

A290_β, ALPINE'S NEW 100% ELECTRIC SPORTS SHOW CAR UNVEILED SOON

28/04/2023

- On 9 May 2023 in Bristol (UK), Alpine will unveil its all-new show car named A290_β anticipating the future 100% electric urban sports car to be introduced in 2024.
- The show car worldwide presentation will be streamed live on 9 May 2023, starting at 10:30 pm (CET) on the following link: <https://events.alpinecars.com/en/>.
- From 28 to 30 April 2023, the public can win a chance to discover the A290_β by flashing its QR code during the racing weekend in both Formula 1 and Endurance racing.

The A290_β (A290 "beta") show car foreshadows the brand's future electric hot hatch, ready to reinvent sportiness. The first vehicle in the "Dream Garage" embodies a new era for Alpine, purposefully electric and sporty.

The A290_β will be unveiled in the UK on Tuesday 9 May 2023 at 10.30 pm (CET) by Alpine CEO Laurent Rossi and Alpine Design Director, Antony Villain. The presentation will be streamed live on this link: <https://events.alpinecars.com/en/>.

A290_β, a new name in pure Alpine spirit

The A290_β (pronounced "beta") follows the Alpine brand naming strategy of an A followed by three digits. The first number refers to the size of the vehicle. The "90" is specific to the brand's multi-purpose sports vehicles, known as "life-style", while the purely sports vehicles have the number "10". The "β" refers to the beta test used in the software world, the test version, just before the final version.

Discover the A290_β with the QR Code on the Alpine racing cars

From 28 to 30 April 2023, the public will have a chance to win an invitation to attend the presentation of this brand-new show car during a particularly intense racing with Formula 1 and World Endurance Championship. On these few days, you will have to be fast to capture the QR code on the Alpine A523s running on the Baku City Circuit in Azerbaijan for the Formula 1 Grand Prix and also on the A470s during the 6 Hours of Spa-Francorchamps. This QR is the key to entering the drawing to win this priceless invitation...

About Alpine

Founded in 1955 by Jean Rédélé, the brand has set itself apart with its French-style sports cars. In 2018, the brand presented the new A110, a sports car faithful to Alpine's timeless principles of compactness, lightness, agility and driving pleasure. The Alpine Business Unit was created in 2021 and thus became the brand dedicated to innovative, authentic, exclusive sportscars of the Renault Group, benefiting from the heritage and craftsmanship of its historic plant in Dieppe and the Alpine Racing and Alpine Cars teams engineering mastery.

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