

# THE ALPINE ALPENGLOW IS COMING

## 13 OCTOBER 2022.

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- Alpenglow embodies the renewal of the Alpine brand in terms of design and technology for its racing and road models. The inspiration for all future Alpine cars.
- This unique Alpine concept car will be unveiled this Thursday 13 October 2022, 9am, on all Alpine platforms.
- It will make its world premiere at the 2022 Paris Motor Show on 17 October.



Alpenglow embodies Alpine's vision: a sporty future, with Alpenglow illustrating what the Alpine models of tomorrow will be like, both on the road and in competition. Alpenglow is more than a concept car. It is a veritable expression of the brand, a cornerstone of its ambitions and strategic plan.

### ALPENGLOW, A PREDESTINED NAME

Alpenglow refers to a luminous phenomenon in which a horizontal streak of red-tinged light appears on the mountains before sunrise and after sunset. It clearly expresses this concept car's mission: to magnify the moment when the revolutionary forms and technologies of tomorrow are to be revealed, with the brand delivering a revival vision. It's a name that invites you to sit back and enjoy the view.

### HOW TO DISCOVER IT?

This ground-breaking concept car will be revealed on all Alpine platforms on the morning of Thursday, 13 October, and will be on display at the 2022 Paris Motor Show, starting Monday, 17 October.

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## **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.