

ALPINE MAINTAINS ITS MOMENTUM IN THE FIRST HALF OF 2023 AFTER A RECORD-BREAKING YEAR IN 2022

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- Alpine sales continue to grow by 9% in the first half of 2023 following a record year in 2022 at +33%.
- With 1,863 Alpine cars sold worldwide, the brand set an all-time sales record in June 2023 with 593 registrations.
- March and June respectively saw the success of two limited edition series: the Alpine A110 San Remo 73 and the Alpine A110 R Le Mans.
- Alpine continues to expand internationally, with the opening of new points of sales bringing the total to 144, particularly in new countries such as Israel and soon Morocco.

"Alpine is a vibrant sports car brand whose success continues unabated, driving international growth ambitions. With almost 1,900 Alpines sold, the order book for the first six months of the year matches the maximum current production capacity of our Manufacture Alpine Dieppe Jean Rédélé. Alpine's success comes from its iconic A110, which is constantly rejuvenated, and with top-of-the-range versions now accounting for 3/4 of sales. Galvanised by the A110 R Le Mans limited edition series, June 2023 registered an all-time sales record. This confirms our strategy of expanding the Alpine range, with the introduction of seven new models by 2030," explains Antonino Labate, VP Sales, Marketing and Customer Experience Alpine.

1,863 new registrations in the first half of 2023

Following record growth of 33% in 2022, Alpine continues its momentum with a 9% increase in the first half of 2023. The year looks promising for the brand, which has achieved its sales targets with 1,863 registrations (+159 units compared with the first half of 2022).

June represents a sales volume of 593 units

Sales results for the first half of 2023 were driven by the 593 Alpines sold in June. June 2023 saw a 71% increase on June 2022 (+247 registrations), driven by the current limited series, surpassing the previous record set in March 2019 with 536 registrations.

Continued success for the Alpine A110 versions and limited edition series

The A110 GT, A110 S and A110 R mix of versions accounts for 77% of Alpine sales in the first half of 2023 (+5 points compared to the first half of 2022). Since its launch in December 2022, 1,155 units of the A110 R have been sold, including 900 units in the first half of 2023. Introduced in March, the 200 examples of the limited edition Alpine A110 San Remo 73 were snapped up within days. The same goes for the 100 examples of the exclusive edition of the A110 R Le Mans, released in June to celebrate the Centenary of the 24 Hours of Le Mans®.

Alpine expands its international network to new countries

In the first half of 2023, the brand continued its expansion with 144 points of sales worldwide. The aim is to reach 160 points of sales by the end of 2023, particularly in Alpine's growth markets in the UK and Germany. The brand is also targeting new markets such as Israel, with a showroom opened in Tel Aviv in June and Morocco by the end of 2023.

Alpine registrations in the first half of 2023

World	Volume	Variation (vs 1 st semester 2022)
France	1 052	+11%
Germany	208	+23%
United Kingdom	174	+2%
Belgium	114	+4%
Japan	98	+9%
Switzerland	61	+3%
Italy	36	+38%
Spain	25	-43%
Poland	24	+60%
Austria	22	-21%
Czech Republic	12	+500%
Netherlands	12	-25%
Reunion	7	+75%
Slovenia	5	+67%
Portugal	4	+300%
Sweden	4	-50%
Singapore	4	-64%
Hungary	1	-83%
TOTAL	1 863	+9%

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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