

# BIENVENUE ALPINE! THE FAMOUS FRENCH SPORTS CAR BRAND ARRIVES IN ISRAEL

22/06/2023

- Alpine, the iconic French premium sports car brand, is opening its first showroom in Israel on 22 June 2023 at the Freesbe Center in Rishon LetZion near Tel Aviv.
- Alpine will offer a full range of four new models from the legendary A110 family: A110, A110 GT, A110 S and A110 R.
- The launch is part of the brand's strategy to expand into new territories.
- Israel is the 20th country in which Alpine has set up operations, and the 3rd outside Europe, after Japan and Singapore.



Freesbe, the importer of Renault, Dacia, Nissan, Infiniti, and Chery in Israel will start selling the Alpine brand from June 2023.

*"We are proud to finally introduce Alpine, the legendary French sports car brand, to the Israeli customer. I'm sure that sports car enthusiasts will appreciate this original product line, steeped in history, with its unique behaviour on both the road and the track,"* explains Roy Schory, Managing Director of the Renault Dacia brands at Freesbe.

Alpine is undoubtedly the epitome of French motoring, founded on a long list of competition victories. It's a brand with a strong heritage and an incredible track record. It is also a Manufacture of highly qualified specialists who produce the A110 in Dieppe (France). Alpine is the flagship of the Renault Group in motorsport, translating the expertise and excellence of Formula 1, endurance racing and the previous Renault Sport teams into models designed for both the road and the track.

*"We are delighted to be opening our 144th Alpine point of sale in the world for the first time in Israel, where we will be offering our entire A110 range. This is a promising country, moreover, to support Alpine's entry into the electric market and its ambitions for international growth and expansion,"* explains Emmanuel Al Nawakil, VP, Alpine Sales, Network and Launching.

Since 2021 and the Renaulution strategic plan, Alpine has established its identity as a brand dedicated to innovative, authentic and exclusive sports cars. The brand is entering the electric market with the arrival of its dream garage composed of 3 vehicles: the A290 urban hot hatch, the C-segment GT Crossover and the renewal of the legendary A110. Alpine has also reaffirmed its ambitions for international expansion into new territories, supported by an extended product range.

## 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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