

About Touring badges

AlfaCompanion

Bob Schnittger

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As you explore the PhotoBase of surviving Touring-bodied Alfa 1900CS & 1900CSS, you may notice some variation in the Touring badges that adorn most of their trunk's lids. I have on good authority none other than Giovanni Bianchi Anderloni, grandson of Touring's founder Felice Bianchi Anderloni, the correct sequence of these badges. Simply stated, all Touring-bodied Alfa 1900s cars should have "CarrozzTouring" badges and, well, NONE should have the "Touring Superleggera" badge since its use in any manner did not commence until mid-1961.

Per my 2016 email exchange with Giovanni Bianchi Anderloni:

Dear Mr Schnittger,

I thank you for your enquiry. The Touring badge (large or small doesn't make any difference, it depends on the position) has changed several times from the Carrozzeria Touring's foundation (1926). The name Carrozzeria Touring, and the logo (badge) has been patented as trademarks. See attached pictures, respectively:

- 1926-1930 with the crown above the T replicating one of the large towers of Milano's Castle. [#3]

- The second appeared in the middle of 1930 and lasted to end of 1940. The tower turned into a crown and the full words Carrozzeria Touring. [#4]

- Thanks to the large quantity of aircraft components, my grandfather obtained from the Italian Royal Air Force Headquarter the privilege to add the two wings to the logo. [#5]



- Approx 1948, the badge has been modified like the fourth picture, which corresponds to the first photo you have sent and with the words CarrozzTouring. This logo (or badge) has been used up to middle of 1961, when the two words Touring Superleggera became the new Company's name and a trademark. The new badges started to be fitted on the cars from middle 1961. [pictures below]



Therefore, all the Alfa Romeo 1900C Sprint, Super Sprint 1953/1955 and Super Sprint 1956/57 (several pieces have been delivered in 1958) have fitted the badge of your first picture (CarrozzTouring) and NOT the second one (Touring Superleggera).

As consequence of the above, if an AR 1900C Super Sprint 1956/57/58 (or earlier) has fitted the last logo, this is a mistake from a restorer or a wrong replacement by the owner.