

# ALPINE MOTORSPORTS SETS OFF THE 2024 SEASON IN DUAL FORMULA 1 AND WORLD ENDURANCE CHAMPIONSHIP LAUNCH

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- Alpine Motorsports today kickstarted its 2024 season with a stellar Motorsport Launch, which included the official presentations of its Formula 1 and World Endurance Championship programmes.
- Alpine VP of Motorsports Bruno Famin presented both projects in front of media, sponsors and special guests.
- Formula 1 stars Esteban Ocon, Pierre Gasly and Reserve Driver Jack Doohan outlined their ambitions ahead of their second consecutive campaign as BWT Alpine F1 Team's driver line-up.
- Technical Director Matt Harman offered insight into the aggressive design philosophy of the A524, BWT Alpine F1 Team's challenger for 2024 which will hit the track in Bahrain later this month.
- Bruno Famin and Philippe Sinault presented the A424 Hypercar along with the car crews of cars No.35 and No.36, headlined by newcomer Mick Schumacher in WEC's Hypercar category.
- The A424 goes trackside in Qatar next week for its prologue and first race of the season.
- Both liveries encapsulate Alpine's motorsport heritage marked by traditional Alpine blue and inspired by contemporary artist Felipe Pantone
- BWT Alpine F1 Team highlighted the valued support from its title partner BWT and premium partners: bp, Castrol, Renault E-Tech and, new for 2024, timing partner, H. Moser & Cie as well as its impressive portfolio of Official Partners, Technical Partners and beneficial suppliers.
- In attendance at Enstone were Renault Group CEO Luca De Meo – reaffirming Renault Group's commitment to motorsport through the Alpine brand – and Alpine CEO Philippe Krief.

Alpine Endurance Press release, Assets and Press Pack: All information and details are available in [Endurance - Alpine global media website \(alpinecars.com\)](https://alpinecars.com)

BWT Alpine F1 Team, Press release, Assets and Press Pack: All information and details are available in [Formula 1 - Alpine global media website \(alpinecars.com\)](https://alpinecars.com)

Alpine Motorsports today presented its challengers for the 2024 FIA Formula 1 World Championship and FIA World Endurance Championship campaigns in a complete Motorsport Launch at its Enstone site in the United Kingdom.

For Formula 1, BWT Alpine F1 Team prepares for the record-breaking 24-race season with race drivers Esteban Ocon and Pierre Gasly set to take the wheel of the completely revised A524 Formula 1 car, spearheaded by an aggressive design philosophy geared at maximising potential across the next two seasons. It is the second consecutive season that Esteban and Pierre join together to form an all-French and all-Normandy pairing. Both race drivers are joined by Jack Doohan who will again serve as the team's Reserve Driver for the 2024 season.

In the World Endurance Championship, Alpine embarks on its first season in the Hypercar category as a factory team with the A424, buoyed by its two-car line-up and headlined by the addition of Mick Schumacher. The German is set to race in the FIA World Endurance Championship for the first time. Mick is joined by experienced drivers in car #36, Nicolas Lapierre and Matthieu Vaxiviere. And in car #35 new signings Ferdinand Habsburg and Paul-Loup Chatin, join young talent Charles Milesi who races for a second season with the team. Jules Gounon serves as the reserve driver for the 2024 season.

The liveries of the A524 and A424 are modern and striking, largely inspired by Alpine's partnership with contemporary artist Felipe Pantone. Black by core and highlighted by vibrant patterns of Alpine blue, the design is unique and eye-catching and contributes to the shape of Alpine Motorsports' identity. BWT enters the third year of title partnership with the F1 Team, which is marked by its world-renowned pink colours that feature strongly on its A524 livery. At eight races this season, the livery will be pink dominated to further underline Alpine's strong partnership with the Mondsee-based water company, which is centred around reducing single-use plastic in the world.

Alongside BWT, Alpine F1 Team was proud to welcome its strong fleet of loyal partners to its motorsport launch, underlined by premium partners bp, Castrol and Renault E-Tech and its new-for-2024 ,H. Moser & Cie. The timekeeping partner is also featured on the A424, as well as its partner Elf.

In attendance at the launch were Renault Group CEO Luca De Meo – reaffirming Renault Group's commitment to motorsport through the Alpine brand – and Alpine CEO Philippe Krief.

The A424 heads to Qatar for the season prologue and the first race of the season later this month, while the A524 begins its 2024 on-track season with its shakedown on 20 February before three days pre-season testing in Bahrain from 21-23 February ahead of the season opener in Sakhir a week later.

**Bruno Famin, Alpine VP of Motorsports & Team Principal, BWT Alpine F1 Team:** *“It’s a great moment for Alpine Motorsports to come together and officially present its programmes for the 2024 season. It is certainly a unique moment to have both the A524 Formula 1 car and A424 Hypercar along with all the drivers in the same room as both projects prepare for what will undoubtedly be a busy and intense 2024 year. To see both the real cars here today is testament to all the hard work conducted behind the scenes at our factories from our thousands of talented employees in the United Kingdom and in France. The next stage on our journey is deploying everything to the track, applying operational excellence across the board and growing a greater dynamic and mindset from all our teams. We are all very much looking forward to continuing the hard work to bring the Alpine name success.”*

**Philippe Sinault, Team Principal, Alpine Endurance Team:** *“We are writing the next lines of the history of Alpine in Endurance. We must be humble, but ambitious for our project. We experienced big changes and a huge step forward as a team. To reveal our Hypercar for the 2024 season alongside our drivers is truly a special moment. We will learn to use the technical package, rely on our drivers' experience, be reliable and, of course, finish the races. I think it's difficult to say if we will go for the win this year, but we are hungry for good results, and expecting to shine quickly with everything we have put in place.”*

**Matt Harman, Technical Director, BWT Alpine F1 Team:** *“The A524 approach has been aggressive but deliberate in the fact we are creating a wider scope to add performance to the car. We have really focused on learning and reacting to what we have learnt rather than on results. The project has been bold where we have focused on realising concepts, which we aim to add to the car. We’ve built ourselves a strong platform to add performance when we can and we have set ourselves targets to deliver those. We have pushed some elements to the limit and, in some cases, beyond that. That is all in line with our approach and exactly what we have set out to achieve in progressing this project to the best possible level.”*

**Esteban Ocon, BWT Alpine F1 Team Driver:** *“It goes without saying that I am super excited for the season and I cannot wait to jump back in the car and go racing again. This time of the year is exciting as it is the moment we see what the team has produced. I have seen drawings, been on the simulator*

*but, obviously, not yet seen or sampled the complete, real thing. That will wait until shakedown but it's a nice moment for the team as it's the culmination of thousands of hours of hard work. As a driver, it's a goosebumps moment when you jump in a new car for the first time and release the pit limiter. That time is close now with the A524 and I really cannot wait to get started."*

**Pierre Gasly, BWT Alpine F1 Team Driver:** *"I would say that I am in a much better place right now than this time 12 months ago. I know exactly all the people I'm working with; I know all the processes and how to get the best out of those around me and out of myself. It is nice to have continuity and building on the foundations that we created last year. I'm feeling confident with the team I have around me. We have all been developing over the last year. Now I am confident that I can attack the season straight away and maximise the full potential of the team."*

### **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.

### **PRESS CONTACTS**

#### **BWT Alpine F1 Team**

##### **Mario ALMEIDA**

Director of communications Alpine F1 Team

[mario.almeida@uk.alpineracing.com](mailto:mario.almeida@uk.alpineracing.com)

+44 7423 483430

#### **Alpine Endurance Team**

##### **Orianne TAMBURINI**

Head of Alpine Product Communication

[orianne.tamburini@alpinecars.com](mailto:orianne.tamburini@alpinecars.com)

+33 (6) 26 63 28 14