**Alcantara and Alfa Romeo together at the 2026 Brussels Motor Show: sportiness, sensory appeal and Made in Italy style**

At the 2026 Brussels Motor Show, Alcantara takes center stage alongside Alfa Romeo, renewing a historic partnership rooted in shared values of sportiness, design, and authentic Made in Italy excellence.

Within the Alfa Romeo exhibition area, Alcantara’s presence helps define an immersive experience that goes beyond a simple product display. The stand walls are dressed in Alcantara Gray, with three panels in the same shade, customized with the Alcantara logo, the Alfa Romeo Biscione emblem, and the BOTTEGAFUORISERIE laser-engraved on Alcantara gray.

Completing the space, a series of driving simulators allows visitors to experience firsthand the sporty character of Giulia, enhanced by the refined Alcantara-designed interior environment. A truly engaging experience that highlights how materials, ergonomics, and sensory appeal are core elements of Alfa Romeo’s DNA.

Alcantara also signs the interior trims of Tonale and Junior, both showcased at the motor show, confirming its ability to adapt perfectly to different interpretations of contemporary sportiness. In these models, the material becomes the protagonist of an everyday experience that combines practicality, beauty, and high sensory appeal, offering comfort, durability, and a sophisticated aesthetic designed for daily use.

Not just performance, therefore, but a new way of experiencing the car: Alcantara interprets the cabin as a living space, capable of making every driving experience unique—not only when seeking sporty thrills, but also in everyday life. A perfect balance between functionality and pleasure, where design meets technology and Italian manufacturing tradition.

At the 2026 Brussels Motor Show, Alcantara and Alfa Romeo together present a shared vision of the automobile: emotional, authentic, and deeply connected to the value of Italian craftsmanship.

***About Alcantara S.p.A.***

Founded in 1972, Alcantara represents one of the leading Made in Italy brands. A registered trademark of Alcantara S.p.A. and the result of unique and proprietary technology, Alcantara® is a highly innovative material offering an unparalleled combination of sensory, aesthetic, and functional qualities. Thanks to its extraordinary versatility, Alcantara is the chosen material for leading brands in many fields of application: fashion and accessories, the automotive industry, interior design, home décor and consumer-electronics. These characteristics, combined with a serious and certified commitment to sustainability, mean that Alcantara expresses and defines the contemporary lifestyle. Alcantara is Carbon Neutral since 2009. Carbon Neutrality certification is based on offsetting of greenhouse gas emissions through the acquisition of carbon credits from Certified and Verified Offset Projects. While acknowledging that carbon offsetting is not the final solution, nevertheless we believe that carbon credits are a useful tool to accelerate the fight against climate change beyond our value chain, and to measurably reduce global emissions. Besides, the projects supported by Alcantara every year bring tangible social benefit to the impacted territories. To document its progress in this area, Alcantara annually prepares and publishes a Sustainability Report, certified by BDO and available on the company's website. Alcantara's headquarters are in Milan, while the production plant and research centre are in Nera Montoro, in the heart of Umbria (Terni).

For further information:

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