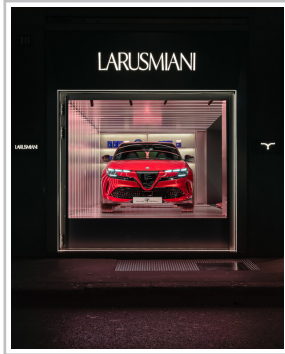


Alfa Romeo Junior appears in public for the first time - in Milan

Even if it is no longer allowed to bear the name, Alfa Romeo's first electric SUV is now making its first public appearance in Milan. The northern Italian metropolis is currently hosting Design Week until the end of the week. Alfa has therefore chosen an unusual location for the public premiere. The Milano, now renamed Junior, will be on public display for the first time in the boutique of the luxury fashion brand Larusmiani on Milan's prestigious Via Monte Napoleone shopping street.

The surprising name change was only implemented two days ago after a minister from the right-wing Italian government criticized the fact that a car that is not built in the country should not bear the name of an Italian city. The latest addition to the multinational Stellantis multi-brand group rolls off the production line in Tichy, Poland. (aum)

Images for article



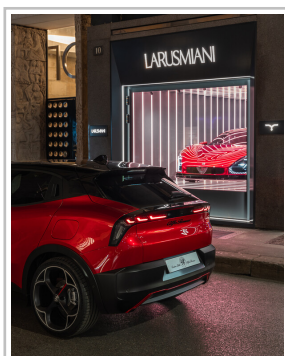
Alfa Romeo Junior, formerly Milano, makes its public debut at the Milan Design Week.

Photo: Autoren-Union Mobilität/Stellantis



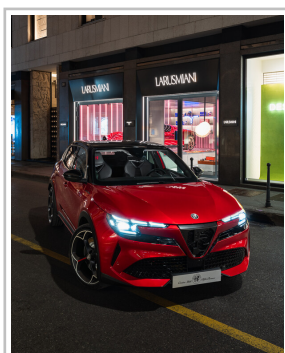
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