Alfa Romeo Returns to Singapore With the Junior Elettrica: A Premium Category A EV From $82,888

Description

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The Alfa Romeo Junior Elettrica marks the Italian marqueâ??s dramatic return to Singapore â?? and itâ??s going fully electric.

Alfa Romeo is back in Singapore, and itâ??s making a bold statement with the **Junior Elettrica** â?? a compact, fully electric crossover that slots neatly into **Category A COE**. Previewed to media on 9 April 2026 at the new Red Rock & Rosso Motor Experience Centre in Gillman Barracks, the Junior Elettrica represents not just a new model, but an entirely new chapter for the Italian marque in the Lion City.

With first deliveries expected by the end of Q2 2026, hereâ??s everything you need to know about this premium European EV and what it means for Singaporeâ??s electric car landscape.

Pricing: Aggressively Positioned for a European EV

The Junior Elettrica is priced at **$103,888 without COE** for the standard variant, while the Stile Duo Tone edition comes in at **$108,888**. At current Cat A COE premiums of around $118,000, youâ??re looking at an on-road price north of $200,000.

However, early adopters are in for a treat â?? Red Rock & Rosso Motor is offering the **first 20 units** of each variant at a significantly discounted promotional price of **$82,888** and **$87,888** respectively. Thatâ??s a saving of $21,000 off the standard price, making it one of the most competitively priced European EVs in Singapore.

Power, Range, and Performance

Under the bonnet sits a front-mounted electric motor producing **100 kW (134 bhp)** and **260 Nm** of torque. The power output has been deliberately reduced from the 115 kW available in other markets to ensure the Junior Elettrica qualifies for Category A COE in Singapore â?? a smart strategic move by the distributor.

The **54 kWh battery** delivers a WLTP range of up to **410 km**, which is more than adequate for Singaporeâ??s compact geography. DC fast charging at up to 100 kW means you can add roughly 100 km of range in just 10 minutes, or go from 10% to 80% in approximately 30 minutes. The 0-100 km/h sprint takes 9.0 seconds â?? not blistering, but perfectly acceptable for daily driving.

Design: Unmistakably Alfa Romeo

At just **4.17 metres long** and **1.78 metres wide**, the Junior Elettrica is a compact proposition that should be easy to navigate Singaporeâ??s tight car parks and narrow roads. The design is unmistakably Alfa Romeo, featuring the iconic **â??leggenda scudettoâ?• grille** rendered in black acrylic, adaptive full LED matrix headlights with a distinctive **â??3+3â?• configuration**, and a laser-etched **Biscione serpent** on the C-pillar â?? a nod to classic Alfa models.

Hidden rear door handles give the profile a clean, coupÃ©-like silhouette, while the rear features distinctive LED tail lights that complete the carâ??s Italian flair.

Interior: Premium Touches Throughout

Step inside and youâ??re greeted by a **10.25-inch digital instrument cluster** paired with a **10.25-inch infotainment display** angled towards the driver â?? a classic Alfa Romeo touch. The cabin features **RipStop fabric seats** adorned with the Biscione snake design pattern, and the dashboard is trimmed in a striking **Blue Scuba Shark** colour with metallic finish.

Connectivity is well sorted with **wireless Apple CarPlay and Android Auto**, along with **8-colour ambient lighting** to set the mood.

Safety: Comprehensive Suite of Features

The Junior Elettrica comes well equipped on the safety front with **six airbags**, Adaptive Cruise Control, Lane Centering, Traffic Jam Assist, and Autonomous Emergency Braking with pedestrian and cyclist detection. You also get 360-degree parking sensors, a 180-degree rear camera with drone view, Blind Spot Monitoring, and Drowsy Driver Alert â?? a comprehensive package for a compact EV.

Where It Stands: Competitors and Context

The Junior Elettrica enters a growing segment of compact premium EVs in Singapore, where it will compete with the **Volvo EX30**, **MINI Aceman**, and Chinese contenders like the **Zeekr X**. Its Italian heritage and distinctive design give it a unique selling point in a market increasingly dominated by Asian brands.

With Singaporeâ??s appetite for electric vehicles surging â?? EV sales were up a staggering 304% year-on-year in Q1 2026 â?? the timing couldnâ??t be better for Alfa Romeoâ??s return.

Where to See It

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The Alfa Romeo Junior Elettrica is currently on display at the **Red Rock & Rosso Motor Experience Centre**, located at **43 Malan Road, Gillman Barracks, Singapore**. The car is available for viewing but not yet on sale, with deliveries expected from end of Q2 2026 pending final homologation.

For those looking at other recent tech launches, check out our coverage of the DJI Osmo Pocket 4 and the Samsung Galaxy S26 Ultraâ??s record-breaking demand.

What do you think of the Alfa Romeo Junior Elettrica? Is it worth the premium over its Chinese rivals? Let us know in the comments below.

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Author
vanessakoh