

# ALPINE ON THE RISE IN 2021

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- **In the first year after announcing the Renaulution strategic plan, Alpine announced very strong growth in sales volume: +74%, with 2659 units sold in 2021.**
- **In France, Alpine recorded a boost in sales of over 117%.**
- **Alpine continues to develop internationally, with almost half of sales coming from outside France already, and new points of sale opening up.**
- **The French brand is rolling out an ambitious strategic plan based on a strong product activity and a unique commitment to motor sport**

After a year marked by the F1 debut, excellent results in endurance and a rich series of product launches, Alpine recorded rising sales figures for 2021.

## SPECTACULAR GROWTH

Alpine has announced strong growth in 2021, with 2659 vehicles sold over the year – 74% more than in 2020. In France, Alpine's sales were up by 117% on the previous year.

The brand was firmly on track in 2021; the strategic plan, announced in January, enabled Alpine to create a new business unit with the goal of boosting sales by harnessing its powerful image and developing internationally.

The A110 showed off multiple dimensions throughout the year : even more elegant with the A110 Legend GT, more graphic with Felipe Pantone and more colourful with the Atelier Alpine.

Alpine's first year in Formula 1 saw the brand reach the podiums, including with its first victory in Hungary. It is the automotive brand that is the most committed to motorsport, including the World Endurance Championship, rallies and customer competitions.

## THE RACE FOR INTERNATIONAL MARKETS

Alpine maintains its objectives for international expansion, planning for sales beyond the French border by targeting key foreign markets. 2021 also saw an increase in sales in the UK of more than 92%, 24% on the DACH market – Germany, Austria and Switzerland – as well as 79% in Italy and 120% on the Iberian market – Spain and Portugal –.

With a network of 100 dealerships (including 25 new point of sales in 2021), spread mostly across France and Europe, Alpine will continue to expand its geographical footprint by setting up 50 additional dealerships in 2022 in Europe and in the rest of the world.

## **AN AMBITIOUS OUTLOOK FOR 2022**

In 2022, Alpine is confirming its commitment to motorsports and presenting itself as one of the most invested automotive brands in motorsports activities, with a presence at Formula 1, the Hypercar class, the FIA R-GT and other competitions such as the Alpine Elf Europa Cup. With regulations changing for the new season, the Alpine F1 Team plans to harness the encouraging initial results from the Alonso-Ocon pairing in 2021 and stay on track.

The new A110 range presented in late 2021 will come to dealerships at the start of the year in the form of three models that each have very different personalities, but are all profoundly Alpine in nature. And that's not forgetting the other new models being prepared for what is set to be a busy year...

*"This year, Alpine demonstrated the extent of its determination and commitment to achieve new momentum, which has already been illustrated by excellent growth in sales. We have high ambitions for the future and the brand's international development, founded on our unique commitment to motorsports. Alpine is ready and raring to head for new summits!"*

Laurent Rossi, Alpine CEO

## **ALPINE SALES RESULTS 2021**

MARKET	VOLUME	VARIATION VS 2020
<b>Total</b>	<b>2 659</b>	<b>+74,1%</b>
France	1 618	+117,5%
Germany	214	+28,9%
United Kingdom	202	+92,4%
Belgium & Luxembourg	130	+15,0%
Switzerland	93	+32,9%
Poland	39	+105,3%
Italy	34	+78,9%
Spain & Canary Islands	33	+135,7%
Netherlands	25	-3,80%
Austria	24	-22,60%
Portugal	11	+83,3%
Sweden	8	-11,10%
Hungary	4	-
Estonia	1	-
Finland	1	-
Lebanon	1	-
Lithuania	1	-
International & importers	220	+10,6%

## ABOUT ALPINE

Founded in 1955 by Jean Rédélé, Alpine has asserted itself over the years with its French-style sports cars. In 2018, the brand presented the new A110, a sports car that is true to Alpine's timeless principles of compactness, lightness, agility and driving pleasure. In 2021, the Alpine Business Unit was created, to become the dedicated brand for the innovative, authentic and exclusive sports cars of the Renault Group, benefiting from the heritage and know-how of its historic Dieppe factory and the engineering expertise of the Alpine Racing and Alpine Cars teams.

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