alfa Romeo

Posted by RVREVO - 20 Dec 2017 16:59

Didn't need to look it up. Badge engineering has been around for so long now it's part of the norm.

Like all those Lamborghini models that have been popping up lately all courtesy to their current master VW

Re: How to disguise your Alfa Romeo

Posted by Nobleco - 21 Dec 2017 02:02

Market and sell, that is what it is all about. Money, Pink Floyd Song. I have the original album. LOL

=====

Re: How to disguise your Alfa Romeo

Posted by Terrytoo - 21 Dec 2017 05:24

We HAD the original album, with poster and sticker until we moved to here. We also had a 'bootleg' copy in a plain brown cover. All our vinyl got given away as we just didn't have enough room in the trailer.

It was also the first CD we bought for our then new CD player (we had enough room for CD's).

Have fun

=====

Re: How to disguise your Alfa Romeo

Posted by iwearabowler - 18 Jan 2020 14:38

Some more Alfa Romeos you might not have heard of yet.



Re: How to disguise your Alfa Romeo

Posted by karls - 07 Apr 2020 19:30

I think Alfa was filling in a gap in their lineup with the Dauphine, until tax laws changed and the Giulietta was ramped up. At that time, they were partners; Alfa used its dealer network to sell Renaults in Italy, and Renault did the same with Alfas in France.

=====