



PRESS RELEASE

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ALPINE ANNOUNCES PRICES FOR A110 PURE AND LEGENDE IN FRANCE

- **A110 Pure, an edition destined for purists from 54,700 euros**
- **A110 Légende, a more refined and sophisticated edition from 58,500 euros**

Presented at the 2018 Geneva Motor Show, the A110 Pure and Légende enrich Alpine's standard offering. These two new editions remain faithful to Alpine's timeless principles combining compact size, light weight and agility. Pure and Légende share the same technical characteristics as the A110 Première Edition: aluminium chassis and frame, mid-mounted 1.8l turbo-charged engine which develops 252PS and front and rear double-wishbone suspension.

With the arrival of these editions, Alpine announces three new body colours: Iridescent white, Blue Abyss, Thunder Grey. The pallet completes the Alpine Blue and Deep Black already offered on the Première Edition. All editions of the A110 have a 3-year/100,000km manufacturer's warranty, which can be extended to four or five years. Maintenance packages and a large selection of financing solutions are also proposed.

Reservations for Pure and Légende are now open on the Alpine network and via the Alpine App; they can be ordered as of this summer.

A110 Pure from 54,700 euros

More driver-centred, the A110 Pure focuses on the direct pilot/machine connection and a minimal approach. Lightweight, it has 13.1kg Sabelt monocoque seats and 17-inch light-alloy wheels. Result, the A110 Pure weighs as little as 1,100kg

In the passenger compartment, the leather-trimmed microfibre seats and the matt carbon fibre casing emphasise the car's sporty character. The A110 Pure has a driving mode selector proposing three options: Normal, Sport and Race. It is also equipped with air-conditioning, a satellite navigation system, the Alpine smartphone replication mySPIN as well

as front and rear LED lighting. Custom features are high-performance Brembo brakes, active sport exhaust system and 18" alloy wheels with two different designs. Finally, if for daily use, it is possible to select luxury 6-way adjustable seats - providing very good support but still lightweight - two Focal audio systems and front and rear park assist with parking camera.

A110 Légende from 58,500 euros

Displaying the character of a GT, the A110 Légende is the more sophisticated and refined edition of the A110. Its distinguishing features include six-way adjustable seats in black or brown leather and a Focal audio system. The high-gloss carbon fibre passenger compartment and the 18-inch alloy wheels emphasise the sophisticated personality of the Légende edition. The park assist with rear parking camera makes the A110 Légende easy to drive on a daily basis. Specific bi-colour 'Légende' wheel rims pay tribute to the original motif of the A110 Berlinette 1600S. Two other 18" wheel rims are available as custom features.

Like the A110 Pure, the A110 Légende has three driving modes, air-conditioning, a satellite navigation system, the Alpine smartphone replication mySPIN as well as front and rear LED lighting. The A110 Légende standard features can be completed with a Focal Premium audio system, which complements the two speakers and two subwoofer tweeters and an active sport exhaust system and heated seats.

Alpine was founded in 1955 by Jean Rédélé, a young car racing enthusiast. The Alpine name became a legend with the victories of the A110 'Berlinette' at the Monte Carlo rally in 1971 and 1973. Alpine is back with the new A110, a sports car faithful to the timeless principles which have made Alpine a success - compact size, light weight and agile - with a promise: driving pleasure.

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