

# ALPINE COMES TO TÜRKIYE WITH ITS FIRST POINT OF SALE IN ISTANBUL

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- **Alpine, Renault Group's iconic sports car brand, announces its arrival in Türkiye in March 2024.**
- **With the support of a long-standing local partner of the Renault Group, Alpine is pursuing its international expansion strategy in Türkiye, the 5th country outside Europe.**
- **Türkiye's first Alpine Centre, based in Istanbul, will sell three versions of the current A110 range: the A110, the A110 GT and the A110 S.**
- **In a nod to its origins, Alpine's launch in Türkiye will take place from 7 to 9 March at Uludağ, on the highest mountain in western Türkiye, with A110 test drives on an 8-kilometre circuit.**

## **Alpine: international expansion includes Türkiye**

After opening several sales outlets in Japan, Israel, Morocco and Singapore, Alpine will enter the Turkish market in March 2024. The brand continues to expand beyond European borders with its current A110 range while pursuing its ambition to launch a 100% electric range of 7 new vehicles by 2030. Alpine's first electric vehicle, the A290 city sports car, will be unveiled in June 2024.

*"We are proud to open our first Alpine Centre in Türkiye. At the cutting edge of sporting innovation, Alpine joins the other Renault Group brands already established in the country with its emblematic A110. This 155th Alpine outlet worldwide is part of our international expansion strategy. Türkiye is the fifth country outside Europe in which Alpine is present,"* explains Antonino Labate, Alpine VP Sales, Marketing & Customer experience.

## **Türkiye: a strategic country for Renault Group, the 5th outside Europe for Alpine**

Alpine arrives in Türkiye with the support of OYAK, Renault Group's local long-standing partner since 1969. In March 2024, the brand will inaugurate its first Alpine Centre in Istanbul in the Sarıyer, a beautiful 300sqm venue. Alpine will market three versions of its A110 range: the original A110, the A110 GT, Grand Tourisme, and the sporty A110 S.

*"It is with great pride that we will offer Alpine in Türkiye as the new brand for the MAİS dealership in Istanbul. Already representing the Renault and Dacia brands, thanks to the expertise of OYAK, the MAİS dealership will market three versions of the A110 range from March 2024 to sports car enthusiasts in Türkiye, especially those who appreciate luxury and comfort as part of a novel driving experience. Türkiye is a country in which Alpine will find a unique place,"* explains Berk Çağdaş, MAİS A.Ş. CEO.

### **The Alpine A110 arrives in Türkiye with the A110, A110 GT and A110 S**

These versions of the A110 range are the fruit of the expertise and excellence of its historic Dieppe factory and the engineering prowess of the Alpine Racing and Alpine Cars teams. Each with its own identity, they offer three authentically Alpine driving experiences. In keeping with the brand's principles of lightweight and agility, they are powered by a 4-cylinder 1.8 turbo coupled to a Getrag 7-speed automatic gearbox with a double wet clutch.

- The Alpine A110 is the gateway to the Alpine universe. In the tradition of the legendary Berlinette, the A110 is the pure expression of Alpine sensations. It performs on the road and its curves with astonishing agility.
- The Alpine A110 GT is the range's Grand Touring sports coupé. An ideal combination of elegance and performance, it is the sports car for daily use and long-distance journeys.
- The Alpine A110 S is all about performance. Its "Sport" chassis fully exploits the potential of its 300 bhp engine. Highly efficient, the A110 S is a powerhouse of emotions.

Alpine's launch in Türkiye will include driving experiences from 7 to 9 March 2024 on the roads of Uludağ, the capital of winter tourism in Türkiye. It will be an opportunity to showcase Alpine's driving pleasure on mountain roads in tribute to its origins.

#### About Alpine

Founded in 1955 by Jean Rédélé, Alpine has asserted itself over the years with its French-style sports cars. In 2018, the brand marketed the new A110, a sports car that is true to Alpine's timeless principles of compactness, lightness, agility and driving pleasure. In 2021, the Alpine Business Unit was created, to become the dedicated brand for the innovative, authentic and exclusive sports cars of the Renault Group, benefiting from the heritage and know-how of its historic Dieppe factory and the engineering expertise of the Alpine Racing and Alpine Cars teams.

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