2024 SALES RESULTS: ALPINE CONTINUES AHEAD OF ITS PRODUCT OFFENSIVE

16/01/2025

* **In 2024, the Alpine brand continued to grow in the premium segment for the fourth year running, with worldwide registrations up 5.9% to 4,585 vehicles sold.**
* **Stronger growth in Europe of 7.1%, particularly in key markets for the brand such as Italy (+37.5%), the UK (+24.9%), Spain (+19.3%) and Germany (+10.6%).**
* **The Alpine A110 maintains its European leadership in two-seat sports coupé, with a 44.7% market share, boosted by the success of its top-of-the-range versions: the A110 R and A110 R Turini.**
* **Alpine's product offensive came to fruition with the launch of the A290, its first 100% electric hot hatch, voted 2025 Car of the Year.**
* **Launched in the second half of the year, the A290 booked 2,303 orders for 2024.**

SALES RESULTS AND UPMARKET POSITIONING ON THE RISE IN 2024

In line with its international expansion strategy, the Alpine brand has enjoyed sustained growth worldwide, since 2020, with a 5.9% increase in sales (4,585 vehicles) in 2024 compared with the previous year (4,328 vehicles).

The A-arrow brand sold 4,408 A110s (+1.8% over 2023), with more than 85% in top-of-the-range versions. The A110 R and A110 R Turini account for 35% of A110 sales in 2024. Nearly 80% of A110 sales are generated in its three core markets: France, Germany and the UK. Japan ranks fourth, with 230 Alpine A110s sold during the year.

ALPINE MAINTAINS ITS LEADERSHIP POSITION IN THE EUROPEAN TWO-SEAT SPORTS COUPÉ MARKET

Alpine strengthened its position in the high-end segment and grew in Europe (+7.1%) with 4,304 registrations. Italy (+37.5% of sales), the UK (+24.9%), Spain (+19.3%) and Germany (+10.6%) were the markets that most boosted the brand's growth in 2024.

Alpine again confirms its leading position in the two-seater sports coupé market, topping the podium in Europe with a 44.7% market share.

2024: ALPINE'S ELECTRIC PRODUCT OFFENSIVE WITH THE A290

Alpine's product offensive came to fruition in 2024 with the launch of the A290, its first 100% electric hot hatch, voted 2025 Car of the Year. After opening the orders on 30 July, the A290 made its debut at the end of 2024 with 177 registrations and 2,303 orders placed.

2025: STRENGTHENING THE BRAND INTERNATIONALLY, PARTICULARLY IN EUROPE, AND THE LAUNCH OF THE A390

In 2024, Alpine accelerated its international roll-out with 18 new points of sale, including 12 in Europe, representing 163 Alpine Stores worldwide.

More than 40 Alpine Stores are scheduled to open in 2025, bringing the total to over 200 by the end of the year. After Barcelona in 2024, two Ateliers Alpine will open in Paris and London in 2025.

Alpine plans to market the brand in new countries such as Ireland and the Nordic countries of Norway, Finland and Denmark.

Lastly, the brand will launch its future A390 sports fastback, the second vehicle in its 100% electric Dream Garage. By 2030, Alpine's ambition is to develop a range of seven electric models.

*"In 2024, Alpine strengthened its European leadership and signalled its product offensive both in the electric market and the B-segment with the launch of the A290, a true turning point for the brand, which continues to attract customers with its iconic A110 model. This year's results clearly illustrate Alpine's strategy of international expansion while developing its product range, and the priority given to new growth in the electric market, marked in 2025 by the forthcoming launch of the A390",* concludes Philippe Krief, CEO of the Alpine brand.

WORLDWIDE ALPINE SALES BY COUNTRY

|  |  |  |
| --- | --- | --- |
|  | Volumes 2024  (ALL MODELS) | ∆ %  vs. 2023 |
| France | 2,840 | +5.5% |
| Germany | 448 | +10.6% |
| United Kingdom | 371 | +24.9% |
| Belgium | 204 | -4,7% |
| Switzerland | 129 | 0% |
| Italy | 110 | +37.5% |
| Spain | 68 | +19.3% |
| Netherlands | 25 | -13.8% |
| Other European countries | 86 | -10.4% |
| European Importers | 23 | +35.3% |
| **Total Europe** | **4,304** | **+7.1%** |
|  |  |  |
| Japan | 230 | -17.6% |
| Other Outside Europe countries | 51 | +59.4% |
| **Total Outside Europe** | **281** | **-9.6%** |
|  |  |  |
| **Total Worldwide** | **4,585** | **+5.9%** |

ABOUT ALPINE

Founded in 1955 by Jean Rédélé, Alpine has established itself with its French-style sports cars. The brand introduced the new A110 in 2018, faithful to Alpine's timeless principles of compactness, lightweight, agility and driving pleasure. The Alpine Business Unit was created in 2021, building on the heritage and savoir-faire of its historic Dieppe factory and the engineering expertise of the Alpine Racing and Alpine Cars teams. The dedicated brand innovates authentic and exclusive sports cars within Renault Group. This expertise enables the brand to compete in two FIA championships: Formula 1 and the World Endurance Championship. Alpine is also present in other racing disciplines through its customer racing programme in Rally, Cup and GT4. 2024 marks a turning point in Alpine's ambitions as it inaugurates Its 100% electric "Dream Garage" with the launch of its hot hatch, the A290, followed by its first sport fastback, the A390, in 2025.

PRESS CONTACTS

**Orianne TAMBURINI**

Alpine Product Communication Director

[orianne.tamburini@alpinecars.com](mailto:orianne.tamburini@alpinecars.com)

+33 (0)6 26 63 28 14

**Johanna MOREAU**

Alpine, Product and F1 Press Officer

[johanna.moreau@alpinecars.com](mailto:johanna.moreau@alpinecars.com)

+33 6 38 28 03 44