

ALPINE CELEBRATES EXCELLENCE BY PARTNERING WITH THE 2021 BALLON D'OR

25/11/2021

- Alpine will be the official partner to the 2021 Ballon d'Or ceremony, one of the most important events in international football.
- The event will reward the best footballers of 2021 in a celebration of sportsmanship and excellence.
- The ceremony will take place at the Théâtre du Châtelet in Paris, France on 29 November 2021.



The Ballon d'Or is a major event in football that highlights individual and collective excellence as well as the sport's values. Sport is a core element of Alpine's DNA, making the brand an ideal choice of official partner to the famous award. The 65th edition of the ceremony will take place at the Théâtre du Châtelet in Paris, France on 29 November 2021.

THE BALLON D'OR, THE MOST PRESTIGIOUS INDIVIDUAL AWARD IN FOOTBALL

Created by France Football magazine in 1956, the Ballon d'Or is awarded to whoever has proven themselves to be the world's best male player over the year, with the addition in recent years of the best female player, best young player and best goalkeeper categories. Recognising individual and team performance, the Ballon d'Or is the most prestigious individual award a footballer can win.

STEEPED IN FRENCH HISTORY AND SHARED VALUES

Alpine and the Ballon d'Or were created one year apart, in 1955 and 1956 respectively. Moreover, they were both founded with the same ambition – promoting performance in their respective fields. This partnership is based on that shared heritage, enabling us to fully celebrate sporting excellence and the universal values that Alpine and the Ballon d'Or embody today: surpassing oneself, showing respect, demonstrating sportsmanship and striving for excellence – all factors that have given both names international recognition.

THE MOST HIGHLY ANTICIPATED EDITION

Drawing a cumulative audience of 800 million people worldwide, the Ballon d'Or is the most highly awaited sporting award of the end of the year. The ceremony has been subject to intense debate on social networks recently, as the results are more difficult to predict than ever. Will a French player succeed Lionel Messi? The race for the 2021 Ballon d'Or is one of the closest in the last decade.

The ceremony for the 2021 Ballon d'Or will be broadcast live on La Chaine L'Equipe (France) from 7pm.

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.

PRESS CONTACTS

Gilles Gautherot
Head of Alpine Media Relations
gilles.gautherot@alpinecars.com
+33 (6) 11 76 09 38

Johanna Moreau
Press Officer
johanna.moreau@alpinecars.com
+33 (6) 38 28 03 44

Lucas Vinois
Press Officer
lucas.vinois@fr.alpineracing.com
+33 (6) 34 59 14 82