



Choose plain mats or personalize them with your own words—or your car's word or emblem logo.



Word Logo



Emblem Logo



Emblem Logo

Personalization lettering:



Brush

Block

Script



Available without embroidery

For word logos or personalization, please choose a thread color (below) that contrasts with mat color:



Mat Color Selection:	
Mat Color	Suggested Contrasting Thread Color
Tan	Chocolate
Sand	Black
Red	Black
Blue	Lt. Gray
Dark Blue	Lt. Gray
Charcoal	Black
Chocolate	Tan
Black	Red or Lt. Gray

LUXURY FLOOR MATS

Add a finishing touch of elegance, custom-fit to your car's interior! Our thick, plush Tuflon™ carpet is bonded to four more layers to form a long-wearing structure. Quality details include a double-thick heel pad woven into the carpet, double-serged edges, and a non-skid nib backing. Made in the USA.

To Order:

Choose your mat color from the eight shown, and give us your car's year, make & model. For the most popular Alfas and Fiats, we stock many colors for immediate shipment, but some combinations must be made to order and may take 2-3 weeks for delivery (call us to verify).

To Order Logo Embroidered Mats:

- Select a mat color from the 8 available (left) and a logo (right).
- "Emblem Logo" mats are embroidered in standard colors.
- For "Word Logo" mats, please choose a contrasting thread color (see below, right).

To Order Personalized Embroidered Mats:

- Select a mat color from the 8 available (see left).
- Choose your message (up to 13 characters)—for example, your name, monogram or car model. Select a lettering style: Brush, Block or Script, and a contrasting thread color from the 6 available.

Note: Word Logos and Personalized Logos will appear on the side of your front mats, parallel to the door jamb. Emblem Logos are centered.

Mat Pricing:

- Front set, Word Logo, #3021, \$119
- Front set, Emblem Logo, #3019, \$159
- Front set, Personalized, #3017, \$119
- Front mat set (plain), #3016, \$99
- Rear mat set (plain), #3018, \$29

EUROPEAN-STYLE BERBER MATS

CUSTOM-FIT FOR ALFA & FIAT

Beautiful mats that stay that way, thanks to the extra durability of Berber's tight loop pile, densely woven in 42-oz. nylon yarn. Serged edges, rubber-nibbed back. Made in USA. Please specify your exact year, make & model. Allow 2-3 weeks for delivery.

Front Set

Available for Alfa Spider 1972-1994; Alfa GTV 1971-74; GTV6 1981-86; Fiat & Pininfarina Spider 1968-85, #354011, \$99.00

Front & Rear Set,

available for Milano 1987-89; 164 1991-1995, #354012, \$129.00



COCO MATS CUSTOM-FIT FOR ALFA, FIAT & LANCIA

If you owned a sports car back in the 1960's, you remember Coco mats, made from coconut husk fibers. Our new Coco Mats are subtly updated with vinyl edging and a non-slip, nibbed backing. Custom-made in the USA from imported material to fit your Alfa, Fiat or Lancia exactly. Please give your year, make, model and color choice. Allow 2-3 weeks for delivery.

Front Set, #43305, \$119

Front & Rear Set, #43306, \$139



Custom-made for any 1966-on Alfa Romeo, 1968-on Fiat, or 1975-on Lancia!

