

PRESS RELEASE

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ALPINE 24 HOURS OF LE MANS PARADE: PASSION FOR RACING



- Alpine celebrated its passion for motorsport with a unique and prestigious curtain-raising parade at the 24 Hours of Le Mans.
- Alpine made history as the first brand to put in a lap of the Circuit de la Sarthe with a Formula 1 car in the colours of the A521, driven by Fernando Alonso.
- United under the Alpine banner, Alpine F1 Team drivers Fernando Alonso and Esteban Ocon joined several of the brand's racing aces at the wheel of the A470, A110 GT4, A110 Rally and A110S in front of an enthusiastic crowd.

Before the start of the biggest endurance race in the world, the fans in the grandstands and around the 24 Hours of Le Mans circuit had the chance to see, hear and feel all the motorsport passion created by Alpine.

This afternoon, five Alpine A110S road cars, including two driven by Nicolas Longuet (Alpine eSports Team) and Lilou Wadoux (Alpine Elf Europa Cup), exited the pit lane. A few moments later, the A110 Rally entrusted to the French two-wheel-drive Champion and the FIA R-GT class winner on the 2021 Monte-Carlo Rally Manu Guigou joined them.

In his first public appearance since winning the Formula 1 Hungarian Grand Prix, Frenchman Esteban Ocon followed in an A110 GT4, a car that won the 2018 GT4 International Cup before enjoying more success across Europe.

Pierre Thiriet, who with Alpine Elf Matmut Endurance Team drivers André Negrão and Nicolas Lapierre, twice won the 24 Hours of Le Mans in the LMP2 category, then took to the track in the A470 LMP2 prototype that won its class title in the 2018-2019 FIA World Endurance Championship season.

A unique highlight of this prestigious event was the participation of two-time FIA Formula 1 World Champion and twice winner of the 24 Hours of Le Mans Fernando Alonso in his return to the French circuit aboard an Alpine F1 car sporting the colours of the A521. The Spanish driver completed this glimpse into Alpine's competition programme and made history in completing the first lap of an F1 car on the Circuit de la Sarthe and its legendary corners: from Tertre Rouge to Arnage through the Mulsanne Straight and Indianapolis corner...

After the Arnage corner, these champions united by a shared passion and gathered under the Alpine banner came together to complete the lap in formation in front of the packed start-finish grandstands for a group photo celebrating Alpine's involvement in several leading disciplines in the presence of Alpine CEO, Laurent Rossi and ACO President, Pierre Fillon.

A tribute to the late Jean-Pierre Jaussaud, who with Didier Pironi and the Alpine A442B won the 1978 24 Hours of Le Mans, was then organised by the 24 Hours of Le Mans and the Automobile Club de l'Ouest, just minutes before the start of the race at 16:00.

Click [here](#) for the photos and videos of the Alpine parade at the 2021 24 Hours of Le Mans.

About Alpine

Founded in 1955 by Jean Rédélé, the brand has set itself apart with its French-style sports cars. In 2018, the brand introduced the new A110, a sports car faithful to Alpine's timeless principles of compactness, lightness, agility and craftsmanship to innovative, authentic, exclusive sportscars of the Renault Group, benefiting from the heritage and craftsmanship of its historical Dieppe factory, as well as the engineering mastery from the Alpine Racing and Alpine Cars teams.

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