



NEW *Tonale* M C A

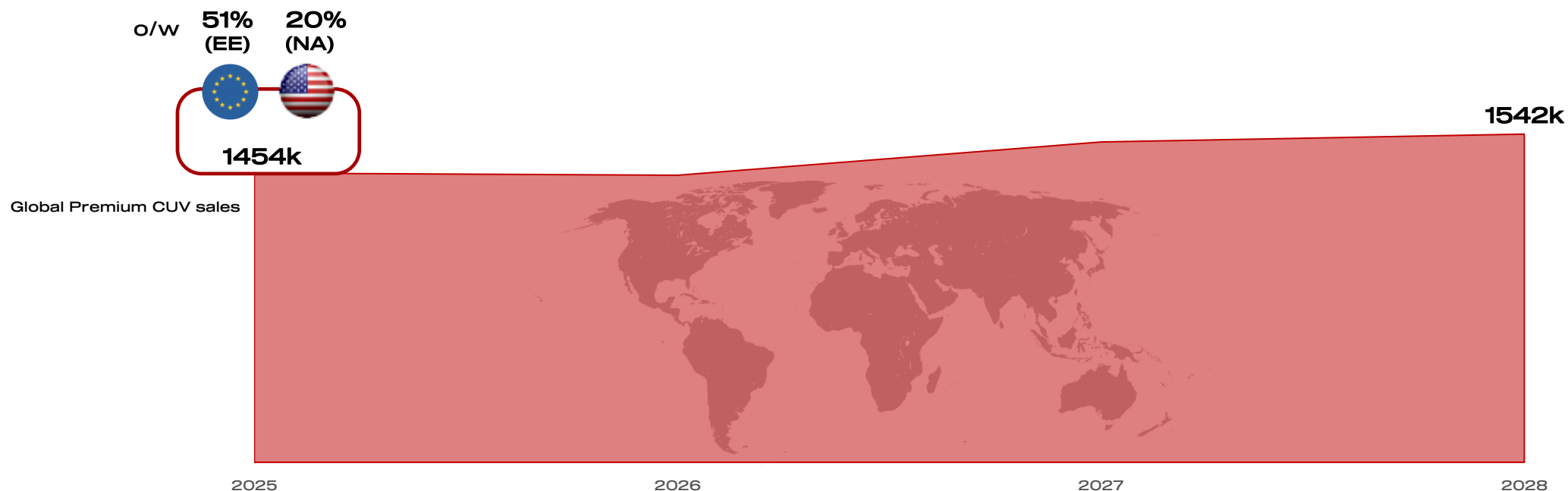


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INFORMATION IS PROVIDED AND CAN'T BE RELEASED OUTSIDE THE COMPANY**

**LET'S PROTECT OUR BUSINESS & PRODUCT NOVELTY!**

## GLOBAL PREMIUM CUV SEGMENT

The Premium CUV segment has been steadily growing for the last years, it is forecasted to be constant and further grow to more than 1.5 million units/year in the following years.  
An appealing profit pool, representing more than 13% of the global premium market.



## EU PREMIUM C SUV CUSTOMER

### Average C SUV premium segment



AVERAGE AGE **60** YEARS OLD

HIGH EDUCATION **62%**

### REASONS FOR PURCHASE

1. MODEL / MAKE LOYALTY **30%**
2. EXTERIOR STYLING / APPEARANCE **24%**
3. BRAND REPUTATION **16%**

WITH CHILDREN **18%**

INCOME **84,7k€**

## Tonale



### REASONS FOR PURCHASE

1. EXTERIOR STYLING / APPEARANCE **42%**
2. MODEL / MAKE LOYALTY **26%**
3. BRAND REPUTATION **17%**

AVERAGE AGE **56** YEARS OLD

HIGH EDUCATION **54%**

WITH CHILDREN **27%**

INCOME **71,5k€**

## INDEX

### 01 NEW EXTERIOR

NEW FRONT FACE  
NEW WHEELS  
NEW COLORS

### 02 NEW INTERIOR

NEW ALCANTARA INTERIOR (LAUNCH EDITION)  
NEW RED LEATHER SEATS  
NEW AMBIENT LIGHT GRAPHICS (LAUNCH EDITION)  
ROTARY SHIFTER

### 03 NEW MECHANICS

EURO 6E BIS POWERTRAIN LINE-UP  
TRACK INCREASE

### 04 NEW RANGE

NEW ENTRY VERSION  
NEW RANGE & PACKS STRATEGY  
NEW LAUNCH EDITION

### 05 PRODUCT PILLARS

### 06 CONFIGURATION GUIDE

# 01

## NEW EXTERIOR

## NEW FRONT FACE

**NEW FAMILY FEELING, SPORTIER AND WITH MORE PERSONALITY**





## NEW FRONT FACE

### NEW SCUDETTO

Tridimensional concave shape, inspired by the flagship Alfa Romeo 33 Stradale supercar

### NEW WHEELS

New technological and sophisticated look

### NEW BUMPER

More muscular and tridimensional giving more character to the front

### SHORTER OVERHANG

Improved proportions thanks to the new design

### BIGGER AIR INTAKES

Increasing the visual width of the Tonale, shape and pattern with the family feeling of Alfa Junior

### CENTRAL LICENSE PLATE

Family feeling with the Alfa Junior

### NEW ALFA LOGO

Black & white front and rear logos, coherent with the Alfa Junior badging strategy

### ADDITIONAL AIR INTAKES

More personality, inspired by the Alfa Giulia GTA



# HISTORICAL REFERENCES AND INSPIRATIONS



## NEW WHEELS



### STD

#### Aero

17" Alloy wheels  
Diamond cut + dark miron finish

meaning:

#### Aero

Aerodynamic optimized design



### OPT STD Pack SPRINT | Ti

#### Petali

18" Alloy wheels  
Diamond cut + black finish

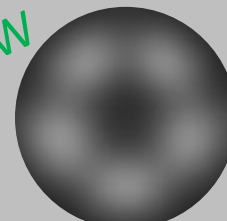
meaning:

#### Flower-style spokes

Heritage inspired, 5 holes like petals because of their regular and circular shape



NEW



### OPT STD Pack VELOCE

#### Stile

19" Alloy wheels  
Dark miron finish

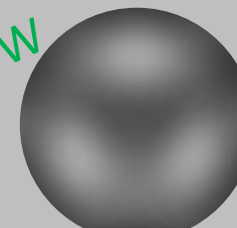
meaning:

#### Sport & style

Sporty look and dark finishing to elevate the look and stance of Tonale.



NEW



### OPT STD SPORT SPECIALE

#### Fori

20" Alloy wheels

meaning:

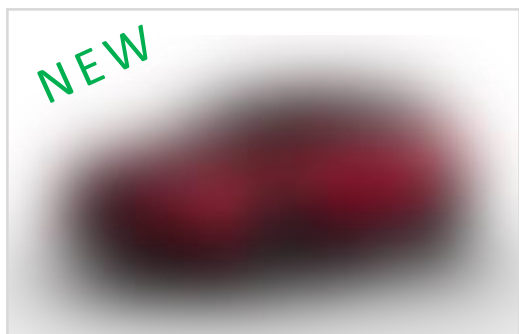
#### Voids

The larger 20-inch size, combined with innovative and cutting-edge design, expresses the Tonale's sportiness through a bold new language.

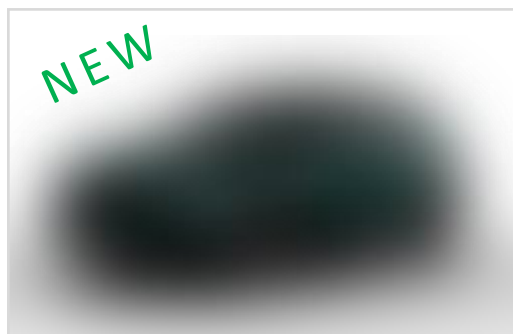


## NEW COLORS

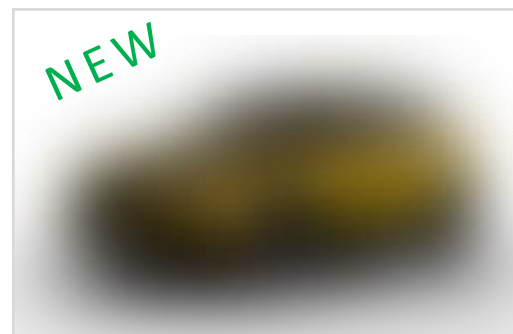
### INCREASED OFFER, MORE CUSTOMIZATION OPPORTUNITIES



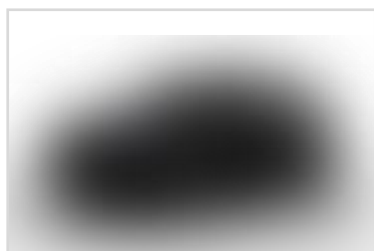
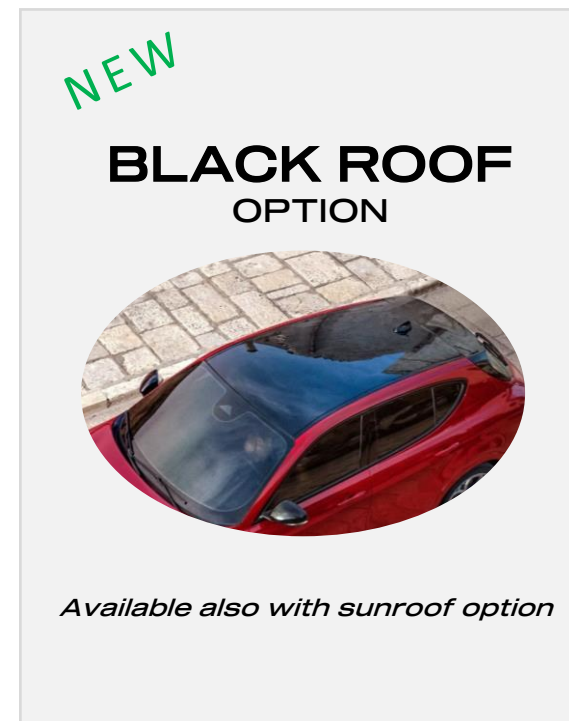
**ROSSO BRERA**  
metallic



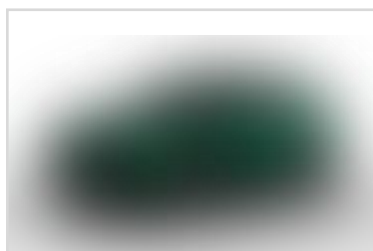
**VERDE MONZA\***  
metallic



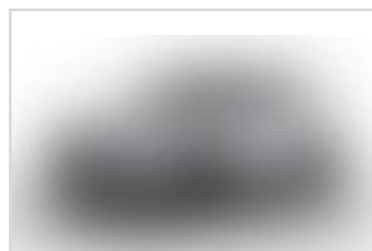
**OCRA AMALFI\***  
metallic



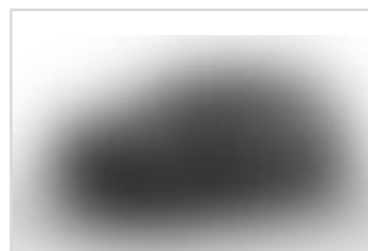
**NERO ALFA**  
solid



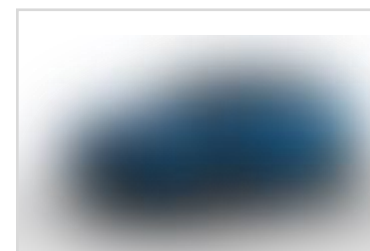
**VERDE MONTREAL**  
metallic



**BIANCO ALFA**  
solid



**GRIGIO VESUVIO**  
metallic



**BLU MISANO**  
metallic

From 6 colors (50% metallic) to 8 colors (80% metallic)

# 02

## NEW INTERIOR

## INTERIOR COLORS & TRIMS

### INCREASED OFFER, MORE CUSTOMIZATION OPPORTUNITIES

**Black Cloth & Scuba  
Biscione**



**Black Leather  
Cannelloni**



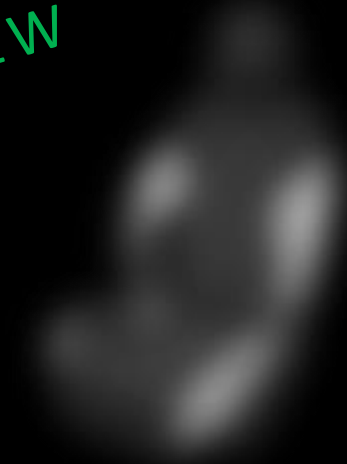
**Red Leather  
Cannelloni**

NEW



**Black & White Alcantara  
Cannelloni**

NEW





## NEW RED LEATHER SEATS



- RED LEATHER SEATS WITH RED TONE-ON-TONE STITCHINGS
- HEATED, VENTILATED AND 8-WAY ELECTRICALLY ADJUSTABLE FRONT SEATS
- RED ACCENT STITCHINGS ON DASHBOARD, DOOR PANELS AND CENTRAL ARMREST FOR A PERFECT MATCH

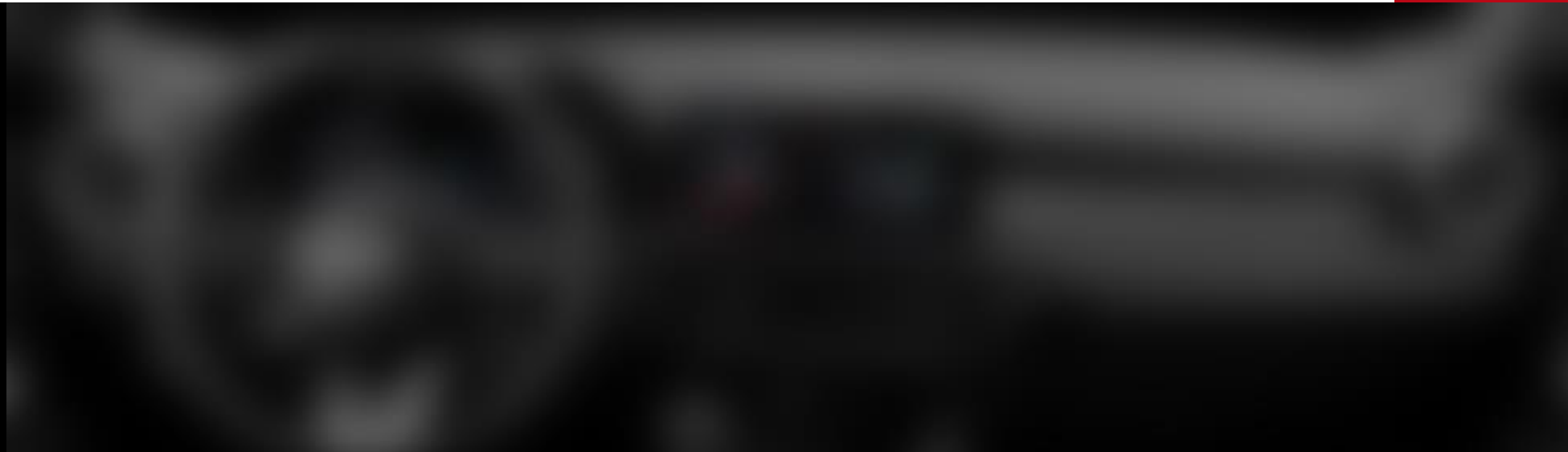
## NEW BLACK & WHITE ALCANTARA SEATS

Launch Edition only

- ALCANTARA/ LEATHER SEATS WITH WHITE ACCENT STITCHINGS
- WHITE BOLSTERS ON FRONT SEATS
- HEATED AND 8-WAY ELECTRICALLY ADJUSTABLE FRONT SEATS
- ALCANTARA-WRAPPED DASHBOARD CENTRAL FASCIA (LHD ONLY)
- WHITE ACCENT STITCHINGS ON DASHBOARD, DOOR PANELS, CENTRAL ARMREST AND STEERING WHEEL FOR A PERFECT MATCH

## NEW AMBIENT LIGHT GRAPHICS

DAY



Launch Edition only

NIGHT





## ROTARY SHIFTER



- LEVERAGE ON THE NEW CENTER TUNNEL, MORE MODERN & TECHNOLOGICAL GIVING A FRESH VIEW OF THE INTERIOR
- ALREADY INTRODUCED ON MY25, BUT WITH LITTLE MEDIATIC EXPOSURE
- THE NEW ROTARY SHIFTER ALLOWS MANUAL SHIFTING MODE WHEN THE PADDLE SHIFTERS ARE EQUIPPED (OPTIONAL):

### AUTOMATIC

Put the rotary in “D” position, the shifting is fully managed in automatic mode and the “D” icon appears on the cluster display.



### TEMPORARY MANUAL

Use the + or – paddle shifter to change the gear and stay in temporary manual. On the cluster is indicated D + the gear engaged. After a certain time in which the driver doesn't change the gear, the vehicle automatically returns in automatic mode.



### PERMANENT MANUAL

Press the + paddle shifter for 2 seconds. On the cluster the indication is M plus the number of the gear currently engaged. Press again the + paddle shifter for 2 seconds to go back in automatic mode.



# 03

## NEW MECHANICS

## EURO 6E BIS POWERTRAIN LINE-UP

- The powertrain line-up is updated to the latest Euro 6E Bis emission regulation standard.
- Confirmed the complete engine line-up to meet every customer needs: diesel, Ibrida and Ibrida plug-in Q4
- New combined power for the Ibrida @175hp and for the Ibrida Plug-In @270hp, calculated according to the GTR 21 technical regulation (mandatory from Euro 7)

### 1.6 TURBO DIESEL 130hp

- ❖ No change with respect to the previous Euro 6E homologation

<b>ARCHITECTURE</b>	Drive type	FWD
	Fuel type	Diesel
	Number of cylinder	4
<b>ENGINE FEATURES</b>	Cubic capacity [cm <sup>3</sup> ] / [l]	1.598 / 1.6
	Max power [CV/kW]	130/96 @ 3750 rpm
	Max torque [Nm]	320 @ 1500 rpm
	Gearbox Type	DDCT
<b>GEARBOX</b>	Number of forward gears	6
	Top Speed [kph]	195
<b>PERFORMANCE &amp; CO2</b>	0 - 100 km/h [s]	10,9
	CO2 combined* [g/km]	139 - 144

### 1.5 IBRIDA 175hp

- ❖ Improved declared power thanks to the combined value (+14hp)
- ❖ Improved 0-100 km/h value (-0.3 s)

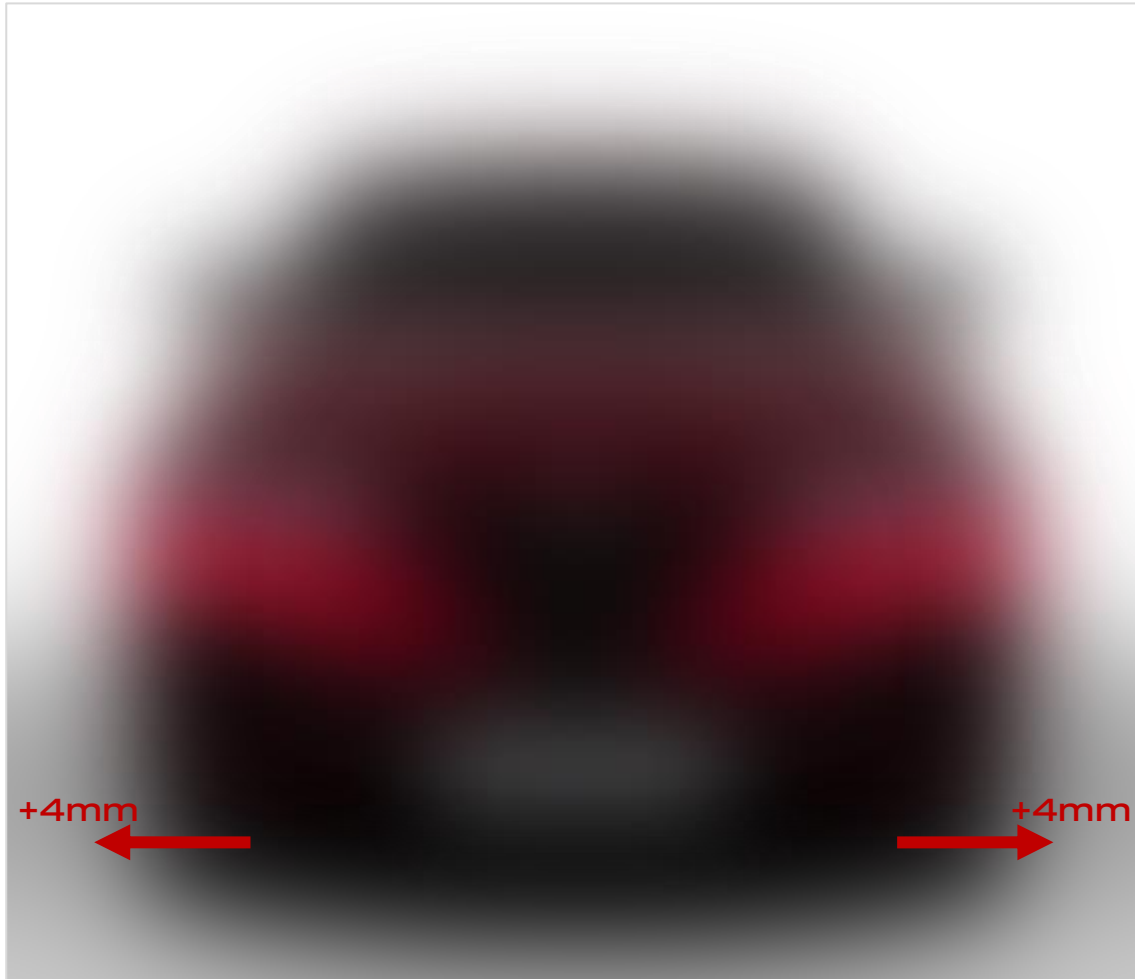
<b>ARCHITECTURE</b>	Drive type	FWD
	Fuel type	Gasoline
	Electrification type	Hybrid 48V
<b>ENGINE FEATURES</b>	Number of cylinder	4
	Cubic capacity [cm <sup>3</sup> ] / [l]	1.469 / 1.5
	Max power combined [CV/kW]	174/128 @ 5750 rpm
	Max power ICE [CV/kW]	160 / 118 @ 5750 rpm
<b>GEARBOX</b>	Max torque ICE [Nm]	240 @ 1500 rpm
	Max power E-motor [CV/kW]	20/15
	Max torque E-motor [Nm]	55
	Gearbox Type	DCT
<b>PERFORMANCE &amp; CO2</b>	Number of forward gears	7
	Top Speed [kph]	212
<b>PERFORMANCE &amp; CO2</b>	0 - 100 km/h [s]	8,5
	CO2 combined* [g/km]	128 - 132

### 1.3 IBRIDA PLUG-IN Q4 270hp

- ❖ Modifications to the aftertreatment reduce the ICE power & overall performance vs the previous Euro 6E version
- ❖ New combined power & Euro 6E Bis impact on CO2

<b>ARCHITECTURE</b>	Drive type	eAWD
	Fuel type	Gasoline
	Electrification type	Plug-In Hybrid
<b>ENGINE FEATURES</b>	Number of cylinder	4
	Cubic capacity [cm <sup>3</sup> ] / [l]	1.332 / 1.3
	Max power combined [CV/kW]	268/197 @ 5750 rpm
	Max power ICE [CV/kW]	150 / 110 @ 5750 rpm
<b>GEARBOX</b>	Max torque ICE [Nm]	270 @ 1800 rpm
	Max power E-motor [CV/kW]	128/94
	Max torque E-motor [Nm]	250
	Gearbox Type	AT
<b>PERFORMANCE &amp; CO2</b>	Number of forward gears	6
	Top Speed [kph]	195
<b>PERFORMANCE &amp; CO2</b>	0 - 100 km/h [s]	6,6
	CO2 combined* [g/km]	79 – 85
	EV range WLTP combined* [km]	58 - 62

## TRACK INCREASE



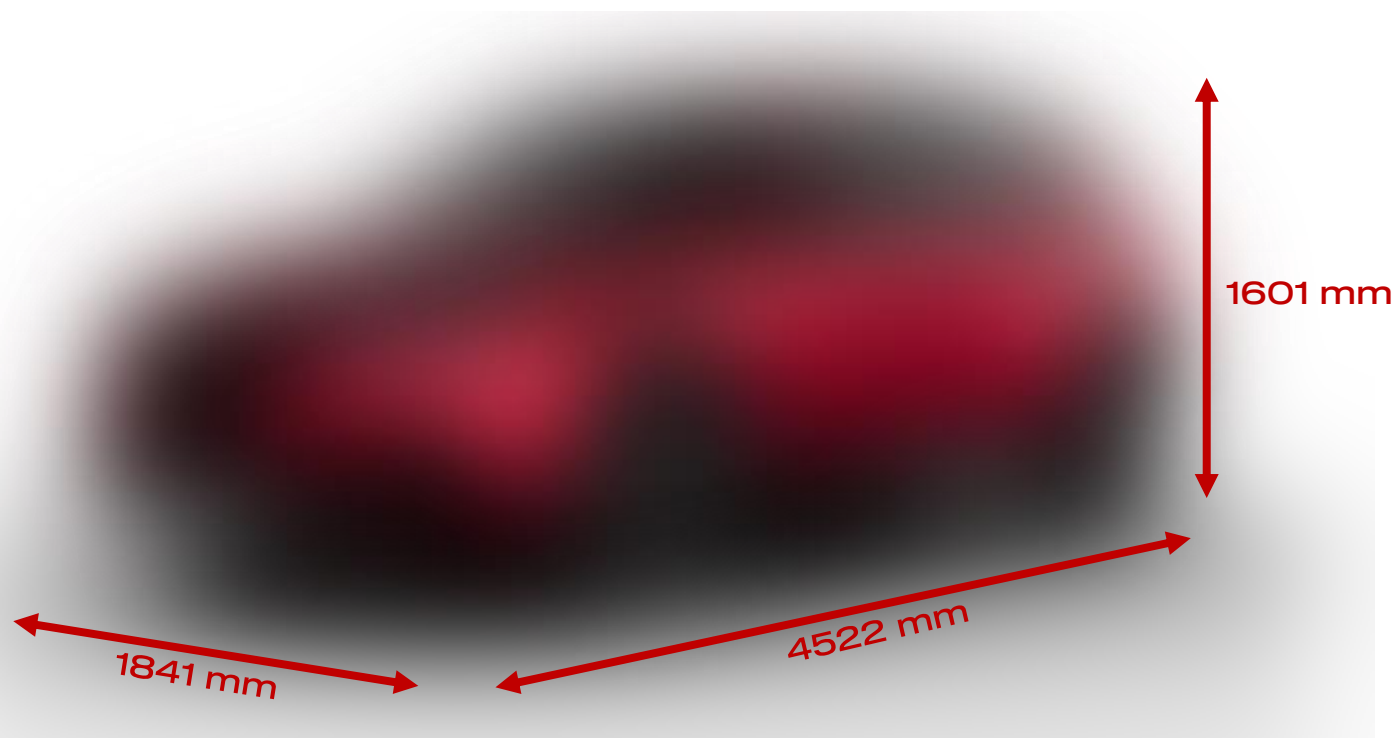
The new 19" and 20" wheels feature a 4 mm offset increase: from ET 37 to ET 33.

The total track is increased by 8 mm.

- ✓ Improved look: the wheels are in an outer position, more aligned to the wheel arches
- ✓ More muscular appearance and better stance on the road
- ✓ Improved roadholding & driving dynamics

No change on the 17" and 18" wheels.

## DIMENSIONS



Length [mm]	4,522 (-6)
Height [mm]	1,601
Width - no mirrors [mm]	1,841
Width – with mirrors folded [mm]	1,937
Width - with mirrors [mm]	2,082
Wheelbase [mm]	2,636
Front overhang [mm]	945 (-6)
Rear overhang [mm]	941
Front track [mm]	1589 (+8) / 1581*
Rear track [mm]	1588 (+8) / 1580*

\*with 17" and 18" wheels

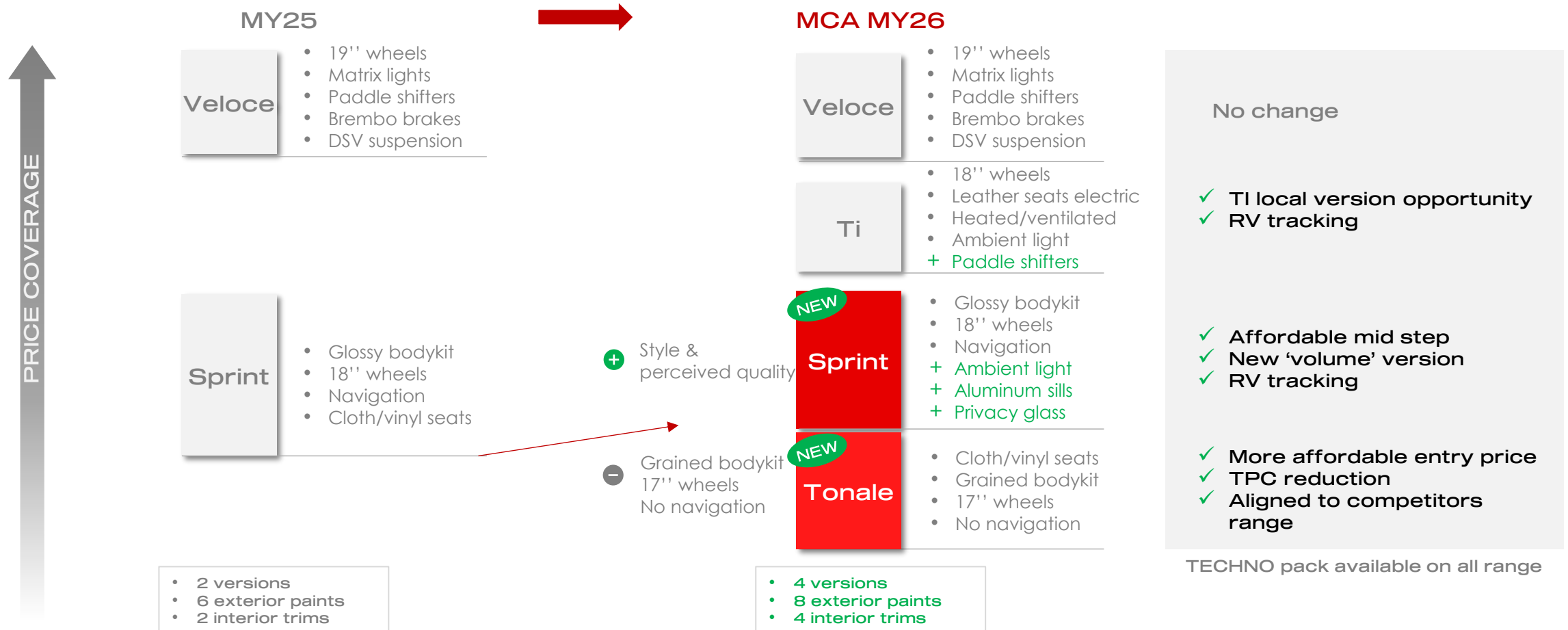
 04

NEW RANGE



## NEW RANGE, INCREASED MARKET COVERAGE

- New pack strategy to support a new 4-versions range
- New "Tonale" entry version for an extended market coverage



Note: Sprint, TI and Veloce are commercial versions

## RANGE OVERVIEW

### Tonale

### Sprint

### Ti

### Veloce



#### EXTERIOR

- Grained body kit
- Full LED front & rear lights
- 17" wheels

- Glossy black body kit
- 18" wheels

- Glossy black side windows surround
- Ti badge on fender

- 19" wheels
- Red Brembo brakes
- Dual chrome exhaust pipes (PHEV)
- Veloce badge on fender



#### INTERIOR

- Black cloth & Scuba seats
- Leather steering wheel

- Multi-color ambient light
- Aluminum door sills

- Black/Red Leather seats
- Paddle shifters

- Intelligent Adaptive Cruise Control
- Front & rear parking sensors
- Rear back-up camera
- Keyless Entry & Go
- 12,3" full TFT instrument cluster
- 10,25" Alfa Connect touch with Wireless CarPlay/Android Auto
- Electrical-folding side mirrors
- Electrochromic interior mirror
- Alfa Connected Services
- AEB, LKA, ISA, TSR, DDM

- 10,25" Alfa Connect infotainment touch with Navigation

- 8-way electrically adjustable front seats with 4-way electric lumbar adjust
- Heated and ventilated front seats
- Heated steering wheel

- Matrix headlamps
- Electronic suspension



#### FEATURES

No naked versions



## "TONALE" VERSION

- New "Tonale" entry version for a more affordable entry price and extended market coverage
- Entry version with a very complete configuration, no naked versions

### STANDARD CONTENTS:

#### Exterior:

- ❖ Grained body kit
- ❖ Full LED front and rear lights with 3+3 signature
- ❖ 17" Aero wheels
- ❖ Privacy glass (PHEV)

#### Interior:

- ❖ Black cloth & Scuba leatherette seats with "Biscione" on the back
- ❖ Biscotto accent stitching on dashboard and door panels
- ❖ Leather steering wheel
- ❖ Front central armrest
- ❖ 60/40 rear seats with central armrest and ski pass
- ❖ Black ceiling
- ❖ 6-way adjustable front seats
- ❖ 2-way electric lumbar adjust on driver seat

#### Safety:

- ❖ Intelligent Adaptive Cruise Control
- ❖ Auto High Beam
- ❖ Front & rear parking sensors
- ❖ Rear back-up camera
- ❖ Autonomous Emergency Braking with vulnerable road users
- ❖ Lane keeping system
- ❖ Drowsy Driver

#### Comfort & technology:

- ❖ 12,3" full TFT instrument cluster
- ❖ 10,25" Alfa Connect infotainment touch
- ❖ Alfa Connected Services
- ❖ Wireless Apple Car Play / Android Auto
- ❖ Dual zone automatic A/C with AQS
- ❖ Keyless Entry & Go
- ❖ Puddle lights & courtesy lights on exterior door handles on the front doors
- ❖ Electrical-folding side mirrors
- ❖ Electrochromic interior mirror

#### AVAILABLE OPTIONS

- ❖ Techno Pack
- ❖ Sunroof
- ❖ 18", 19", 20" wheels
- ❖ Winter pack (LHD only)



## SPRINT VERSION

- New Sprint version with added style & perceived quality contents to make it the new volume version
- Commercial version to be build via pack, bonding radio with navigation & minimum 18-inch wheels

### STANDARD CONTENTS (Tonale plus):

#### Exterior:

- ❖ Glossy black body kit
- ❖ Privacy glass
- ❖ 18" wheels

#### Interior:

- ❖ Aluminum pedals
- ❖ Aluminum door sills
- ❖ Multi-color ambient light

#### Comfort & technology:

- ❖ 10,25" Alfa Connect infotainment touch with Navigation system



### AVAILABLE OPTIONS

- ❖ Techno Pack
- ❖ Sunroof
- ❖ 19", 20" wheels
- ❖ Winter pack (LHD only)

## Ti VERSION

- New Ti version to address the upper middle price positioning
- Commercial version to be build via pack, bonding radio with navigation, minimum 18-inch wheels and electric seats adjust (JT1 or JTE)

### STANDARD CONTENTS (Sprint plus):

#### Exterior:

- ❖ Glossy black side windows surround (DLO)
- ❖ Ti badge on fender

#### Interior:

- ❖ Paddle shifters
- ❖ Red or black leather seats
- ❖ 8-way electrically adjustable front seats
- ❖ 4-way electric lumbar adjust on front seats
- ❖ Heated and ventilated front seats
- ❖ Heated steering wheel and nozzles



Red or black interior

### AVAILABLE OPTIONS

- ❖ Techno Pack
- ❖ Sunroof
- ❖ 19", 20" wheels
- ❖ Harman Kardon Hi-Fi & memories on driver seat



## VELOCE VERSION

- New TI version to address the upper middle price positioning
- Commercial version to be build via pack, bonding radio with navigation, minimum 19-inch wheels and electric seats adjust (JT1 or JTE)

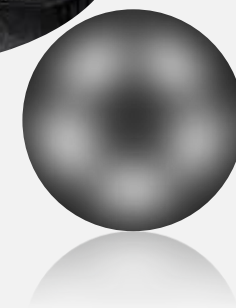
### STANDARD CONTENTS (TI plus):

#### Exterior:

- ❖ 19" wheels
- ❖ Veloce badge on fenders
- ❖ Full LED Matrix front lights
- ❖ Red Brembo brake calipers
- ❖ Dual chrome exhaust pipes (PHEV)

#### Comfort & technology:

- ❖ DSV (Dual Stage Valve) electronic suspension



Red or black interior



### AVAILABLE OPTIONS

- ❖ Techno Pack
- ❖ Sunroof
- ❖ 20" wheels
- ❖ Harman Kardon Hi-Fi & memories on driver seat





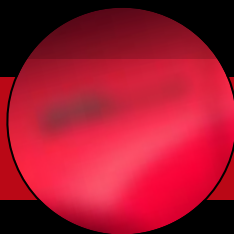
*CONCEPT*  
**SPECIALE**

NEW TONALE  
LAUNCH EDITION





BLACK CALIPER WITH  
WHITE LETTERING  
(TONALE)



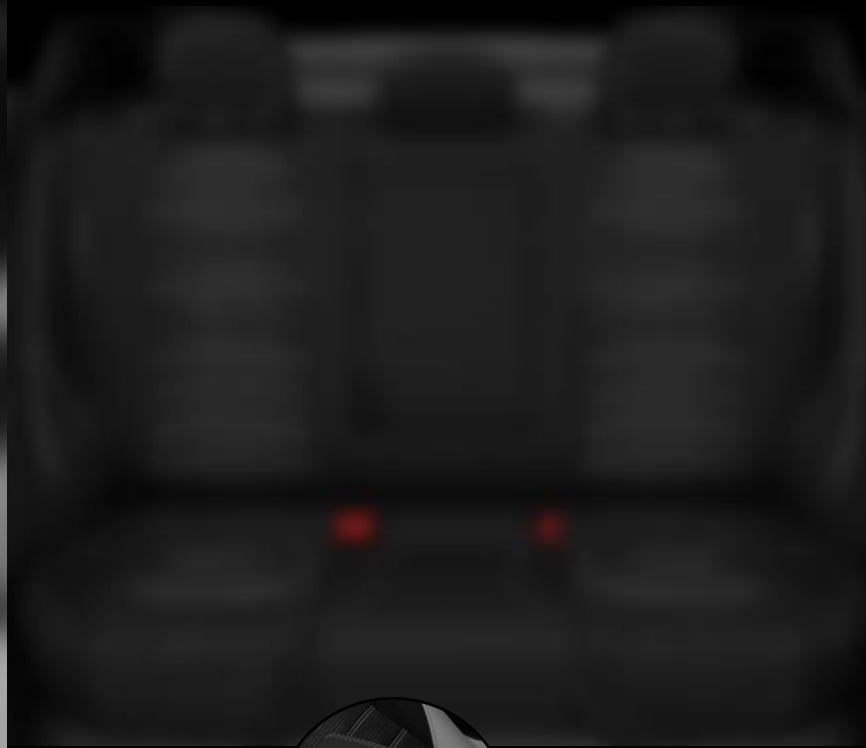
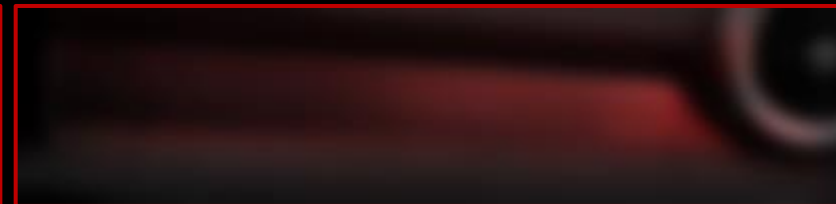
BADGE ON FENDER



20" 2-TONE WHEELS  
DIAMOND CUT



GLOSSY BLACK  
BODY KIT WITH  
SILVER ACCENT



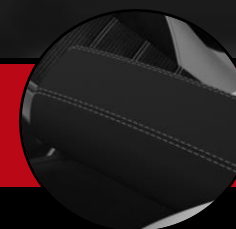
ALCANTARA SEATS  
WITH BRIGHT BACKING  
AND ICE INSERTS ON  
FRONT ROW



ALCANTARA IP  
FASCIA (LHD only)



UNIQUE AMBIENT  
LIGHT DESIGN



BRIGHT ACCENT  
STITCHINGS

## SPORT SPECIALE VERSION

- New special series to serve as New Tonale Launch Edition with dedicated Sincoms (N\*\*)
- Top of the range exterior and interior equipment with dedicated color & trim
- Available in all colors and with black roof option

### STANDARD CONTENTS (Sprint plus):

#### Exterior:

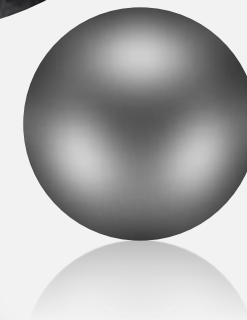
- ❖ 20" wheels
- ❖ Glossy black body kit with lateral and rear silver inserts **specific**
- ❖ Sport Speciale badge on fenders **specific**
- ❖ Black Brembo brake calipers **specific**
- ❖ Dual chrome exhaust pipes (PHEV)

#### Interior:

- ❖ Alcantara seats with ICE backing and ICE inserts on front row **specific**
- ❖ Alcantara-wrapped central dashboard fascia (LHD only) with ICE contrasting stitching **specific**
- ❖ ICE contrasting stitching on steering wheel, door panels and center armrest **specific**
- ❖ Multi-color ambient light with new graphics **specific**
- ❖ Paddle shifters
- ❖ 8-way electrically adjustable front seats
- ❖ 4-way electric lumbar adjust on front seats
- ❖ Heated front seats
- ❖ Heated steering wheel and nozzles

### AVAILABLE OPTIONS

- ❖ Techno Pack
- ❖ Sunroof
- ❖ Matrix headlamps
- ❖ DSV electronic suspension
- ❖ Harman Kardon Hi-Fi & memories on driver seat







# NEW RANGE IN A NUTSHELL



We listened to the markets' & customer's inputs



## MORE TRIMS

4 VERSIONS  
(+2)



## MORE EXTERIOR COLORS

+3 NEW PAINTS ALL  
METALLIC  
+ BLACK ROOF OPT



## MORE INTERIOR COLORS

+RED LEATHER  
+ALCANTARA  
BLACK/WHITE

# 05

## PRODUCT PILLARS

# *Tonale* PRODUCT PILLARS



1

## DESIGN



2

## DRIVING DYNAMICS



3

## ENHANCED SOFTWARE EXPERIENCE



4

## PREMIUMNESS & QUALITY





## REAL ALFA ROMEO DNA

### + BREMBO FIXED CALIPERS

Solid reliable braking power

ALFA SPECIFIC

### + ALUMINUM SHIFT PADDLES

Fixed mounted – ultimate driving pleasure

ALFA SPECIFIC



### + ALFA DNA

Drive mode selector

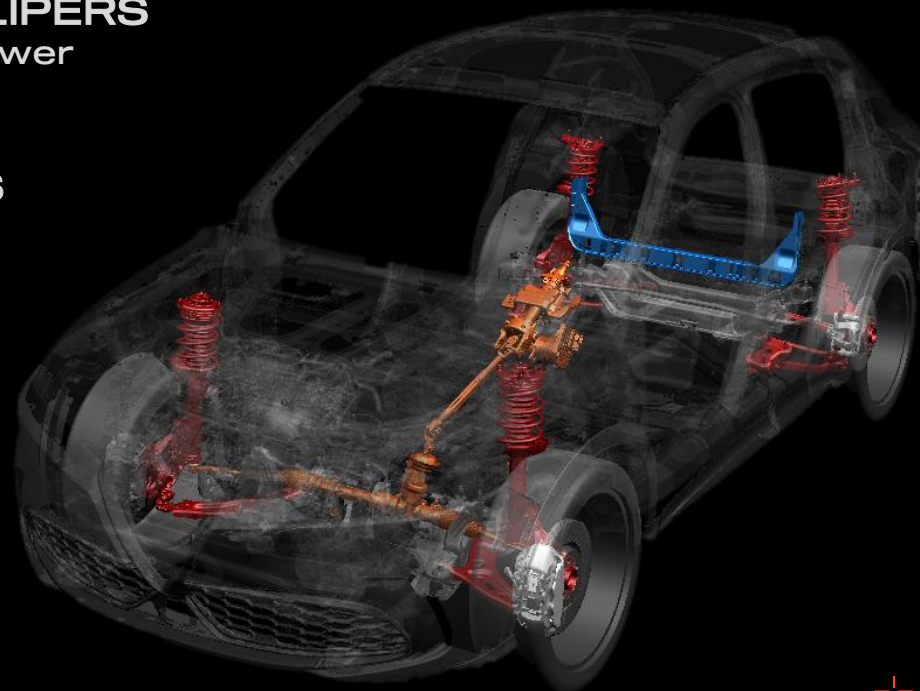
ALFA SPECIFIC

### + Q4 AWD SYSTEM

(Plug-in Hybrid)

Grip, safety and performance

ALFA SPECIFIC



### + BEST IN CLASS DIRECT AND RESPONSIVE STEERING

13,6 steering ratio, for an unmistakable Alfa driving pleasure & feeling

ALFA SPECIFIC

### + BRAKE BY WIRE

The best performance consistency and pedal feeling, in any conditions

ALFA SPECIFIC

### + BALANCED CHASSIS

Top class weight distribution

### + DSV SUSPENSION – FSD SUSPENSION

Best match among stability, comfort and handling

ALFA SPECIFIC

### + MCPHERSON SUPENSION

Front & rear independent suspension with dedicated Alfa Romeo sporty tuning

ALFA SPECIFIC

## TONALE DRIVING PLEASURE RECIPE





INTELLIGENT ADAPTIVE  
CRUISE CONTROL



LEVEL 2 ASSISTED DRIVING  
WITH LANE CENTERING



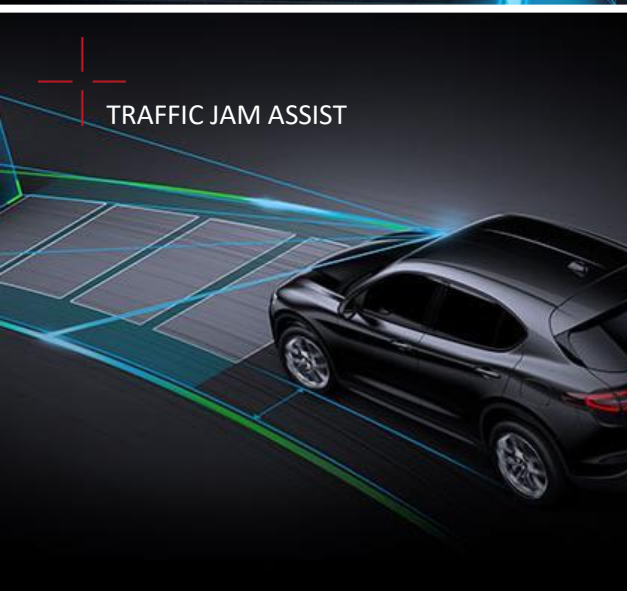
REAR CROSS  
PATH DETECTION



DROWSY DRIVER  
DETECTION



AEB with  
VULNERABLE ROAD USERS



TRAFFIC JAM ASSIST



BLIND SPOT DETECTION



HI-RES 360° CAMERA  
WITH DRONE VIEW

CUTTING EDGE TECHNOLOGY & SAFETY



COMPANY CONFIDENTIAL

+ SEMI  
AUTOMATIC  
PARKING

+ PASSIVE  
ENTRY

+ 470W HARMAN KARDON  
HIFI SYSTEM 14 SPEAKER  
& SUBWOOFER

+ ELECTROCHROMIC  
MIRRORS



+ DUAL ZONE  
A/C WITH  
AQS

+ WIRELESS  
SMARTPHONE  
MIRRORING

+ MULTI- COLOR  
AMBIENT LIGHT

+ HEATED & VENTILATED  
FRONT SEATS

+ WIRELESS PHONE  
CHARGER VENTILATED



## COMFORT & PREMIUM FEATURES

# QUALITY FIRST

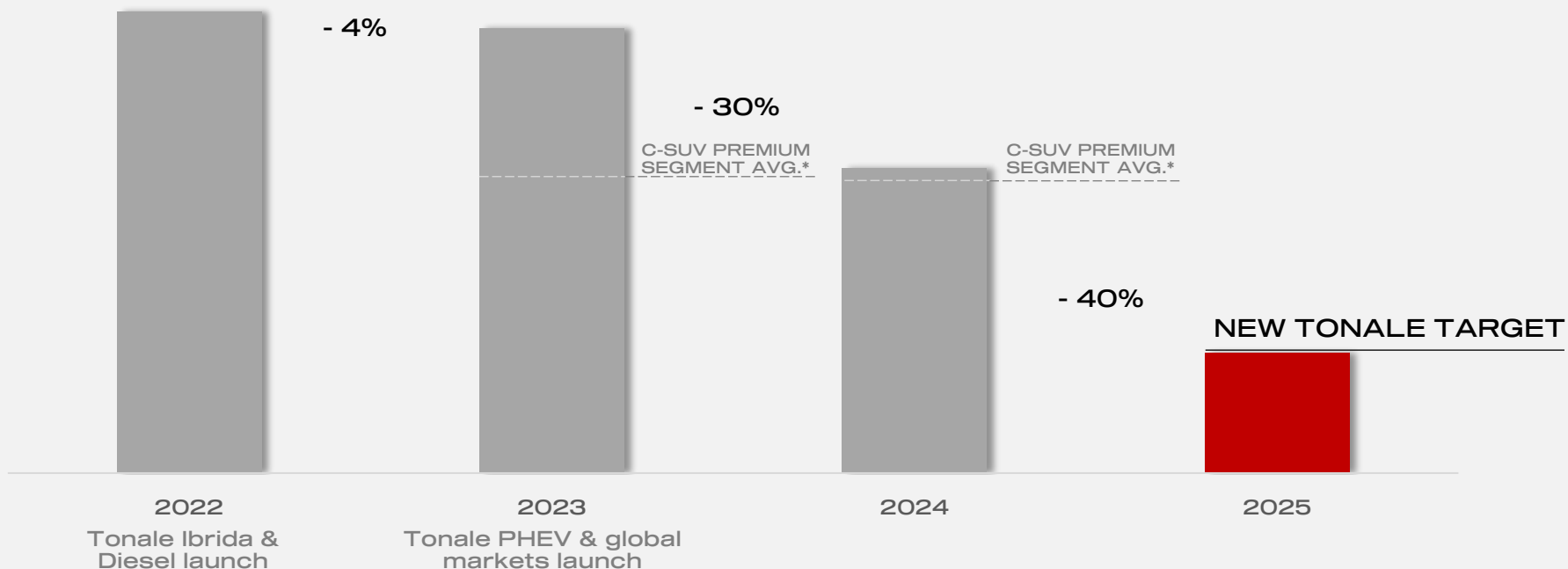
The Tonale MCA is bringing the highest quality standards to delight the customers



## RELIABILITY

ALFA TONALE – WARRANTY BASED

PPM REDUCTION



\*Based on Reliability EU5 NCBS FY2024 & FY2023

### PRODUCT UPDATES LISTENING TO THE VOICE OF THE CUSTOMER



VENTILATED WIRELESS CHARGER [Q4/23]



ADAS BLINDNESS NEW CALIBRATION [Q4/23]



RADIO REACTIVITY IMPROVEMENT [Q1/24]



STEERING WHEEL BUTTONS NEW CONFIGURATION [Q4/24]

# 06

## CODE GUIDE



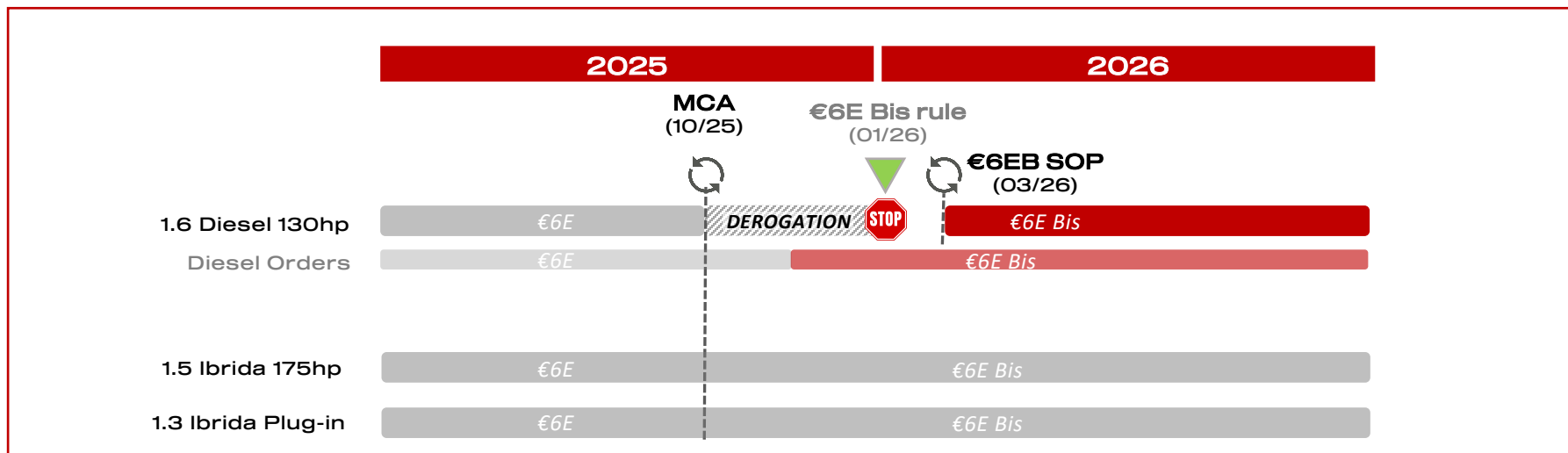
## NEW TONALE MY26 SINCOMS

Version Description	Trim	Model	Version	Series
1.5 Ibrida 175CV DCT7 FWD E6E Bis	Tonale	622	MFD	3
1.6 Diesel 130CV DCT6 FWD E6E			MF2	
1.6 Diesel 130CV DCT6 FWD E6E Bis			MF3	
1.3 Ibrida Plug-In 190CV AT6 Q4 eAWD E6E Bis		638	MEE	
1.3 Ibrida Plug-In 270CV AT6 Q4 eAWD E6E Bis			MEF	
1.5 Ibrida 175CV DCT7 FWD E6E Bis	Sport Speciale	622	NFD	3
1.6 Diesel 130CV DCT6 FWD E6E			NF2	
1.6 Diesel 130CV DCT6 FWD E6E Bis			NF3	
1.3 Ibrida Plug-In 190CV AT6 Q4 eAWD E6E Bis		638	NEE	
1.3 Ibrida Plug-In 270CV AT6 Q4 eAWD E6E Bis			NEF	

- Commercial versions Sprint, Ti and Veloce to be built with the dedicated packages
- PHEV 190hp B2B / fleet policy focus

## TONALE DIESEL PHASE-IN / PHASE-OUT MANAGEMENT

- Derogation opportunity (€6E engine with MCA exterior) exploiting the 10% rule in the markets where feasible, guaranteeing production until Dec'25
- Guarantee order intake continuity in the eyes of the customer → order intake management Nov'25:
  - OUT - diesel €6E closure,
  - IN - diesel €6E Bis opening with delivery time 5 months





## GSR2 STEP 2 (GSR C)

From June 2026, **GSR2 STEP 2** (also called GSR C) sets additional Safety requirements, impacting both vehicle hardware and software



### Customer impact:

- The Advanced Driver Distraction Warning (ADDW) requires an additional driver-monitoring camera, fitted on the A-Pillar



### How it's implemented:

- Opt BJB to be managed as standard/tassativo from march '26 production window



Indicative picture not referring to Tonale



NEW *Tonale* M C A