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The relaunch of Alpine continues

- **Alpine exhibits A110 sports car at Mondial de l'Auto in Paris**
- **More than 5000 reservations received**
- **Deliveries of A110 Première Edition underway**
- **Dieppe manufacturing facility overhauled for production of A110**

October 2018 - As Alpine proudly exhibits its A110 sports car on home soil at Mondial de l'Auto in Paris, customers right across Europe are taking delivery of their A110 Première Editions while reservations for the lightweight two-seater pass the 5000 mark.

The A110 - an all-aluminium sports car that places driving pleasure front and centre - reaches customers in the immediate wake of positive media road test reviews. The A110 Première Edition is the launch model, and the first new Alpine for more than two decades. Of the 1,955 A110 Première Editions that will be built - a nod to the year Alpine was originally founded - more than 1200 have been delivered to customers so far.

At Mondial de l'Auto in Paris Alpine will display two versions of its all-new sports car, the A110 Pure and the A110 Légende, as well the GT4 racing car that is the ultimate version of the A110. Also on display will be a bare aluminium body, which clearly illustrates the car's lightweight construction.

Originally founded in Dieppe, northern France, by Jean Redele in 1955, Alpine established itself as a leading manufacturer of lightweight, fun-to-drive sports cars over the following decades. It also competed in frontline international motorsport with enormous success before being mothballed in 1995.

Alpine's highly-anticipated relaunch

It was in February 2016 that Carlos Ghosn, chairman and chief executive officer of parent company Groupe Renault, confirmed Alpine would be relaunched. Ghosn also unveiled the Alpine Vision concept car, which previewed the A110 production model. At the end of 2016 a mobile app was launched that allowed Alpine enthusiasts to secure one of the 1,955 A110 Première Editions, all of which were accounted for in just five days.

The A110 Première Edition made its public debut at the Geneva motor show in March 2017, with pricing and full technical details revealed at the same time. Later that year, dedicated Alpine dealerships began to open throughout Europe while the factory in Dieppe began gearing up for production following a comprehensive modernisation programme. The production line was formally inaugurated by Carlos Ghosn and Bruno Le Maire, France's Minister of Economy and Finance, on December 14, 2017.

Alpine also enriched its motorsport program – which to date was mainly about competing in the WEC - with the announcement in October 2017 of a single-make motorsport championship, the Alpine Elf Europa Cup, and few months later Alpine unveiled the A110 GT4 racing car, thereby adding further chapters to the long and illustrious story of Alpine and motor racing. For the past six years Alpine has competed in high-level endurance racing on the world stage with notable success.

When the A110 Pure and A110 Légende were unveiled at the Geneva motor show in March this year the relaunch of Alpine was propelled to a new level. Their arrival confirmed Alpine as a manufacturer with a long-term vision and broadened the A110's breadth of usability. The A110 Pure continues in the spirit of the A110 Première Edition with a laser focus on performance and driving pleasure, while the A110 Légende is clearly positioned as a sports car for everyday driving and long distance use.

In July this year Alpine ensured its status as a truly global sports car manufacturer when it launched in Japan, while later this year it will reinforce that position even further as dealerships open in Australia. Deliveries will begin in Japan this month, while the first A110s will arrive with customers in Australia before the end of the year. Meanwhile, demonstrator cars will be available for test drives across Alpine's European network of 60 dealerships.

Dieppe factory redeveloped for A110 production

The heart of Alpine is its factory in Dieppe in the north of France, the very site where all Alpine models have been built since its opening in 1969. During Alpine's dormant years from 1995 onwards the factory continued to produce high performance Renaults, galvanising the facility's expertise in the manufacture of relatively low-volume sports cars.

In anticipation of Alpine's relaunch the site benefited from a €35m investment by Groupe Renault, during which it was reconfigured specifically for the manufacturing of high-end, all-aluminium models. In the paint shop, meanwhile, a number of highly advanced sanding and cleaning robots were installed to ensure a premium quality paint finish every time.

The factory now employs 400 colleagues, a large number of whom were recruited during the last two years. All new employees undertake four full weeks of training, all of it specific to production of the A110, before they graduate to the production line itself.

Each day, around 20 new A110s roll off the Dieppe line, ready to be delivered to customers.

Speaking in the build up to this year's Mondial de l'Auto, Alpine managing director Sébastien Erphelin comments: 'As Alpine delivers A110s throughout Europe, in Japan and, very soon, in Australia as well, it is clear this is a truly global sports car brand. Nonetheless, it feels very special to be exhibiting at Mondial de l'Auto in Paris, our home motor show. It will be a proud moment for all of us at Alpine.'

'We have been humbled by the enthusiasm with which the A110 has been met so far, both by members of the motoring press and customers alike. I can assure you everybody at Alpine, from our colleagues in the factory at Dieppe to those of us here at Alpine's headquarters in Paris, are very grateful for that positivity.'

'However, the hard work is only just getting started. We are now focused on building cars to the very highest standards and delivering them on schedule to customers. The relaunch of Alpine continues to be a challenging but hugely rewarding endeavour.'

Regis Fricotté, Alpine commercial director, adds: 'We have received more than 5000 reservations for the A110 worldwide and deliveries are ongoing. We will complete deliveries of the A110 Première Edition in Europe before the end of the year and begin delivering the first of the A110 Pure and A110 Légende models before the start of 2019, too.'

'Meanwhile, we are delivering cars in Japan and the first A110 Première Editions will reach customers in Australia before the turn of the year as well. The demand we have had for the A110 in Japan in particular has been enormously encouraging. We allocated 50 A110 Première Editions to Japan but we could have sold 1000 or more.'

'Globally, we are seeing a consistent and steady sales trend, and we are starting to see the results of our increased dealership activity, too. With the factory in Dieppe building around 20 cars per day - the optimal number for meeting demand while achieving the highest level of build quality - waiting time for an A110 stands at 12 months on average.'

The A110 - a true Alpine

- **Lightweight aluminium construction for maximum agility**
- **Double wishbone suspension and mid-mounted engine**
- **A110 Pure and A110 Légende are series production models**
- **A110 design inspired by classic Alpines**

Lightweight, agile and rewarding to drive, the A110 is above all else a true Alpine. An all-new design, it has been engineered from the outset to thrill and engage the driver at all speeds, prioritising driving pleasure above lap times and outright acceleration figures. The A110 is also comfortable and easy to use every day and it can be enjoyed by all drivers regardless of their level of experience or ability.

Engineered for driving pleasure

The A110's lightweight construction, low roll centre and perfect weight distribution allow the driver to feel at one with the machine. The aluminium chassis and bodywork form the basis of the A110's poise and agility. Bonded and riveted, the compact aluminium body offers the best possible combination of rigidity, weight and build quality. Weighing as little as 1080kg (with fluids) the A110 occupies its own niche within the sports car segment, offering a uniquely engaging driving experience.

As well as being very light the A110 also uses a sophisticated double wishbone suspension arrangement for the best ride and handling, while the 44:56 front to rear weight distribution gives it the perfect balance for a mid-engined sports car. With a pliant ride quality and a suite of driver aids - including ABS, traction control and stability control - the A110 remains useable, safe and comfortable day-to-day.

Like its forebears, the A110 is compact and designed to be as agile as possible. It adheres to the same basic technical principles that underpinned the original A110 Berlinette, which famously twice won the Monte Carlo Rally in the Seventies not by being the most powerful car on the event, but by being the most nimble. It is that very same approach that makes today's A110 so rewarding to drive.

The turbocharged 1.8-litre direct injection four-cylinder engine develops a maximum power output of 252PS at 6000rpm, with 320Nm of torque from just 2000rpm. It drives its rear wheels via a highly-responsive wet clutch seven-speed Getrag dual-clutch transmission, which features Alpine-specific ratios.

With an excellent power to weight ratio (228PS/tonne) the A110 sprints to 100kph (62mph) in 4.5 seconds. Its top speed is electronically limited to 250kph (155mph). The lightweight construction ensures very good fuel efficiency (6,4L/100km combined) and low CO2 emissions (144g/km). With three driving

modes - Normal, Sport and Track - the A110 can be configured to suit any driving environment.

With a flat underbody and functional rear diffuser, the car's carefully crafted aerodynamics eliminate the need for a rear spoiler. This preserves the A110's timeless design. Air inlets in the front bumper, meanwhile, create a curtain around the front wheels, improving air flow and reducing drag.

A110 Pure and A110 Légende

With the A110 Première Edition now sold out, order books are open for the A110 Pure and A110 Légende. Beneath the surface both versions share their lightweight aluminium structure, turbocharged powertrain and suspension settings with the Première Edition, meaning they remain true to Alpine's core principles of absolute agility, thrilling performance and handling precision.

The A110 Pure is destined to live its life on winding mountain roads, while the A110 Légende is the grand tourer of the range with effortless everyday usability pushed to the fore.

The A110 at its most driver-focused, the Pure continues in the same thrill-inducing spirit as the A110 Première Edition. It also recalls the classic Alpine models that achieved countless victories on Europe's racetracks and rally stages in the Sixties and Seventies. Offering the most stripped-back driving experience and an unfiltered connection between driver and machine, the A110 Pure features some weight saving measures such as one-piece Sabelt sports seats that weigh 13.1kg each piece - the same items that were fitted to the Première Edition. As a result of such measures, the A110 Pure weighs just 1080kg.

Its sporting intent is underlined by leather and microfibre interior upholstery and matte carbon fibre cabin trim. It comes equipped with climate control air conditioning, satellite navigation, MySpin mobile phone connectivity and LED head and taillights as standard, meaning everyday ease of use hasn't been compromised in the pursuit of driver engagement.

Meanwhile, the A110 Légende is a sophisticated grand tourer with a refined personality. Its day-to-day credentials are highlighted by six-way adjustable comfort seats, full leather upholstery in black or brown and gloss-finished carbon fibre interior trim. A Focal audio system, plus front and rear parking sensors and a reversing camera, further underline its effortless usability.

Like the Pure, the Légende is already equipped with climate control air conditioning, satellite navigation, MySpin mobile phone connectivity and LED lights. An active sports exhaust is available optionally, while both versions of the A110 can be further upgraded with a Focal Premium audio system, which adds a subwoofer to the pair of speakers and two tweeters.

New Alpine accessories

- **New airline cases designed specifically for the A110's front storage compartment**
- **Leather bags slot neatly into the rear storage compartment**
- **Further accessories added to the range to enhance A110's everyday usability**
- **New merchandise range celebrates 40th anniversary of Alpine's Le Mans win**

Alpine's wide range of official accessories and merchandise now includes custom-designed luggage that fully utilises the A110's 196-litre storage capacity and clothing that celebrates the 40th anniversary of Alpine's outright victory at the 24 Hours of Le Mans.

The luggage range includes a pair of airline cases that between them perfectly match the dimensions of the front storage compartment. For the rear compartment, a black leather holdall slots into the centre while two smaller bags slip into the space either side. The pair of airline cases costs €500 and the set of leather bags, which are shown for the first time in production specification at Mondial de l'Auto in Paris, costs €790. Also new to the range is a leather pouch that attaches by Velcro to the car's interior carpet, serving as a useful place to store smaller items such as wallets, sunglasses and keys.

The accessories range now includes a hard-wearing trunk mat in high-quality black carpet for the front storage compartment, matching the one already available for the rear compartment. Additionally, A110 owners can upgrade their cars with a HomeLink rear view mirror, which can be programmed to operate up to three automated car park barriers or garage doors at the push of a button. Alpine-branded wheel centre caps, which display the A-logo on a blue field with either black or chrome trim, have also been added to the accessories range.

Meanwhile, a new merchandise collection celebrates the 40th anniversary of Alpine's 1978 victory at Le Mans. The Racing line, which joins the Elegance and Limited Edition lines in Alpine's boutique, incorporates clothing, personal accessories, luggage and scale model cars that all take inspiration from Alpine's success on the race track.

Alpine in motorsport

- **Alpine has competed in international motorsport for half a century**
- **Highlights include World Rally Championship and Le Mans victories**
- **In 2016 Alpine won the FIA LMP2 World Endurance Championship**
- **Alpine motorsport partner Signatech builds the A110 Cup and A110 GT4**

Proving the performance, agility and durability of his cars in the crucible of motorsport was of utmost importance to Jean Rédélé. Alpine has competed at the highest level of rallying and circuit racing for decades, recording a string of famous victories that belies the company's modest size. With that same ambitious and determined spirit Alpine today competes in the FIA World Endurance Championship. The one-make Alpine Elf Europa Cup and the A110 GT4, meanwhile, demonstrate the A110's inherent agility and performance on the race track.

Decades of racing success

This year marks the 40th anniversary of Alpine's overall victory at the 24 Hours of Le Mans. When the A442B sports prototype, driven by Didier Pironi and Jean-Pierre Jaussaud, crossed the finish line in 1978 following 369 gruelling laps of the Circuit de la Sarthe, the strength, performance and durability of Alpine's cars was proven beyond doubt.

Alpine has been successful on the world's rally stages, too, most notably winning the Monte Carlo Rally in 1971 and again in 1973. Later that year, Alpine would go on to win the FIA World Rally Championship Manufacturers' title. It has competed across the board in motorsport, winning single-seater races, rallycross events, hillclimbs and autotests, always with the same set of technical principles of lightweight construction and agility that today make the A110 road car such fun to drive.

Using those decades of success as a springboard, Alpine returned to front-line motorsport in 2013 alongside racing partner Signatech. It immediately proved to be a triumphant return to racing; the marque's A450 prototype won the European Le Mans Series at its first attempt, and again in 2014.

From there, Alpine graduated to the FIA World Endurance Championship (WEC). In 2016, Alpine's A460 won four out of nine rounds to secure the LMP2 WEC title, the most hard-fought of those victories coming at the 24 Hours of Le Mans. Alpine continues to compete in the FIA World Endurance Championship to this day and won yet again at Le Mans earlier this year. After three of eight rounds of the 2018-19 WEC super-season, Alpine sits at the top of the LMP2 standings.

A110 proves itself on circuit

As well as endurance racing, Alpine is also engaged in production-based motorsport. The A110 demonstrates its performance on circuit in a one-make race series, the Alpine Elf Europa Cup. Currently in its first season, the six-round championship takes in some of the most iconic circuits in Europe, including Silverstone in the UK, the Nurburgring in Germany and Spa-Francorchamps in Belgium. Operated by Signatech, the Alpine Elf Europa Cup further demonstrates Alpine's commitment to motorsport.

The A110 Cup racing car is closely related to the A110 road car. It derives its on-track performance from its compact dimensions and lightweight build, elements that are common to all versions of the A110.

Still in its first full season of competition, the A110 GT4 is already a proven winner having finished first at Magny-Cours in September during the fourth round of the French GT Championship. Prepared for motorsport by Alpine's racing partner Signatech, the A110 GT4 uses the same aluminium chassis and double wishbone suspension layout as the A110 production car. Motorsport-specification springs and dampers, Brembo competition brakes, racing tyres, a downforce-generating front splitter and rear wing and a sequential gearbox lift the A110's circuit performance to spectacular levels. A safety cage, fire extinguisher and racing seat and harness complete the motorsport makeover. The A110 GT4 retains the road car's 1.8-litre turbocharged four-cylinder engine, albeit with significant power upgrades.

By competing in GT4 racing internationally, Alpine is once again proving itself against the world's most prestigious sports car manufacturers, continuing a long-running tradition.