

ALPINE A110 SAN REMO 73: A NEW EDITION TO CELEBRATE THE PASSION OF RALLYING

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- The Alpine A110 celebrates the 50th anniversary of its victory in the Sanremo Rally and the first manufacturer's title in the 1973 World Rally Championship.
- A limited edition of 200 units, modern and distinctive.
- The Alpine A110 San Remo 73 will be available to order from 17 March 2023 at a price of €89,000, VAT included.



Following the Alpine A110 Tour de Corse 75 revealed in 2022, it is now the turn of the A110 San Remo 73 limited edition to pay tribute to the brand's glorious rallying past.

With this new edition, Alpine celebrates the 50th anniversary of a historic moment for the brand in motorsport: victory in the Sanremo Rally and the manufacturer's title for Alpine in World Rally Championship. If the reference to the past is apparent and the tribute unambiguous, this numbered series of 200 units is above all modern and distinctive.

A MODERN REINTERPRETATION OF THE ALPINE LEGEND

Inspired by the iconic Alpine A110 that won the 1973 Sanremo Rally, this new limited edition features a modern and distinctive design, combined with the agility and performance of its chassis and 300bhp engine. The Alpine A110 San Remo 73 features a unique design combination both inside and out.

With its new bodywork in Original Caddy Blue colour, black painted roof arches and red carbon roof, the A110 San Remo 73 limited edition reinterprets the legendary livery of the historic 1973 Berlinette. Black and white graphics on the doors complement the 'San Remo 73' thematic signature on the bonnet, doors and rear bumper. 18" Grand Prix Brilliant Blanc wheels, Anthracite Brembo® brake callipers, black front light booms and Alpine Black emblems and monograms enhance the exterior package.

The interior features a microfibre cockpit with grey stitching, Sabelt® Racing one-piece bucket seats embroidered with a 'World Champion 73' theme and predisposed for a six-point racing harness. The Sport pedals, aluminium passenger footrest and Alpine floor mats complete the racy atmosphere. The door panels include two black and white theme stripes.

The exclusive Alpine A110 San Remo 73 is limited to 200 units worldwide and will feature a 'Limited Edition A110 San Remo 73' number plaque from 1 to 200. The limited edition will also feature a wealth of equipment, including a high-performance brake system, active sports exhaust, electric retractable door mirrors and an auto-dimming rearview mirror, rear parking assistance, front parking assistance and a reversing camera, as well as a Focal Audio system and Alpine Telemetrics.

In France, it will be available to order through the Alpine network from Friday, 17 March at 9 am, priced at €89,000 VAT included.

SAN REMO 1973, THE CONSECRATION

The A110 San Remo 73 takes over from a legendary vehicle, which consecrated Alpine for the first time in the World Rally Championship.

In 1973, the Alpines dominated with four victories after nine rounds of the World Rally Championship. The Berlinettes were among the favourites in round 10 in Sanremo, which featured some of the same roads shared as the Monte Carlo Rally, making it a mix of surfaces favourable to the Berlinettes, not to mention their power/weight ratio advantage.

On the Italian roads, the n°1 Alpine completed the first leg with a more than five-minute lead thanks to a risky but successful tyre strategy. With a deficit of more than nine minutes to the leader at the start of the second leg, the n°5 Alpine set the best times, stage after stage, to finish 3rd overall behind the Fiat 124 and the n°1 Alpine, which won the Sanremo Rally by more than six minutes. Round ten sealed the manufacturer's world title for Alpine.

The iconic Blue, White, and Red livery with its black and white stripes won the world title. This scheme, now iconic, will be reinterpreted by Alpine in 2023 as a tribute to the 50th anniversary of this rally victory.

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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