



## PRESS RELEASE

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# ALPINE: COLLECTIONS ELEGANCE AND RACING 2018/19

- **Ready-to-wear, small leather goods and accessories**
- **The Elegance collection, chic and casual**
- **The Racing collection, inspired by Alpine's success in competition, for all Alpine fans**
- **The Elegance and Racing collections are available in the Alpine network and on the online store <https://boutique.alpinecars.com/en/>**

Alpine is expanding its ready-to-wear, small leather goods and accessories offering with the Elegance and Racing 2018-2019 collections.

## Elegance Collection

The Elegance collection is inspired by Alpine's codes in a typical gentleman driver style. It is distinguished by elegant leather pieces with a touch of relaxation.

Among the highlights, there is a line of full grain lambskin bags embellished with discreet details such as blue stitching, the Alpine emblem in gun metal and quilted lining. It consists of 3 pieces including a bag 48h and two travel kits that fit easily in the rear trunk of the A110. It can be completed with a matching duffel bag.

The Elegance collection also features a black leather jacket, a wallet, a belt, a pair of gloves and a series of accessories always chic and casual. The Elegance collection is available in all Alpine centers and on the Alpine online store. <https://boutique.alpinecars.com/en/>

## Racing Collection

The Racing collection is made for all Alpine fans and is inspired by competition. This collection is distinguished by a dominant of blue, black and orange. Its strong dynamism is reminiscent of the A470 livery of the Signatech-Alpine team, winner of the 24 Hours of Le Mans in 2016 and 2018 in the LMP2 category.

The most iconic items of the Racing Collection include the timeless Alpine cap, a blue softshell with perfect fit and style as well as a fitted body warmer, essential for cool nights on race nights.

The Racing collection also includes gifts to offer or to indulge oneself: notebooks, mugs, pens and key rings.

Finally, are available scale models (1/43 ; 1/8) of all the concept and production cars. Among them, the Blue A110 Premiere Edition in 1/8 and the Thunder grey A110 Legend in 1/43.

The Racing collection is available in all Alpine centers, Renault dealerships and on the Alpine online store. <https://boutique.alpinecars.com/en/>

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Alpine was founded in 1955 by Jean Rédélé, a young man passionate about motorsports. The Alpine name became legendary when the Alpine A110 'Berlinette' won the 1971 and 1973 Monte Carlo Rally. Today, Alpine is back with the new A110, a sports car faithful to Alpine's timeless principles of compactness, lightness and agility, with one promise: driving pleasure.

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