

INAUGURATION OF THE 30TH ALPINE CENTRE IN FRANCE IN ROUEN IN THE COMPANY OF PIERRE GASLY

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- On 22 January 2024, Alpine opened its first point of sale in Rouen in the presence of Rouen-born BWT Alpine F1® Team driver Pierre Gasly.
- This event marks the opening of the 30th Alpine Centre in France and brings the number of Alpine sales outlets worldwide to 147.
- Alpine enthusiasts will find models from the A110 range, including the A110, A110 GT, A110 S and the new A110 R Turini.
- To support its growth of 22.1% in 2023, Alpine will expand its sales network in 2024.

Alpine continued its double-digit growth for the third year running in 2023. The brand is up 22.1%, and up 26% in France. To keep pace with this growth, the number of sales outlets is increasing, with recent openings in Le Mans in November and Saint-Maximin in December.

On 22 January 2024, Alpine opened its 147th outlet, the 30th in France and the first in Rouen. BWT Alpine F1® Team driver Pierre Gasly, from Bois-Guillaume, attended the inauguration. Located at 184 Avenue du Mont Riboudet in Rouen, this Alpine Centre showcases several models from its A110 range, including the A110, A110 S, A110 GT and A110 R Turini.

"Alpine is proud to open its first Alpine Centre in Rouen, in its native Normandy and near the brand's historic plant in Dieppe. The commercial success of Alpine and its iconic model, the A110, demonstrates our customers' enthusiasm, passion and loyalty to the French sports car brand. This dynamic is reflected in the development of its sales structures, which are increasingly present in France, most recently in Le Mans and Saint-Maximin, and now in Rouen," says Philippe Quetaud, Alpine France Director.

As part of its international development and expansion strategy, Alpine plans to open new outlets in countries such as Turkey in the first half of 2024.

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.

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