

# ALPINE TEAMS UP WITH GENTLE MATES

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- **Alpine, the automotive brand with the greatest commitment to motorsport, is pleased to announce its partnership with Gentle Mates, the esport structure of creators Squeezie, Gotaga & Brawks, to promote French esport internationally.**
- **Future projects between Gentle Mates and Alpine include exclusive content, digital and physical objects to offer fans an unrivalled experience.**
- **This partnership is a continuation of the successful collaborations organised over the last two years, notably through Alpine's prominent presence at the first two GP Explorer events, and underlines the brand's commitment to creating exclusive experiences for fans, including in the esport world.**
- **Alpine becomes a major partner of Gentle Mates.**

Alpine, an iconic and historic figure in motor racing, and Gentle Mates, the brainchild of creators Squeezie, Gotaga & Brawks, are pleased to announce their partnership. This

collaboration allows them to share their spirit of competition and desire to always push the boundaries.

By partnering with Gentle Mates for the 2024 season, Alpine is raising its profile on all communication platforms (Twitch, YouTube, Instagram, TikTok and X) as well as on several games (Valorant, Fortnite, TFT, League Of Legends and Rocket League). This partnership marks a turning point in Gentle its history by merging the two fascinating worlds of motoring and esports with a series of unique experiences for fans.

Gentle Mates' arrival on the competitive Rocket League scene opens the doors to new fan entertainment, with exclusive content, digital and physical items and much more. Gentle Mates is shaking up the traditional esports landscape to become a benchmark in the field and make its mark on the gaming world.

The close ties between Squeezie and Alpine, initiated during previous events such as the GP Explorer and its "Who is the Imposter" video featuring Pierre Gasly, mark the beginnings of a solid and lasting relationship with even more ambitious projects for the future.

Gentle Mates, key figures:

- Community: 632,000 followers on social media
- Average age: 26
- 2023 French Valorant League Spring Champions
- 2023 French Valorant League Summer Champions
- Valorant EMEA Ascension Champions
- 9 million views on YouTube in 8 months.

## Quotes

**Squeezie, Gotaga, Brawks; CEOs of Gentle Mates:** "We look forward to embarking on this new adventure with Alpine and writing a new chapter in the history of Gentle Mates. With Alpine by our side, a French team and company with values of excellence, we aspire to take Gentle Mates to the top, flying the flag for France. It is the dawn of an exceptional collaboration, where unity and passion will propel Gentle Mates to new horizons."

## 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.

## **PRESS CONTACTS**

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