

ALPINE UNVEILS ITS A110 IN MIAMI COLOURS

03/05/2022

- **For its first Formula 1 Grand Prix in Miami, Alpine unveils an exclusive South Beach Colorway pack on the Alpine A110 in its Bleu Azur and Rose Bruyère colours.**
- **Exclusively available on the A110 version, this customization pack developed especially for the occasion, includes exterior and interior elements.**
- **Other Heritage colours and customization options are also available through the Alpine Atelier program.**
- **Available from summer 2022, this optional pack can be booked now through the Alpine application.**

AN EXCLUSIVE PACK WITH MIAMI COLOURS

For the first time, the Alpine A110 will set its foot on the Florida soil, celebrating its presence at the inaugural F1 Grand Prix of Miami. For this premiere, the A110 will pay tribute to this very special destination with a unique set of colours and customizations from the Alpine Atelier.

Inspired by the neon lights of Ocean Drive, the art deco buildings overlooking Miami, the colorful sunsets and the city's vibrant music scene, the A110 South Beach Colorway will be available in two liveries, blue or pink. Highlighted by 18-inch white Serac wheels, this exclusive package will distinguish this unique theme, extending to the vehicle's interior: the "South Beach" floor mats will be embroidered in the colours of the liveries, and the blue and pink flags will adorn both the exterior and interior of the A110. Light grey stitching will finish the seats and the leather of the central console.

A WIDE RANGE OF CUSTOMIZATION OPTIONS WITH ATELIER ALPINE

Despite its pop-art and disruptive appearance, the South Beach Colorway fits perfectly into Alpine's identity, with Bleu Azur and Rose Bruyère being two of the brand's historic colours. Transforming this retro-looking edition into a unique

contemporary icon, made to enjoy every turn of the road. These two colours are taken from the colours made available by the Atelier Alpine customization program. With 20 colours inspired by the brand's famous heritage colours, the Atelier Alpine also offers multiple additional customization choices: with a variety of wheel finishes available and an extensive brake caliper color catalog, each A110 can now be as unique as its owner.

Available exclusively on the A110 version, the South Beach Colorway pack will be integrated into the Alpine product catalog starting in summer 2022. Reservations will be possible via the Alpine app on May, 3rd, pending the opening of orders this summer.

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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 sportscars 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.