

# SALES RESULTS : ALPINE CONTINUES TO GROW IN THE FIRST HALF OF 2022

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- **Alpine sales increased by more than 70% in the first semester of 2022 after an already record growth of 74% in 2021.**
- **With the opening of new markets and a rapidly growing network, Alpine continues its international expansion.**
- **Alpine enjoyed an eventful first semester of 2022 with a new A110 range, three special editions and an art car.**

Alpine has enjoyed exceptional growth in results for the first semester of 2022. The brand is experiencing a sharp upturn with several launches and an expanding network in France and internationally.

## **Alpine continues to grow**

Alpine recorded an excellent first half of 2022 with an increase in sales of 70.8% (1,710 units sold worldwide). Spain showed the strongest increase with +193.3%, followed by Austria (+115.4%), Germany (+81.7%) and France (+81.5%).

A110 orders doubled in the first semester, indicating a robust and sustained trend that has prompted the Manufacture Alpine Dieppe Jean Rédélé to increase its production rate. Recruitment has begun to increase production from 16 to 18 vehicles per day from September 2022.

In addition, Alpine continues to expand in Europe with the brand's arrival in two new countries: Slovenia opened its first Alpine centre in March and the Czech Republic in June in Prague. The Alpine network continues to expand overall, with 22 new centres opened, bringing the total to 122 locations worldwide. With the addition of new territories, this growth will continue in the second semester of 2022.

### The A110 as iconic as ever

While the launch of the new range marked the beginning of the year, the A110 has been the focus of the attention with no less than three special editions:

- The **A110 South Beach Colorway** unveiled at the Miami F1 Grand Prix
- The **A110 GT J. Rédélé**, introduced exclusively to all the fans of the community gathered in Dieppe during the centenary celebrations of the Alpine founder. The event brought together more than 1,100 vehicles at the brand's historic headquarters.
- The **A110 Tour de Corse 75**, revealed in mid-June and presented at the Goodwood Festival of Speed alongside its illustrious predecessor.

These models created a buzz with the A110 GT J.Rédélé and Tour de Corse 75 sold out in Europe in just minutes!

Alpine also worked with the Obvious collective to create the Sastruga. Based on the A110, the Sastruga combines technology, art and algorithms to create a design that is as aesthetic as it is scientific.

The sporting calendar and new models upcoming promise an equally exciting second semester for the Alpine brand.

Laurent Rossi, Alpine CEO: *"Alpine turned in a remarkable sales performance in the first semester despite the challenging economic context. Over the last 18 months, the brand has set in motion a vigorous dynamic by restructuring the brand, developing it commercially and offering new models. These results highlight the professionalism and investment of all the partners in the Alpine network. All the teams are committed to reinforcing this progress in the coming months."*

## ALPINE REGISTRATIONS 1<sup>ST</sup> HALF 2022

GLOBAL REGISTRATION	Volumes	Variation
		vs Y-1
	<b>1 710</b>	<b>+70,8%</b>
France	<b>944</b>	+81,5%
United Kingdom	<b>171</b>	+67,6%
Germany	<b>169</b>	+81,7%
Belgium+Luxembourg	<b>103</b>	+74,6%
Japan	<b>88</b>	+6,0%
Switzerland	<b>64</b>	+48,8%
Spain+Canary islands	<b>44</b>	+193,3%

Austria	<b>28</b>	+115,4%
Italy	<b>26</b>	+44,4%
Poland	<b>20</b>	+5,3%
Netherlands	<b>16</b>	+33,3%
Singapore	<b>9</b>	+12,5%
Sweden	<b>8</b>	+100,0%
Hungary	<b>5</b>	
Australia	<b>4</b>	-33,3%
Reunion	<b>4</b>	
Slovenia	<b>3</b>	
Czech Republic	<b>1</b>	
Guadeloupe	<b>1</b>	
New Zealand	<b>1</b>	
Portugal	<b>1</b>	-66,7%

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