

ALPINE, PARTNER OF THE 2022 BALLON D'OR, AND FERVENT SUPPORTER OF KARIM BENZEMA

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- **Alpine will be an official partner of the Ballon d'Or 2022 ceremony, a major event in the world of football.**
- **Celebrating sportsmanship and excellence, this evening will reward the best footballers of 2022.**
- **On this occasion, Alpine will be behind his new representative Karim Benzema, in the race for the Ballon d'Or 2022 title.**
- **This year again, Alpine will amaze with its exclusive presence at the ceremony, taking place on Monday, 17 October 2022, from 8.30 pm at the Théâtre du Châtelet in Paris.**



The Ballon d'Or is a major event in the international football world, highlighting individual and collective excellence and the values of sport. A brand with a sporting DNA, Alpine will once again be an official partner of the Ballon d'Or and will attend the ceremony alongside Karim Benzema during the 66th edition of the eminent trophy, taking place this Monday at the Théâtre du Châtelet in Paris.

ALPINE, OFFICIAL PARTNER OF THE BALLON D'OR FOR THE SECOND YEAR

With a cumulative audience of 800 million people worldwide, the Ballon d'Or is the most eagerly awaited sports award of the autumn. Alpine will once again amaze the spectators at the Ballon d'Or ceremony with the precious task of delivering the much-desired trophy to the stage of the Théâtre du Châtelet.

On the occasion of this 2022 edition, Alpine will be present alongside the UEFA best player of the year, Karim Benzema. Although his vote does not count, Alpine warmly encourages his new representative for this evening. The French international footballer is the favorite in the race for the most prestigious award and, if elected, could become the 5th Frenchman to win the Ballon d'Or.

LE BALLON D'OR: THE MOST PRESTIGIOUS INDIVIDUAL AWARD

First presented in 1956 by France Football magazine, the Ballon d'Or is awarded to the best player in the world over the past year, and more recently to the best female player, the best young player and the best goalkeeper in the world. Extricating individual and team performance, the Ballon d'Or is the most prestigious individual award a footballer can win.

A FRENCH HISTORY AND SHARED VALUES

The history of Alpine and the Ballon d'Or began a year apart, in respectively 1955 and 1956. Both were created by men driven by a similar ambition: to enhance performance in their respective fields. With a shared heritage, this partnership celebrates sporting excellence and the universal values they embody today: surpassing oneself, respect, sportsmanship and excellence. All of these elements make Alpine and the Ballon d'Or internationally recognised entities.

The Ballon d'Or 2022 ceremony will be broadcast live on La Chaîne L'Equipe, starting at 8.30 pm.

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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