

ALPINE ARRIVES IN MOROCCO WITH POINTS OF SALE IN CASABLANCA AND MARRAKESH

17/10/2023

- **Alpine, Renault Group's iconic sportscar brand, is expanding into Morocco, opening two points of sale in Casablanca (M-Automotiv Bandoeng) and Marrakesh (NCRA).**
- **Alpine's flagship A110, A110 GT and A110 S editions will be available in Morocco from 19 October 2023.**
- **Morocco becomes the fourth country outside Europe in which Alpine is pursuing its international expansion.**

Alpine, Renault Group's sportscar brand, announces its official entry in the Moroccan market. From 19 October, three models from its A110 range will be available from points of sale in Casablanca (M-Automotiv Bandoeng) and Marrakesh (NCRA). These openings are part of the brand's international expansion strategy, bringing the number of Alpine sales outlets worldwide to 145.

"A new page is being written in the history of Renault Group in Morocco. Today, we welcome a new member of the family and not the least. We are delighted to bring excellence and passion for motorsport to the Kingdom with the famous and iconic Alpine brand. Fans of sports cars and the brand's history will now be able to enjoy the three versions of the A110 range in Morocco and experience the emotions that only Alpine can offer," explains Fabrice Crevola, Renault Morocco and Alpine Morocco Managing Director.

"We are proud to announce the arrival of Alpine in Morocco, where the automotive sector is booming. Alpine joins the other Renault Group brands with its sportscar identity at the cutting edge of innovation and its emblematic A110. With two new sales outlets in Morocco and 145 worldwide, Alpine continues its international development," explains Antonino Labate, Alpine VP Sales, Marketing & Customer experience.

Alpine, French elegance and passion

Born from motorsport, Alpine is a genuine success story. Its iconic design embodies the pure expression of unique sensations. At the cutting edge of innovation and motor racing, Alpine develops its sporting image from the design of its production vehicles through to Formula 1.

The Renaulution plan launched in January 2021 by Luca de Meo, Renault Group CEO, has given the French sports brand Alpine an ambitious outlook. Two years on, the brand is posting record sales and has exceeded its target of doubling the number of points of sale by the end of the year.

Today, Alpine continues its international expansion with two new points of sale in Morocco, the first in the Kingdom, a promising market close to sports car enthusiasts.

Three versions of the A110 range, three emotions to discover: the original A110, the new A110 GT, the Grand Tourisme, and the new sporty A110 S

These three versions, all intensely Alpine, have their own identity. In their way, they offer three different yet authentically Alpine driving experiences. In keeping with the brand's values of lightness and agility, they feature a 4-cylinder 1.8 turbo coupled to a Getrag seven-speed automatic gearbox with a dual wet clutch.

- **Alpine A110** is the gateway to the Alpine experience. In the tradition of the legendary Berlinette, the A110 is the pure expression of Alpine sensations. It performs on the road and its corners with astonishing agility.
- **Alpine A110 GT** is the range's Grand Tourisme sports coupé. An ideal combination of elegance and performance, it is the sports car for daily commutes and long-distance journeys.
- **Alpine A110 S** is at the top of the range, with an emphasis on performance. Its 'Sport' chassis fully harnesses the potential of its 300 hp engine. Highly efficient, the A110 S is an intensity of emotions.

These three models in the A110 range benefits from the expertise and excellence of Alpine's historic Dieppe factory, along with the engineering skills of the Alpine Racing and Alpine Cars teams. They will be available for purchase at the Alpine centres in Casablanca and Marrakesh from 19 October 2023.

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.

PRESS CONTACT

Orianne TAMBURINI

Head of product communication Alpine

orianne.tamburini@alpinecars.com

+33 (6) 26 63 28 14