

Media Advisory – 2024 Alpine Motorsports Launch

Alpine Motorsports prepares for its 2024 Season Launch on Wednesday 7th of February with the unveiling of the A524 Formula 1 car and the A424 World Endurance Hypercar alongside its fleet of drivers.

To coincide with the Launch Event on Wednesday, Alpine Motorsports will provide the following rights free assets.

Launch Event

Date: Wednesday 7 February, 13:30 to 14:30 (GMT) / 14:30 to 15:30 (CET)

Key Information:

- **Event Platform**

<https://events.alpinecars.com/>

- **YouTube Livestream Direct links**

EN: <https://www.youtube.com/embed/u-Qvvyj8n1I?si=f7m7bT7DOipyliR>

FR: <https://www.youtube.com/embed/sq33nahzchE?si=zQInWtHZ8OM0J1y5>

Media Content :

- **A424 (Hypercar) first images:**

The first images of the A424 Hypercar will be available via our [media site](#) and attached to the launch press release at 14:00 (GMT), 15:00 (CET) during its official unveiling.

- **A524 (Formula 1) first images:**

The first images of the A524 Formula 1 car will be available via [our media site](#) and attached to the launch press release at 14:00 (GMT), 15:00 (CET) during its official unveiling.

- **Imagery and Video Content:**

Imagery and video content from the Launch Event will be made available via the [media site](#) at the end of the evening. The link will also be sent with the Press Release, WeTransfer and in BWT Alpine F1 Team's official media WhatsApp group.

- **Alpine Endurance, 2024 Press Pack:**

Further information and details about the team will be available via our 2024 press pack, including Q&As with drivers and team management, A424 technical specifications, biographies of key team personnel as well as information about the 2024 FIA WEC season and calendar. The press pack will be distributed via press release and available for download on our [media site](#).

- **Alpine Endurance Video News Releases:**

On-track B-roll with images of the A424 Hypercar on track as well as behind the scenes footage of team members and drivers, will be made available on the Alpine [media website](#), in the Endurance section.

- **BWT Alpine F1 Team, 2024 Press Pack:**

Further information and details about the team will be available via our 2024 press pack, including Q&As with drivers and team management, A524 technical specifications, biographies of key team personnel and more. The press pack will be distributed via press release and available for download on [our media site](#).

- **BWT Alpine F1 Team, Video News Releases:**

Video news releases (VNRs) with statements from Esteban Ocon, Pierre Gasly, Jack Doohan, Bruno Famin and Matt Harman, will be made available on the team's [media site](#).

Please note that the schedule is subject to change and all times are approximate.