

ALPINE ANNOUNCES ULTIMATE CROSSOVER PARTNERSHIP WITH THE BLAST.TV PARIS MAJOR

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- Alpine will become the Official Automotive and Motorsport Partner for the BLAST.tv Paris Major 2023, a pinnacle event in the Counter Strike: Global Offensive (CS:GO) tournament calendar
- The partnership will merge the automotive, motorsport and CS:GO worlds starting from May 8th at the Challengers Stage through to the world final Champions Stages from May 18th to 21st, where a series of live fan activations will take place in the Accor Arena in Paris
- Alpine will partner with legendary CS:GO artist Brock Hofer, known for his skin designs which amassed over \$3m in sales



Alpine, part of the Renault Group, has announced a new partnership with the BLAST.tv Paris Major 2023. This partnership is the ultimate crossover between the automotive, motorsports and Counter Strike: Global Offensive (CS:GO) communities. Alpine will be the Official Automotive and Motorsport partner for the duration of the final stages of the Major, starting on May 8th with Challengers Stage through to the Champions Stage, taking place at the Accor Arena in Paris on May 18-21st, and will offer fans plenty to experience both inside and outside the arena.

Featuring the best 24 teams from across the globe competing for their share of a \$1,250,000 USD prize pool, the BLAST.tv Paris Major 2023 is set to be one of the most highly anticipated

events in the esports calendar. This year's event is expected to draw in over 50k attendees and will be broadcast globally in more than 100+ territories and in 24 different languages.

The partnership between Alpine and the BLAST.tv Paris Major 23 embraces their joint ambition of celebrating all forms of competitive spirits. Born competitors, Alpine will use the partnership as a platform to raise the profile of racing within the esports community and connect both audiences with innovative activations at the event.

Alpine will be featured during the livestream across the Challengers, Legends and Champions Stage. For the final Champions Stage, Alpine will have a significant presence throughout the arena, with an A110 S on display and Alpine's state-of-the-art simulator rigs from Trak Racer for attendees to try. CS:GO presenter and the host of the 2023 BAFTA Games Awards, [Frankie Ward](#), will be the ambassador of the partnership and serve as the voice of Alpine at the event.

To align itself more closely with CS:GO aficionados, Alpine has partnered with [Brock Hofer](#), the legendary CS:GO artist who has sold more than \$3M worth of skins to create surprises to be revealed at the Arena.

Further strengthening the relationship between the two brands, the BLAST.tv logo will be featured on the A523 during the 2023 Emilia Romagna Formula One Grand Prix. Fans will also be able to choose the gamertags for F1 drivers Esteban Ocon and Pierre Gasly during the Challengers & Legends phases, which will then proudly be displayed on both A523 during the same Grand Prix.

"The crossover between motorsport and CS:GO audiences is huge. While we always look for ways to grow our mainstream audience, it's also fantastic to work with a community that is so passionate about competitive gaming. We are born competitors and are excited to align with an event that embodies competitive excellence", said David Gendry, VP Sponsorship, Partnerships & Communication at Alpine. "A crossover like this hasn't been trialled in esports before. We are very respectful of the CS:GO community which is why we wanted to engage with attendees in a way that would be natural, leaning on CS:GO icons to help us blend in with the scene."

Robbie Douek, CEO of BLAST said: "The prospect of bringing together the passionate and fast-paced worlds of motorsport and competitive gaming through this partnership is hugely exciting for both brands. BLAST and Alpine share an ambition to bring fans to the very heart of our experiences and we have some exciting plans as part of this cross-collaboration. The BLAST.tv Paris Major is seen as one of esports' pinnacle events of the year and provides the perfect platform to create unique activations for our audience in-arena and for those tuning in from all around the world in over 100+ territories."

Stay tuned on the latest updates from Alpine Esports on [Twitter](#), [Instagram](#), and [Twitch](#).

ABOUT ALPINE

Founded in 1955 by Jean Rédélé, the brand has set itself apart with its French-style sports cars. In 2018, the brand presents the new A110, a sports car faithful to Alpine's timeless principles of compactness, lightness, agility and driving pleasure. In 2021, the Alpine Business Unit is created. It thus becomes the brand dedicated to innovative, authentic, exclusive sports cars of Renault Group, benefiting from the heritage and craftsmanship of its historic plant in Dieppe, as well as the engineering mastery from Alpine Racing and Alpine Cars teams.

Social media - [Twitter](#), [Instagram](#), and [Twitch](#)

Alpine Esports Ambassadors

Thomb - [Twitter](#), [Instagram](#), [Twitch](#), [YouTube](#)

PattyPat - [Twitter](#), [TikTok](#), [Twitch](#)

AnaonAir - [Twitter](#), [Instagram](#), [Twitch](#), [YouTube](#)

About BLAST

We're on a mission to take esports to the next level of global entertainment. We excite and invite billions of fans to join the esports revolution. We create live and digital experiences - from tournaments that pack out major arenas around the world to great content that's guaranteed to blow your socks off.

We work with some of the world's best game publishers and brands to elevate their properties into amazing esports experiences - having delivered tournaments, content and shows in a variety of games, including: Counter-Strike, Rainbow Six Siege, DOTA 2, VALORANT, Apex Legends, FIFA 2022 and Fortnite.

BLAST Premier is a worldwide Counter-Strike tournament series where the best teams and biggest superstars fight it out for glory and a multi-million dollar prize pool. Famous for its unparalleled production quality and game changing fan-first moments. Attracting tens-of-thousands of fans to our crazy-big-adrenaline-pumped live events in big arenas from London and Copenhagen to Miami and Sao Paulo, with millions more watching at home on our broadcast tuning in from more than 154 territories and in 25 different languages.

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