



KAPPA AND K-WAY: NEW OFFICIAL PARTNERS OF ALPINE F1 TEAM

PRESS RELEASE

Friday 14th January 2022



Friday 14th January 2022 - Kappa®, the famous Italian sportswear brand, K-Way®, iconic French brand, and Alpine F1 Team are pleased to announce today their new collaboration.

Alpine F1 Team is joining forces with Kappa® and K-Way®, two brands of the Italian group BasicNet, by announcing a major partnership for the coming seasons. Kappa becomes an Official Partner and will equip the drivers off-track, as well as all the technical and operational teams, for the duration of the contract. This contract also covers Alpine Esport Team and the Alpine Academy. The K-Way® brand becomes the Official Lifestyle Partner and will provide all travel wear to the team.

For this new partnership, Kappa® will develop several technical textile collections for the team kit; fanwear products, a footwear range, as well as accessories under an Alpine F1 Team licence. The Italian brand will rely on a global network of licensees and partners to distribute and offer these collections to fans around the world.



For more than 40 years, Kappa® has worked closely with the biggest European football clubs, such as Juventus, AC Milan, FC Barcelona and AS Roma. Over the years, Kappa® has expanded into new disciplines such as athletics in 1981 (USA National Team), rugby in 2002 (Italian Rugby Federation) plus also skiing and more general winter sports in 2011 (FISI). Thanks to these strong partnerships and products that combine style and performance, Kappa® has increased its reputation on and off the pitch.

For this first collaboration, Kappa®, K-Way® and Alpine F1 Team have joined forces to design products that combine brand DNA, elegance and technology, while respecting the history and identity of the team.

Davide Piccolo, CEO Kappa Europe:

“We are very pleased to announce that we will be the new official partner and equipment supplier of Alpine F1 Team. Alpine and Kappa both have a strong heritage and are proud to be iconic brands that share the same fighting and forward-looking spirit. Thanks to this partnership, Kappa opens a new chapter in the prestigious world of Formula 1 and more globally of motorsport. We are now looking forward to unveiling the new collections to fans of this historic F1 team.”

Laurent Rossi, CEO Alpine F1 Team:

“We are delighted to welcome Kappa as the official clothing supplier for our track and factory teams and drivers. We share the same desire to pursue performance and style while drawing inspiration from our history. Kappa has always been ahead of the market in design and technology. We are also pleased to collaborate with K-Way, an iconic and elegant brand that reflects the integral values of Alpine. We look forward to working together over the next years.”

Robert Dodd, CEO K-Way® France:

“We are very proud to join forces with Alpine F1 Team. This collaboration marks K-Way's desire to anchor itself in a sporty, elegant and historic universe. Proof once again that it is possible to combine style and technicality with this new range.”

You will soon be able to find all the 2022 Kappa® x Alpine F1 Team collections on www.kappastore.fr, <https://boutique.alpinecars.com> and in all partners stores.



ABOUT KAPPA - Kappa® is one of the world's leading sportswear and lifestyle brands: technical, non-conformist, colourful, flexible, competent, global and Italian. Founded in 1967, the brand is recognised as one of the leading and most innovative sports equipment manufacturers in the team sports market, providing high performance technical equipment. The brand is historically linked to the sponsorship of professional clubs. Today, the brand equips more than a hundred professional clubs around the world. Present in football as well as in rugby, basketball, handball and skiing, Kappa® claims elegance and style at the service of performance. For more information: <https://www.kappastore.fr/pages/marque>

ABOUT ALPINE F1 TEAM – Alpine F1 Team competes in the FIA Formula One World Championship with Grand Prix winner Esteban Ocon and two-time World Champion Fernando Alonso. Led by Laurent Rossi, the team won the Hungarian Grand Prix in its first year of competition in 2021 and scored a podium finish at the Qatar Grand Prix to finish fifth in the Constructors' Championship. Alpine is the French sports car brand founded in 1955 by Jean Rédélé and is today Renault Group's dedicated brand for innovative, authentic and exclusive sports cars. An enlarged Business Unit allows Alpine to benefit from the heritage and expertise of its historic Dieppe plant as well as the engineering expertise of the Alpine F1 Team, Alpine Racing and Alpine Cars.

ABOUT BASICNET - Born in Turin, Italy in 1967, Kappa® is a leading Italian sportswear brand owned and operated by BasicNet SpA, a global manufacturer of sports and leisurewear, footwear and accessories. Present in over 130 countries and worn by professional athletes and style enthusiasts around the world, Kappa® is known for its heritage of technical sportswear and its non-conformist blend of Italian technology and style. Operating through a global network of licensed partners, BasicNet provides R&D, product industrialisation and global marketing services for a diverse portfolio of brands including Kappa® (Kappa Authentic®, Kappa Sport®, KOMBAT™ and Kontroll®), Robe di Kappa®, KWay®, Superga®, Briko®, Jesus®Jeans, Sabelt® and Sebago®. Based in Turin, BasicNet has been listed on the Italian Stock Exchange since 1999.

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