



**Alfa del PIEMONTE**

**JUNE 17 - 20**  
PRE-TOUR • ASHEVILLE, NC

**JUNE 21 - 25**  
CONVENTION • CONCORD, NC

**2023 AROC NATIONAL CONVENTION**

*Welcome to Carolina...*

**REGISTER NOW!**  
[2023aroc-convention.org](https://2023aroc-convention.org)

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***The Mid-Atlantic Alfa Romeo Club welcomes Alfisti to beautiful North Carolina!***

In 2023, the Alfa Romeo Owners Convention moves to the East Coast to the beautiful Piedmont area of North Carolina. The Piedmont area is a plateau of gentle hills between the coastal plains and the majestic Blue Ridge mountains. Winding roads in the mountains lead down to the gentle hills of Concord, NC where the host hotel is located. Rolling farmland and old-fashioned Southern hospitality makes the area much like its sister region in Central Italy.

The Embassy Suites in Concord, NC is an ideal host hotel for the Convention. Its multi-story atrium ascends around the main activity space and there is private parking for the convention. It is just two miles from the Charlotte Motor Speedway, an internationally known venue for racing, where the time trials will be held. We will be visiting one of the largest bourbon distilleries in the Northeast as well as the Piccione Winery, which features award winning Italian style wines. The Concorso will be held on the gently sloping lawn at Harrisburg Park, just 10 minutes from the hotel, with all the amenities necessary to host a magnificent Concorso d'Elaganza.

*We're certain that you will have a fabulous time at next year's AROC convention!*

***Visit the Convention website at: [2023aroc-convention.org](https://2023aroc-convention.org)***



**EMBASSY SUITES by HILTON**  
**Charlotte • Concord, NC**

5400 John Q. Hammons Drive NW, Concord, NC 28027

**Reserve your room online thru the Convention website,**

**Or call 704-455-8200 and ask for the**  
**2023 Alfa Romeo Owners Club Convention Rate.**

Group Rate expires May 15, 2023

**PLEASE NOTE!** Due to unexpectedly strong demand, the AROC Convention's room block at the Embassy Suites hotel is sold out for the night of Wednesday, June 21.

There are still rooms available on Thursday the 22nd through Sunday the 25th.

If you plan to arrive on Wednesday June 21, we suggest that you reserve a room for ***just one night*** at one of the following hotels, which are all within easy walking distance of the Embassy Suites:

**Homewood Suites by Hilton - Concord Charlotte: (980) 313-3100** Ask for Tash Brooks

**Courtyard by Marriott - Charlotte Concord: (704) 453-2600**

**Residence Inn by Marriott - Charlotte Concord: (704) 454-7862**