

"A-PADEL": ALPINE UNVEILS ITS 2024 PADEL TEAM, INCLUDING WORLD NUMBER 1 ARTURO COELLO

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- With the opening of the Hexagon Cup, Alpine announces the nine players selected in its padel team for the 2024 season, featuring some of the best in the world, including world number 1 Arturo Coello.
- This investment is part of Alpine's strategy to expand internationally by supporting the rising sport of padel. This discipline shares the brand's core values of sporting performance, light weight and agility.
- The "A-padel" team will compete in the inaugural Hexagon Cup, a unique mixed tournament that runs until 4 February 2024 at the Madrid Arena (Spain).

Alpine announces the selection of its mixed "A-padel" team, consisting of nine athletes ranked at the highest level of world padel, who will represent Alpine during the 2024 season. The players will proudly wear the A logo on their shirts during the Hexagon Cup and the international Premier Padel season.

The "A-padel" team includes world number 1 Arturo Coello and other stars of the sport, such as Alexandra Salazar and her team-mate Tamara Icardo, Martin di Nenno, Alex Ruiz and Luciano Capra. The young, promising and talented Alejandra Alonso de Villa and Claudia Fernandez are also members of this team of Alpine Ambassadors. These eight new players join Sanyo Guterrez, already under contract with Alpine from 2023.

They will alternate their appearances between the padel courts and the Alpine stand during the Hexagon Cup at the Madrid Arena (Spain).

"I'm delighted to announce our team today and to build a long term relationship that is going beyond their own performance. Our "A-padel" team is composed of talented and passionate women and men who are generous and accessible to their fans, which are essential criteria for our brand. We at Alpine are very proud to support this new generation of players and to invest in accelerating the international development of padel. I can't wait to start this collaboration to encourage this exceptional team!" explains Antonino Labate, VP, Sales, Marketing & Customer Experience Alpine.

"It is a pleasure to be part of the Alpine padel team. With Alpine we share the same ambition and the same values: performance, lightness, and agility. Together we will push the growth of Padel on a global level inspiring new generation," says Arturo Coello.

"I'm thrilled to start building our story with the Alpine padel team. Beyond performance and pushing boundaries, we both embrace values of inclusivity and aspire to elevate our sport to new heights while keeping the fans at the core of everything we do," says Alejandra Salazar.

Following its partnership in 2023 with Greenweez Paris Major, Alpine continues to reinforce its commitment to a dynamic, spectacular, and popular sport that echoes the brand's DNA. As a sponsor of an innovative tournament, Alpine will benefit from numerous promotions and high visibility within the Madrid Arena with its logo on the nets and sides of the main courts. The Alpine A290_β show car, and a stand dedicated to the brand will welcome the public on-site.

The nine players in the Alpine "A-padel" team

Arturo Coello

A native of Valladolid, Arturo Coello debuted in the sport in 2015. Although he began competing in 2022 alongside the sport's legendary Fernando Belasteguín, the Spaniard became world number one at 21 in 2023, becoming the youngest player in history to reach the top spot.

Padel Premier ranking: 1 - WPT (World Padel Tour) ranking: 1 with 12,441 points.

Alejandra Salazar

With her first victory in 2013, Alejandra has steadily moved up the circuit to become number 1 on the WPT circuit for two consecutive seasons (2021 and 2022). Alejandra and her partner Gemma Triay won 12 out of the 16 finals they contested in 2022. For the 2024 season, Alejandra Salazar will team with Tamara Icardo for the first time.

Padel Premier ranking: 7 with 6,218 points - WPT ranking: 7

Tamara Icardo

The 28-year-old from Valencia won her first World Padel Tour title in 2021 with her partner at the 2021 Estrella Damm Santander Open.

Padel Premier ranking: 10 with 4,160 points - WPT ranking: 8

Martin di Nenno

26-year-old Argentinian Martin di Nenno began to make a name for himself in the padel world for his solid results with Franco Stupaczuk in 2015. His career took off in 2018 with his first tournament win. They finished as the season's number 2 pair. He became world number 2 in 2023 by teaming up with Franco Stupaczuk.

Padel Premier ranking: 4 with 10,604 points - WPT ranking: 3

Alex Ruiz

The 29-year-old from Malaga began his career in 2013. In 2021, he teamed up with Franco Stupaczuk, and they became one of the best pairs, winning two tournaments and finishing 4th on the circuit. In 2023, Alex teamed up with Juan Tello in 2023, and they will remain a duo in 2024.

Padel Premier ranking: 12 with 4,307 points - WPT ranking: 11

Luciano Capra

The 30-year-old Argentinian player, best known as Lucho Capra, has one professional title on the World Padel Tour.

Padel Premier ranking: 17 with 3,067 points - WPT ranking: 21

Sanyo Gutierrez

Nicknamed the Magician, Argentinian Sanyo broke into the professional circuit at 15. Teaming up with Maxi Sanchez, they ended the 2018 season as the World Padel Tour's number-one pair, ending Fernando Belasteguín's 16-year reign.

Padel Premier ranking: 14 with 3,925 points - WPT ranking: 12

Alejandra Alonso de Villa

Seventeen-year-old Argentinian Alejandra began her career combining padel with football. She was a goalkeeper at Simancas. In 2023, she reached the final table in 20 tournaments, beating the world No. 1 pairing of Ari Sanchez and Paula Josemaría and their 19-year-old partner Andrea Ustero at the Valladolid Masters.

Padel Premier ranking: 32 with 1,195 points - WPT ranking: 24

Claudia Fernandez

Born in Madrid, 17-year-old Claudia is one of the most promising padel players in the world. In 2023, she reached the final table in 22 WPT tournaments and already has 70 victories on the professional circuit.

Padel Premier ranking: 24 with 1,509 points - WPT ranking: 20

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, the Alpine Business Unit is created. It thus becomes the brand dedicated to innovative, authentic, exclusive sports cars of Renault Group, benefiting from the heritage and craftsmanship of its historic plant in Dieppe, as well as the engineering mastery from Alpine Racing and Alpine Cars teams.

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