

PRESS INFORMATIONFebruary 5th, 2021**ALPINE NEWS - FEBRUARY 2021**

- **Reminder of last month's main news**
- **Focus on the announcement of the Alpine Strategic Plan**
- **Upcoming news**
- **Press fleet vehicles available for testing this month**

« The new Alpine entity takes three brands with separate assets and areas of excellence to turn them into an empowered, fully-fledged business. The craftsmanship from our plant in Dieppe, the engineering mastery from our Formula One and Renault Sport teams will shine through our tech-infused, 100% electric line-up, taking the beautiful Alpine name to the future. We'll be on the tracks and on the roads, authentic and high-tech, disruptive & passionate. » **Laurent Rossi, CEO of Alpine**

BACK ON JANUARY NEWS

- **LAURENT ROSSI APPOINTED CEO OF ALPINE (11/01/2021)**
Aged 45, he is a graduate of ENSEEIHT and IFP School / ENSPM. He began his career in 2000 at Renault, then in 2009, after obtaining an MBA from Harvard Business School, he was recruited by the Boston Consulting Group. In 2012, he joined Google where he was in charge of developing commercial relations with major accounts in the automotive industry. He then returned to Renault in 2018 and was appointed Director of Strategy & Business Development for the Renault Group.
- **ALPINE AT THE FOREFRONT OF INNOVATION FROM THE RENAULT GROUP WITH EXCLUSIVE SPORTS CARS (14/01/2021)**
Alpine announced on 14 January 2021 its long-term growth plans as a brand of the Renault Group dedicated to innovative, authentic and exclusive sports cars.
[Link to the press release](#)
- **DAVIDE BRIVIO JOINS THE ALPINE F1 TEAM (18/01/2021)**
Alpine F1 Team is pleased to confirm that Davide Brivio will strengthen his team ahead of the 2021 season of the FIA Formula 1 World Championship.
[Link to the press release](#)
- **ESTEBAN OCON AND THE ALPINE A110S AT THE ASSAULT OF THE RALLYE MONTE-CARLO 2021 (20/01/2021)**
Alpine F1 Team driver Esteban Ocon took the wheel of the Alpine A110S on Thursday January 21 with a series of passes on the special stages of the 2021 Monte Carlo Rally.
For his first participation in a rally, Esteban drove two special stages on the opening day of the 89th Rallye Monte-Carlo with the VIP opening car.
[Link to the press release](#)
- **ALPINE SUCCESSFULLY RETURNS TO MONTE-CARLO (25/01/2021)**

Fifty years after its triumph on the 1971 Monte Carlo Rally, Alpine was back in the FIA World Rally Championship. Despite tricky and unpredictable conditions, the five Alpine A110 Rallies at the start rallied to the finish to dominate the FIA R-GT and two-wheel drive categories.

[Link to the press release](#)

- **ALPINE ELF MATMUT TEAM ANNOUNCES ITS DRIVERS FOR THE FIA WEC WORLD CHAMPIONSHIP** (26/01/2021)

The Alpine A480 n°36 will be entrusted to a crew composed of Nicolas Lapierre, André Negrão and Matthieu Vaxivière.

[Link to the press release](#)

FOCUS ON THE ANNOUNCEMENT OF THE ALPINE STRATEGIC PLAN

The Alpine brand will bring together the activities of Alpine, Renault Sport Cars and Renault Sport Racing in a new, fully-fledged entity dedicated to the development of exclusive and innovative sports cars.

- **A 100% electric brand with a product plan to support the expansion in:**
 - leveraging the size and capabilities of the Renault Group and the Alliance through the CMF-B and CMF-EV platforms, a global industrial footprint, a high-performance purchasing organization, a global distribution network and the financial services of RCI Bank and Services, which guarantee optimal cost competitiveness.
 - positioning F1 at the heart of the project, through a fully renewed commitment to the championship.
 - developing a new generation electric sports car with Lotus.
- **With the aim of being profitable in 2025 by including investment in motor sport**

COMING SOON

- Presentation of the Alpine Academy on February 10th in the form of an e-conference with Q&A, with press release and photos.
- F1 reveal

PRESS FLEET VEHICLES

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- **A110S** Gris Tonnerre Mat
- **A110S** Blanc Irisé avec toit carbone
- **A110 Pure** Bleu Alpine
- **A110 Legende** Gris Tonnerre

ABOUT ALPINE

Founded in 1955 by Jean Rédélé, the brand has set itself apart with its French-style sports cars. In 2018, the brand presents the new A110, a sports car faithful to Alpine's timeless principles of compactness, lightness, agility and driving pleasure. In 2021, Alpine Cars, Renault Sport Cars and Renault Sport Racing join forces under the Alpine flagship. It thus becomes the avant-garde brand of Groupe Renault, benefiting from the heritage and craftsmanship of its historic plant in Dieppe, as well as the engineering mastery from the Formula One and Renault Sport teams.

ALPINE PRESS



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