

AMERICA'S CUP 2024: ALPINE JOINS FORCES WITH ORIENT EXPRESS RACING TEAM, THE FRENCH CHALLENGER OF THE FORMULA 1 OF SAILING

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- **Orient Express Racing Team, the French team competing in the 37th America's Cup, welcomes Alpine, the sport specialty French car manufacturer owned by Renault Group, onboard as official partner.**
- **Alpine supports the sporting ambitions and French colours of Orient Express Racing Team as they take on the Formula 1 of sailing in Barcelona in August 2024.**
- **Orient Express Racing Team and Alpine share a common DNA based on an ongoing quest for performance and excellence.**
- **This partnership strengthens the international development of the Alpine brand.**

Alpine and Orient Express Racing Team announce their partnership for 2024 for the 37th edition of the America's Cup. The two leading French brands share a sporting DNA, where technological, operational and human excellence are at the core of the quest for performance.

"The arrival of such an emblematic French brand such as Alpine is both an honor and an additional asset for Orient Express Racing Team. For the first time in history, a French challenger has managed to assemble all the national vital forces as well as exceptional French brands around one common goal: bringing the America's Cup to France! With such prestigious sponsors - Orient Express, Accor, L'Oréal, Photomaton ME Group, K-WAY and now Alpine - and everything Orient Express Racing Team has put in place in the last two years, we can legitimately be ambitious," said Stephan Kandler, CEO of Orient Express Racing Team.

By teaming up with Orient Express Racing Team in the America's Cup, the biggest competition in sailing and the world's oldest sporting trophy with a 174-year history, Alpine also aims to establish its image and reputation internationally.

"It was an obvious choice for a brand like Alpine to support the French crew Orient Express Racing Team in the Formula 1 Championship of the seas. The America's Cup is a competition requiring agility, aerodynamics, team spirit and a constant quest for performance. It mobilises technological and human resources that echo the spirit of Alpine, perpetuated since its creation in 1955 by Jean Rédélé. Through this partnership, we hope to contribute to the performance of Orient Express Racing Team," explains Philippe Krief, Alpine CEO.

Alpine will be in Barcelona for the America's Cup Opening Ceremony on 22 August 2024. The brand will be on-site, with a 360° display to support the French team. It will have an area to welcome race fans and will provide a fleet of vehicles to Orient Express Racing Team crew members.

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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