



i Saluti

INSIDE:

2005 St Louis AROC Calendar 2
 Michelin vs Bridgestone F1 Tires 3
 2006 St Louis AROC Calendar 5
 Classifieds 5

Note Bene

by Rich Hirsch, Editor

At the November Planning Meeting the following slate was chosen to serve as officers of AROC St Louis in 2006. Voting will take place at the December Christmas Party.

- President: Phil Dean
- Vice President: Graham Davis
- Treasurer: Jane Rauth
- Secretary: Susan Houser
- Board of Directors:
 - Walt Hatcher
 - John Ryman
 - Chuck Workman
- Program Director: Dan Murphy
- Newsletter Editors: Rich & Janet Hirsch

Spring Fling 2006

Spring Fling 2006, our annual Alfa weekend, will be held on May 5-7 in Washington MO. The headquarters next year will be the Super 8 Motel as it appears the Lewis & Clark Inn will soon be demolished.

Spring Fling committee members for 2006 are:

- Chairman: Walt Hatcher
- Registration: Norma Urami
- Concours: Rich Hirsch
- Trophy: Jane Rauth, Rich Hirsch, Janet Hirsch

continues on page 5

Alfa Christmas Party

Saturday December 10, 3 pm

Mike and Sue Houser's
12736 W Watson
Sunset Hills MO 63127
RSVP (314) 842-4832

Bring: A gift of up to \$10 value and a covered dish



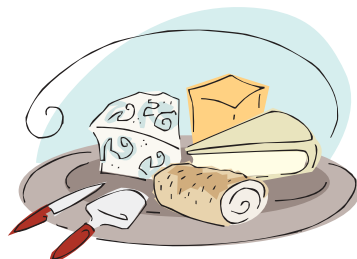
Our annual Christmas Party will be held at Mike and Sue Houser's on Saturday December 10 at 3 pm. Be sure to attend. The club will provide turkey, soft drinks, wine, and beer. Please bring a covered dish and a gift for the gift exchange -- if you wish. The gift may be serious or a gag and should be valued at \$10 or less, everyone who brings a gift will receive one.

This is one of the best events of the year and we especially invite all of our new members, subscribers, and friends to attend. At the Christmas Party we will discuss next year's events and elect club officers. **RSVP to Sue at 314-842-4832.** Map on page 2.

Coming in January . . .

Dinner at The Old Spaghetti Factory 6 pm Sunday Jan 15

Our January meeting will be **6pm Sunday, January 15 at The Old Spaghetti Factory** located at 17384 Chesterfield Airport Rd phone: 636 536 9522.



Be sure to bring your spouse or friend for a great meal. Items for discussion will be general Alfa topics and upcoming events.

RSVP to Janet Hirsch at (636) 285-0813 or jhirsch@catenary.com if you plan to attend. (Janet will call to guarantee the reservation Saturday morning, January 14.)

i Saluti is the official publication of the Alfa Romeo Owners Club of St Louis (AROCSL). Articles, photos, and classified ads should be sent to newsletter Editor. Classified Alfa-related ads are free to members. Please inquire for commercial rates.

Permission is granted to other chapter newsletters to reproduce original material, provided that full credit is given to the author and AROCSL.

Subscription to this newsletter is included with membership to AROCSL. Annual subscription fee for nonmembers is \$20.

St Louis AROC website

www.catenary.com/isaluti

President

Phil Dean
409 E Main St
Warrenton MO 63383
(636) 795-5015 cell
(636) 456-DEAN home
pdeanmd@earthlink.net

Vice-President

John Ryman
RR2 Box 115
Virginia IL 62691
(217) 323-2046
ryman01@sbcglobal.net

Secretary & Recipe Maven

Sue Houser
12736 W Watson
St Louis MO 63127
(314) 842-4832
alfadesign@charter.net

Treasurer

Jane Rauth
27 Marsally
St Louis MO 63131
(314) 991-4890

Newsletter

Rich and Janet Hirsch
6089 S Lakeshore Dr
Hillsboro MO 63050
(636) 285-0813
rhirsch@catenary.com

Program Advisor

Dan Murphy
433 Clearview Dr
Belleville IL 62223
(618) 236-6322
murphydc@charter.net

Tech Advisor

Bob Volpe
(314) 731-0914 office

Director

Walt Hatcher
Washington MO 63090
(636) 239-2690 voice
(636) 239-3006 fax

Disclaimer: One function of this newsletter is to publish technical information. Views expressed are those of the authors and not those of the editor of this newsletter, the St Louis chapter, the Alfa Romeo Owners Club, Alfa Romeo Distributors of North America, or the parent company. Any modifications attempted should be weighed against conventional, traditional, and generally accepted techniques and modifications. Modifications or procedures presented may violate state or federal laws and /or void warranties and they may not even work. This newsletter and its contributors will not assume any liability for consequences.

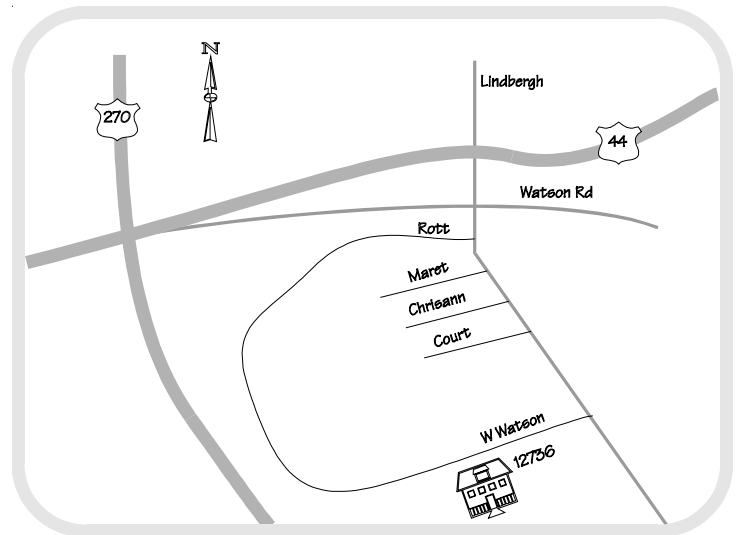
2005 Calendar

Dec 10 (Sat) Christmas Party 3 pm. Mike and Sue Houser. Please RSVP to Sue at 314-842-4832.



Row of Duetto's at the Baltimore National Convention 1993.

Map to Houser's for the Christmas Party





AlfaHouse

of St. Louis

Service, Parts, Quality Restoration

Harden Ervin alfaerwin@hotmail.com

(314) 520-1994

From The Wall Street Journal, 10/27/2005

Speed Demons

For Tire Makers, An Expensive Battle At the Racetrack

*Michelin, Bridgestone Promote Products at Formula One; Benefits Are Hard to Gauge
Money Spent Is 'Staggering'*

By Jo Wrighton & Jathon Sapsford

For the past five years, French tire maker Michelin SCA and Japan's Bridgestone Corp. have battled one another for the right to brag they produce the world's fastest Formula One racing tires.

At Michelin's research center, one of the largest privately owned chemistry laboratories in Europe, the world's No. 1 tire maker tinkers obsessively with a secret formula for the 150 types of rubbers, oils, resins and other materials that go into its racing tires. At its research center in Tokyo, No. 2 Bridgestone labors to perfect its own recipe.

Both efforts are cloaked in secrecy. The two tire makers send security guards to each Grand Prix racing event to watch over their tires day and night. After each race, the worn tires are shredded. Says Robert Bell, technical director of the Renault racing team: "It's a very black art."

Both companies say Formula One helps them sell more regular tires. But from a marketing standpoint, it is unclear whether either company is winning anything. Michelin spends about \$70 million a year on Formula One, Bridgestone more than \$100 million, people familiar with the numbers say. Neither company can point to hard evidence of an impact on sales and profits.

Companies have used big-time sporting events to pitch products for decades, and it has always proved difficult to pinpoint the benefits. Equipping a Formula One team clearly raises brand awareness, tire companies say, but it is less clear whether it directly boosts sales. A look inside the unusual duel between Michelin and Bridgestone during the 2005 Grand Prix season underscores that point, and also reveals that such marketing tactics hold serious downside risk.

In June, for example, blowouts of Michelin tires led seven teams to withdraw from the U.S. Grand Prix, infuriating 120,000 fans and Formula One racing authorities alike and striking a blow to the Michelin brand name. One month later, after a particularly poor showing in a race, the top driver using Bridgestone tires, famed German racer Michael Schumacher, delivered what may be the worst-ever plug for a sponsor: "It's obvious we have to get faster, but our main problem is the lack of grip with the tires. It was like trying to fight with a blunted weapon." To cap it off, racing authorities began openly questioning whether the corporate duel is doing the sport more harm than good.

Edouard Michelin, Michelin's chief executive, expresses faith nevertheless in the value of the effort. "Part of the adrenaline driving the company comes from the desire to win" in Formula One, he says.

Some marketing executives agree with the strategy.

"Formula One is expensive but it's as close to global sponsorship as you can get," says Steven Martin, chief executive of M&C Saatchi Sponsorship in London. It offers a way for Michelin and Bridgestone "to make tires exciting" to consumers around the world, he says.

Down on the tire lots, some retailers don't see it that way. Yoshio Midorikawa, a manager at Tire Shop Bear in Yokohama, Japan, says he can't imagine any of his Japanese customers buying a tire because its maker won a Formula One race. "Formula One racing goes on way above the clouds, and doesn't belong to us down here on earth," he says.

Jack Trout, president of marketing strategy firm Trout & Partners Ltd. in Old Greenwich, Conn., says the money spent by Michelin and Bridgestone is "staggering." He compares their competition to an arms race. "I suspect many companies feel deep down they are wasting their money," he says, "but that if they get out their competitors will take over"

Michelin currently has 20.1% of the global tire market, followed closely by Bridgestone, with 18.4%. Goodyear Tire & Rubber Co., based in Akron, Ohio, ranks No. 3 with 16.9%. Goodyear supplies tires to America's most popular racing circuit, Nascar, but withdrew from Formula One in 1998 citing escalating costs and rule changes.

High-performance tires for cars driven by ordinary folk account for a rising share of profits at both Michelin and Bridgestone. Both companies say research and development connected to Formula One leads to breakthroughs on performance and safety of mass-market tires. Bridgestone says it has updated its high-performance Potenza tires repeatedly with R&D secrets developed for the racetrack. Michelin says its Pilot Exalto and Pilot Sport premium tires also draw heavily on breakthroughs made in Formula One.

Technological Prowess

Formula One racing is the best opportunity to showcase technological prowess, the two companies argue, American racing enthusiasts prefer Nascar stockcar events, which involve more conventional-looking cars roaring around a track. But fans in Europe, Asia and Latin America care only about Formula One. Each season, some 500 million television viewers watch the sleek, winged Formula One racecars whip through curvy circuits from Shanghai to Monte Carlo, sometimes on city streets. It is one of the most widely watched sports in the world.

Hiroshi Yasukawa, Bridgestone's head of motorsport, calls Formula One its most powerful marketing tool. He credits it with boosting European awareness of the

continues on page 6



Denim Alfa Romeo Shirts



100% Cotton Denim Shirt \$22

Embroidered with the Alfa Romeo logo in antique gold. Denim shades may vary.

size M, L, XL: \$22
size 2XL, 3XL: \$27

Call for info about other items:

duffle bags, totes, towels, tablecloth, napkins

Sue Houser

12736 W Watson
St Louis MO 63127
tel: (314) 842-4832
email: alfadesign@charter.net

View color pictures and order on-line at the website:

www.catenary.com/store

visa • mc • amx • cod

Bill Hanak
Owner

(314) 221-5361
Affordable Rates

Streetrod Hobbies

Custom Painting and Metal Fabricating

8515 Herrington Court
Pevely, Mo. 63070



Bill Hanak has done major work on Ralph Coldewe's '59 Giulietta, Sue Houser's '69 GTV, and now has Rich Hirsch's '66 Giulia Sprint GTV.

Custom and Sport Exhaust Systems are our Specialty!

Shouldn't your car sound as good as it looks?



Meineke Discount Mufflers & Brakes

15% Discount for Club Members

Owner: Bob Volpe, St Louis AROC

• Exhaust • CV Joints • Brakes • Front End • Shocks/Struts • Converters

Distributor of ANSA and Supersprint O.E. and Performance exhaust systems

Three locations to serve you:

521-0660
402 S Florissant
Ferguson MO 63135
(1 mile north of Hwy 70)

298-0887
11831 St Charles Rock Road
Bridgeton MO 63044
(Across from Grandpa's)

388-1181
10617 New Halls Ferry
St Louis MO 63136
(1/2 mile south of I-270)

Note Bene continued from page 1

Autocross: Harden Ervin, Phil Dean

Art Exhibition: Janet Hirsch, Marian Hatcher (theme is "Finish")

Rallye: Sue Houser

Club Fund Raising

To raise money for the club a Ways and Means Committee has been established. Serving on that committee are:

Susan Houser, Janet Hirsch, Bob Volpe, Jane Rauth, and Marilyn Murphy



2006 Tentative Schedule of Events

If you have a suggestion for an event you would like to see offered in 2006 please contact a club officer.

Jan 15	Dinner "Old Spagetti Factory" (Janet Hirsch)
Feb 19	Presidents' Day Drive (Mike Lains)
Mar 18	Swap Meet (Steve and Sherri Coldewe)
Apr 16	Easter Car Show (Rich Hirsch)
May 5-6-7	Spring Fling (Spring Fling Committee)
June 4	European Car Show (Rich Hirsch)
June 11	Tech Session (Bob Volpe) possible date
June 15-16-17	AROC National in Tulsa OK
July 15	Day at Lake Tishomingo (Janet and Rich Hirsch)
Aug	Picnic in Washington MO (Walt and Marian Hatcher)
Sep 16	Day in Herman MO (Chuck & Sally Workman)
Oct 1	Tech Session (Bob Volpe)
Oct 8	Columbus Day Parade (Norma Urani)
Oct 22	Ferry Drive (Phil Dean & Graham Davis)
Nov 4-5	Eureka Springs (KC AROC)
Nov 11	Planning Meeting (Ralph and Jane)
Dec 9	Christmas Party (Mike and Sue)

ALFA PARTS



America's Largest Distributor
INTERNATIONAL
auto parts

- Over 90,000 Parts In Stock • 30 Years Experience
- Same Day Shipping • Satisfaction Guarantee

FREE CATALOG

1-800-788-4435

www.international-auto.com

SCP1275B

For Sale

- '91 Alfa Romeo 164L, red, over 100,000 miles but a very strong engine, automatic transmission. I'm only the second owner having recently purchased it from Dr. John Sweet. Everything works but the AC. More buttons to push than you'd ever want. Just a few small dings and a small rust spot above the right wheel well, otherwise excellent and still has great presence. Looking for \$2000. (Selling to put money towards my '67 850 spyder Fiat project.). Douglas Eller douglass@gracehill.org.
- '72 or '74 GTV (he's not sure) burgundy, runs, but needs restoration. Best offer, guy thinks it's worth \$800 - \$1000. He's owned it for 5 yrs. No email, phone him and leave message. JC Gongaware 636 278 9046.



Speed Demons continued from page 3

Bridgestone brand to 39% of those surveyed in 2004 from 13% in 1996. Bridgestone's European sales have risen 45% between 1999 and 2004.

Michelin, which is already strong in Western Europe and North America, hopes the racing exposure can help it grow in Asia, Eastern Europe and Latin America. In a company survey this year of five European countries and Russia, 46% of respondents said Formula One made them want to buy Michelin tires. In France and Russia, more than 60% said so. Overall, 82% said Michelin's participation improved the performance and reliability of its regular tires. Michelin says Formula One also helps it win other business from the European car makers whose racing teams it equips.

In Formula One racing, tires matter a lot. Over the past five years, advances in tire technology are, estimated to have shaved up to six seconds from lap times of between 80 and 90 seconds. Robert Bell, technical director of the Renault team, estimates that tires alone accounted for 50% of the performance difference between the Renault and Ferrari teams this year. That places enormous pressure on Bridgestone and Michelin to keep getting faster.

Bridgestone was founded in 1931 by Shojiro Ishibashi, whose small family business made rubber-soled shoes. When he shifted into tires, Mr. Ishibashi used the English translation of his name, "StoneBridge," reversing it to create "Bridgestone." Long dominant in the Japanese market, Bridgestone captured American market share by buying the Firestone brand. But it struggled to make its name known in Europe. In 1998, it decided to use Formula One to try to change that.

Michelin came to racing early on. It started up in 1889 in the small town of Clermont-Ferrari in central France. Two brothers, Edouard and Andre Michelin, converted a struggling family factory that made farm machinery and rubber balls into a tire manufacturer, producing the first pneumatic tires for cars.

The brothers used one of the world's first motor competitions, the 1895 Paris-Bordeaux-Paris race, to promote the new tires. Although they were last among finishers, the brothers weren't among the race's many dropouts, proving their air-filled tires could run on roads.

Michelin entered Formula One in 1977, introducing belted radial racing tires that improved grip and speed. When the European economy softened in 1984 and Michelin's profits suffered, it pulled out. Edouard Michelin, the great-grandson of one founding brother and a lover of fast cars, took over in 1999. With the company's finances improved, he got back in.

The roughly \$100 million that Bridgestone spends annually on Formula One includes trackside advertising and paying an undisclosed portion of the estimated \$300 million it costs per year to keep the Ferrari team on the track. Michelin provides free tires to some teams, but doesn't offer other financial support. Three of the seven teams riding on Michelins, in fact, pay between about \$3,600 and \$6,000 for each set of four race tires. Although the tire deals differ by team, each one gives the tire sponsor a platform to claim

some credit if a team wins.

The Right Balance

It can take up to a year to design and produce a new race tire, which is a far different product than any tire seen on the highway. Designers are constantly searching for the right balance between durability and speed. Race tires must withstand tread temperatures in excess of 200 deg F, but must be soft enough to grip the winding courses, which is essential for speed. They need to last for only one race weekend. To further complicate matters, different tracks warrant different tires.

Until this year, Bridgestone dominated, carrying Mr. Schumacher, who drives for Scuderia Ferrari Marlboro, the Ferrari team, to five championships in a row. But during the past two years, Michelin developed innovative blends of materials that resulted in faster tires in the vital qualifying lap, according to team managers. That enabled the company to peach several of the top teams that used Bridgestones, such as B.A.R-Honda.

But the quest for speedier tires was driving up costs for racers because they necessitated more testing on the track. Keen to check escalating speeds and control team expenses, the Federation Internationale de L'Automobile, the sport's Paris-based regulatory body, instituted new rules this season. Teams could no longer change tires between qualifying laps and race day, or even during races, except to replace damaged ones. Now, tires have to last not 50 miles, but 300.

Michelin adapted well to the change. The Renault and McLaren-Mercedes teams it equipped took turns winning this season's first eight races, while Mr. Schumacher's Bridgestone-equipped Ferrari struggled. Jean Tout, Ferrari's head of motorsport, says the new rules "damaged those who were competitive before."

Bridgestone's engineers struggled to strike a better balance between speed and durability. At first, the tires were durable enough, but too slow in the qualifying lap. The engineers changed the tires to improve the qualifying performance, but that created durability problems.

In June, during a practice run at the U.S. Grand Prix in Indianapolis, Mr. Schumacher's younger brother Ralf, who races with the Toyota team, was rounding the track's final bend when his left rear Michelin abruptly went flat. His car careened into the wall at 180 mph.

Michelin hastily tested the other tires it had brought for the seven teams it equips. It concluded it couldn't vouch for their safety. All seven teams pulled out of the race, leaving the track wide open for the three Bridgestone-equipped teams. Many of the 120,000 fans were furious. Michael Schumacher won his first and only race of the season.

An angry FIA accused Michelin of taking excessive risks to win races. "It's a disastrous performance," said Max Mosley, the FIA's head, at a news conference in Paris shortly after. "Michelin failed to take the most basic precautions."

Mr. Michelin denies sacrificing safety for speed and says that Mr. Mosley was an "aggravating factor" in the Indianapolis crisis instead of "part of the solution." He

maintains that his company simply miscalculated the demands of the Indianapolis track's final banked turn. "It was like having basketball shoes for a tennis game," he says. To quell criticism, Michelin agreed to pay fans who attended the race \$14.6 million, in the form of cash refunds and future tickets. A spokesman for Bridgestone declined to comment on Michelin's mishap.

Bridgestone hoped to profit from Michelin's blunder by playing up its safety record, according to a person familiar with the matter. But the French company quickly returned to its winning ways.

At Germany's Hockenheim Grand Prix in July, the talk in the pit was all about tires. Mr. Schumacher, who is sometimes described as the best driver of all time, faded late in the race as his Bridgestone tires lost grip. He finished fifth with nearly bald rear tires.

"I don't think I can count myself in this battle anymore," a weary Mr. Schumacher told journalists after the race, blaming his tires.

When the Formula One season ended in mid-October, Mr. Schumacher had lost his driving title. Renault's Fernando Alonso who drives on Michelins, became Formula One's youngest world champion. Renault also won the team championship, beating out McLaren-Mercedes which came in second, and Ferrari which finished third.

It appears that for now, Mr. Schumacher's Ferrari team is stuck with its Bridgestones. Although neither Bridgestone nor Michelin disclose the length of their contracts with teams they equip both companies say they extend for at least a year.

Ferrari's Mr. Todt denies the team wants to switch. Bridgestone's Mr. Yasukawa says the contract binding Ferrari to Bridgestone is "long enough." In mid-September, Bridgestone scored a surprising coup by poaching for next season one of the teams currently supplied by Michelin. Toyota, another team using Michelins, says it's also considering switching.

The FIA's Mr. Mosley and some team managers are now pressing to end the competition between Bridgestone and Michelin by designating a single tire supplier in Formula One. That would stop racing speeds from continuing to rise, thereby improving safety, and cut tire testing costs for all teams, they argue. Peter Sauber, who recently announced the sale of his Sauber-Petronas team to BMW, says having one supplier would reduce his team's costs by \$10 million a year.

Michelin says the proposal is contrary to the spirit of racing, and has threatened to leave Formula One if it is adopted. If it cannot compete against another tire manufacturer, Michelin says, it cannot showcase its technology. Bridgestone says it also prefers the competition, but that it would like to remain involved in the sport no matter what.

Renault team manager Flavio Briatore says he is undecided about whether there should be one or two suppliers. But he agrees with other managers who say tires have become too important to the outcome of races. Formula One, he says, has at times "become a tire championship rather than a drivers' championship."

United Press International

Moscow car thief foiled by faulty brakes

MOSCOW, Nov. 30 (UPI) — A car thief was arrested in Moscow after the brakes of the car he stole from a repair shop failed and he rear-ended a sport utility vehicle.

Police believe he may have stolen the car to pay a fine from a previous car theft conviction, The Moscow Times reported Wednesday.

Police spokesman Valery Buzovkin said that the suspect, a 24-year-old native of the southern Russian republic of Kabardino-Balkaria, was visiting his roommate, who worked at the shop.

After looking over several cars in the lot, the suspect found a Nissan Primera with the keys in the ignition and decided to steal it.

"What he didn't know is that it wasn't there just for a paint job," Buzovkin said. "It needed to have its brakes repaired."

At the first intersection after leaving the repair shop, the Primera slammed into the back of an SUV.

Although the suspect fled the accident scene, police established his identity and arrested him the same day.

About a month ago, he was convicted in southern Russia for stealing a car and was ordered by the court to pay \$3,100.

"One theory is that he wanted to sell the car to pay off the fine," Buzovkin said.



Phil joins the Mercedes F1 Racing Team.



!Saluti!
Alfa Romeo Owners of St Louis
6089 S Lakeshore Dr
Hillsboro MO 63050

Dec 10 Alfa Christmas Party

Dec 2005 AROC St Louis

SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31