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Alpine Racing Challenge, pure racing ... on Twitch!



In this very special period Alpine wished to brighten up the daily life of its fans and e-sports enthusiasts by offering them, with the support of Playstation, a programme associating the world of gaming with that of motorsport. The virtual event, which took place on May 1st, allowed racing fans to satisfy their need for speed and for a short escape, in a competitive and friendly atmosphere.

"Alpine Racing Challenge": an original experience.

In this period of confinement, many gamers who are fans of motorsport indulge in their passion by watching - or participating in - car races on Twitch, the famous video game streaming and VOD service. With 3 models present on Gran Turismo Sport (A110 1600S '72, A110 Première Edition '17 and Vision Gran Turismo), Alpine offered 4 people from its community in France to compete against 2 race drivers from its competition program. Operation code name: "Alpine Racing Challenge".

The 4 lucky winners - selected following the publication of the most beautiful pictures of their "Alpine Gran Turismo" (via the game's Scape mode) on Alpine's twitter account, had the privilege of competing against the drivers Thomas Laurent (engaged in the FIA World Endurance Championship) and Yann Zimmer (engaged in the Alpine Elf Europa Cup).

After watching the two race drivers challenge each other in a 1st race, the winners were then able to challenge both them in 3 races.

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An interactive experience open to all

The brand has partnered with the French streamer Camak, a specialist in motorsport, who broadcast the race on May 1 at 9:00 p.m. on its Twitch channel to 150,000 subscribers.

In addition to benefiting from the comments of Camak and his sidekick Xerackk, another specialized car streamer, the participants had the opportunity to interact with the drivers and Antony Villain, Alpine's chief designer.

The first broadcast of the "Alpine Racing Challenge" was a success with an audience twice as large as that usually achieved by Camak in F1 racing.



Surprising and fun, for both fans and drivers, this operation perfectly illustrates the strong convergence currently observed between video games and motorsport.

To view the highlights of the Alpine Racing Challenge, click [here](#)

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Sponsors Signatech Alpine:Elf, Tissot, Michelin, Bahco, IxellSabelt

ABOUT ALPINE

Alpine was founded in 1955 by Jean Rédélé, a young man passionate about racing. The name Alpine becomes legendary with the victories of the A110 "Berlinette" at the Monte Carlo rally in 1971 and 1973. Alpine is back with the new A110, a sports car faithful to the timeless principles which have made the success of Alpine - compactness, lightness and agility - with a promise: the pleasure of driving.

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