

THE A290_β AND ALPINE RALLY CARS TAKE CENTRE STAGE AT THE 2023 ALPINE GATHERING

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- Gathered for a weekend on Jean Rédélé's soil, spectators witnessed the first A290_β prototype dynamic demo run, previewing the brand's first future electric car.
- In the parade of vehicles crossing the streets, the Alpine Rally cars of all eras have made the show on Dieppe tarmac to celebrate the fifty years of the victory in Rally in 1973.
- Nearly 800 Alpine cars, from past and present, were gathered at the foot of the Dieppe cliffs, not to mention the thousands of enthusiasts and fans of the brand who came together to celebrate the brand, as fervently as ever.

FOR ITS FIRST DRIVE IN THE STREETS OF DIEPPE, THE A290_β HAS MADE THE SHOW

Following its unveiling in Bristol on 9 May, the brand's new electric show car took to the streets of Dieppe for the first time. Reminiscent of the R5 Alpine, fans got their first glimpse of the A290_β, a forerunner of the production model, a proper Alpine with a character all its own. The show car brought the mountains to town with its electric motor and highly Alps-inspired design. In front of countless fans of the brand in the streets of Dieppe, this show car marked the arrival of Alpine in a new era, setting a new electric sportscar lifestyle.

On the city's waterfront lawns, spectators could get an up-close look at the A290_β and its three-seat configuration, putting the driver at the heart of the Alpine sporty driving experience.

As the worthy heir to the Alpine racing cars, everything was in place for a unique show! The presence of the show car once again reiterated the brand's committed ambition for sustainable sportiness in its upcoming line of production cars.

RALLYING AT THE HEART OF THE EVENT

The temporary museum, located on the seaside lawns, welcomed its first visitors with an exhibition of nearly 20 vehicles that made Alpine a rallying household name from the 1960s to the present day. Foreshadowing the future of Alpine, both in terms of competition and road cars, the Alpenglow concept car was also on display, announcing a possible new way forward with hydrogen coupled to a combustion engine. Side by side on their podium, the two generations of A110 San Remo cars were on display for the public. The Manufacture Alpine Dieppe Jean Rédélé was also present this weekend. In a dedicated area, visitors were able to learn more about the trades practiced within the company, through discussions and workshops led by experts on site.

Joined by the A290_ β show car, a parade of Alpine rally cars having written the brand's history went through the town to reach the seafront, offering a unique procession of exceptional cars.

For a deeper dive into the history of Alpine and its rally successes, read the full story [here](#).

PRESS CONTACTS

Orienne TAMBURINI

Head of Alpine Product Communication

orienne.tamburini@alpinecars.com

+33 (6) 26 63 28 14

Coralie JOLLY

Press Officer

coralie.jolly@rpyco.com

+33 (0)6 85 91 09 38

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.