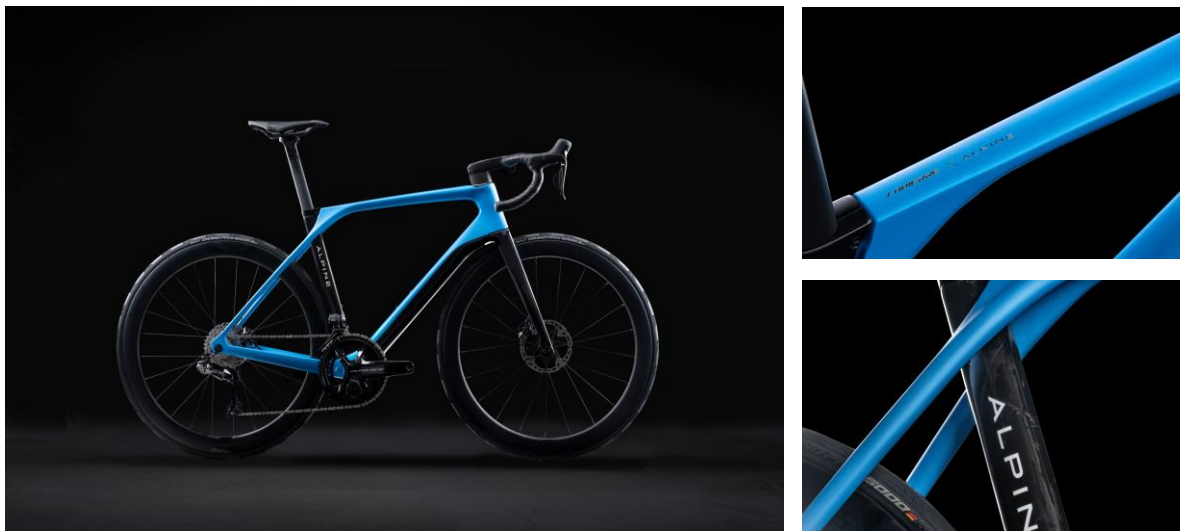


ALPINE X LAPIERRE: THE MEETING OF TWO BRANDS WITH THE SAME PHILOSOPHY

18/10/2022

- The first Lapierre x Alpine model, the AIRCODE DRS Alpine, presented and exhibited on the Alpine stand during the Paris Motor Show.
- Limited to 110 numbered units worldwide, it will be sold for €9,000 VAT INCLUDED.
- It will be available to the general consumer from October 24 in selected Lapierre shops.



Always focused on performance and heritage, Lapierre and Alpine share common values that translate into exceptional bikes and cars with a unique design and a racing spirit.

This collaboration has resulted in the sale of unique bikes with a specific design co-signed by Lapierre x Alpine. The first Lapierre x Alpine model, the AIRCODE DRS Alpine, presented and exhibited on the Alpine stand during the Paris Motor Show (17-

23 October), features an exclusive finish with details from the new details of the new Alpine A110 R, such as the Matte Racing Blue color for the frame and Deep Black for the emblems.

Made from three types of unidirectional carbon fiber and equipped with the best components currently on the market to enhance the feeling of speed and ultimate performance, this special AIRCODE DRS model is developed and assembled in the Dijon factory.

Like the new Alpine A110 R, which proudly displays its lightweight credentials through full carbon-fibre components, the AIRCODE DRS ALPINE features UD SL carbon fiber ply in the fork, downtube and seat tube.

Limited to 110 numbered units worldwide, it will be sold for €9,000 VAT included.

It will be available to the general consumer from October 24 in selected Lapierre shops, with delivery announced scheduled for early 2023.

List of retailers to be found on <https://www.lapierrebikes.com/fr-fr/o/acompte-pre-commande-aircode-x-alpine-pvp-ttc-9-000euro/>

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 presented 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.

ABOUT LAPIERRE

Lapierre was founded in 1946 in Dijon (21). The brand is present at the highest level of world cycling and has won dozens of victories in the most important races on the UCI World Tour circuit, both with the men's team Groupama-FDJ and the women's team FDJ-Suez-Futuroscope over the last 20 years. With over 130,000 bikes sold, Lapierre is present in more than 40 countries around the world.

CONTACTS PRESSE

Orianne TAMBURINI

Head of product communication Alpine

orianne.tamburini@alpinecars.com

+33 (6) 26 63 28 14

Johanna MOREAU

Attachée de presse

johanna.moreau@fr.alpineracing.com

+33 (6) 38 28 03 44

Pascal CARE

Contact presse Lapierre

P.care@accell-group.com

+33 (0)7 87 72 14 62