

NEW ALFA MITO'S BEAUTY IS MORE THAN SKIN DEEP FOR FLEET USERS

User choosers and fleet managers can both now look forward to a more exciting choice of company car thanks to the arrival of the all-new Alfa Romeo Mito.

Combining eye-catching style with cost-conscious substance, the 1.3 JTDm diesel engine boasts 62.8mpg fuel economy on the combined cycle plus CO₂ emissions of just 119g/km, putting the newcomer into the 13% Benefit in Kind (BiK) tax bracket for company car drivers.

Better still, industry experts CAP have predicted a 49% resale value after three years/60,000 miles – the best in its segment, while list prices that start from just £10,975 help keep Whole Life Costs low too.

All this, together with the prestige and performance you'd expect from an Alfa Romeo, ensure the newcomer appeals as much to fleet managers looking to reduce operating costs as it does to user choosers seeking a more exciting company car.

Adam Pumfrey, Fleet and Remarketing Director for Fiat UK, said: "The Mito's low tax charges and impressive fuel economy ensure it's an appealing option for user choosers". He adds "the good news is that the Mito also scores highly when Whole Life Costs are taken into account, thanks to low P11D prices and impressive residual value predictions, which combine to make it a surprisingly cost-effective fleet car."

The table below compares the Mito with its main rival – the Mini Cooper D. Despite having higher CO₂ emissions and lower fuel consumption, the Mito falls into the same BiK category (sub 120g/km emissions, so costs less in BiK tax.

Model	P11D Price	COMBINED MPG	CO2 EMISSIONS	BENEFIT IN KIND CO2 %	BiK cost 20% BR (40% HR)
Alfa Mito 1.3 JTDm Veloce	£11,828	62.8	119g/km	13	£308 (£615)
Mini Cooper 1.6D	£14,160	72.4	104g/km	13	£368.16 (£736.32)

The Mito range, which also boasts a Euro NCAP five-star crash test rating, is priced from £10,975. Equipment lists include up to seven airbags, CD radio, Hydraulic Brake Assistance (HBA) for emergency braking, plus a dynamic vehicle control system, DNA, which the driver can use to tailor the car's handling characteristics. DNA settings include Dynamic, Normal and All-Weather.

Engines include two diesels (1.3 JTDm and 1.6 JTDm) and three 1.4-litre petrol's – two in turbocharged form, plus a normally aspirated version.

For more information, visit the website: www.alfaromeo.com