ALPINE IS BACK
A BREATH OF FRESH AIR IN THE PREMIUM SPORTS CAR MARKET

Alpine is today unveiling its Alpine Vision show car. Marrying elegance, agility and authenticity, this mid-engined two-seater coupé is in every respect a true Alpine. The Alpine Vision heralds the style and performance of the road-going sports car that will be revealed before the end of the year. Manufactured in Dieppe, France, the upcoming model will go on sale from 2017, initially in Europe and subsequently across the rest of the world.

Alpine has chosen the roads visited by the Rallye Monte-Carlo and, more specifically, the famous and twisty Col de Turini – the scene of its most celebrated early sporting achievements – as the backdrop for its renaissance. Alpine is back to carve out a clear niche in the premium sports car market, promising an invigorating experience to both aficionados and those who appreciate automotive beauty.

“I chose the name Alpine for my firm because for me it represented the pleasure of driving along mountain roads. It was while traversing the Alps in my 5-speed 4CV that I had the most fun. This form of passionate driving experience – that was what my clients had to discover at the wheel of the car that I wanted to create. Alpine is a name that speaks to you, and it also serves as a symbol.”

Jean Rédélé, Alpine founder
Contents

01/
The Alpine Vision: a scene-stealing show car
Sensuous exterior styling
Awe-inspiring performance, sprinting from 0-100kph in less than 4.5 seconds
A cabin that radiates driving pleasure

02/
Alpine: the renaissance of a legend
A living legend
A significant opportunity for Alpine to win over customers as a true alternative
The Alpine business unit: an agile start-up operation backed by the power of Groupe Renault

03/
Insight and background information
Alpine production figures (1955 to 1995)
The Col de Turini: a happy hunting ground for Alpine in rallying
The views of Alpine aficionados
The Alpine Vision: a scene-stealing show car

In a return to its roots, Alpine has chosen the roads visited by the Rallye Monte-Carlo in the southern French Alps to celebrate its return. These mountains – which gave the brand its name – have naturally influenced the style of the Alpine Vision show car. The pleasure of owning and driving an Alpine has always stemmed from the fact that the marque makes a point of covering all the bases. The Alpine Vision is a mid-engined, two-seater sports coupé which incorporates all of the expected hallmarks in a thoroughly contemporary package. Its design hints at what drivers can expect to experience behind the wheel of an Alpine-badged sports car:

- **The exhilaration** and thrill of driving an Alpine,
- **The agility** of a lightweight, elegant design that focuses firmly on the essentials,
- **The authenticity** of a sports car that follows in a long line of illustrious Alpine models.

Alpine promises to enhance every part of the experience, and the forthcoming road-going model will continue to bear this hallmark.

“The Alpine Vision show car ticks all the boxes expected of a modern, exclusive Alpine sports car. It blends a fiery spirit inspired by motorsport success, with Alpine’s legendary expertise and a French flavour that can be found in every detail. The Alpine Vision is aimed at aficionados and connoisseurs, and 80% of the style of our forthcoming road car will be reflected in it.”

Antony Villain – Director of Design, Alpine

**Sensuous exterior styling**

The Alpine Vision is the ultimate sports car: a high-performance, elegant, lightweight car dedicated to driving pleasure in its very purest form.

From its low, sleek profile, rounded bonnet, twin round headlights and sculpted sides to its pronounced rear wings that narrow towards the rear to form an elongated tail incorporating horizontal rear lights, this is a true Alpine in every respect. The marque’s arrowed ‘A’ badge is visible on the front wings and on the sides of the car, along with more subtle references to the legendary A110 and other iconic models.

The Alpine Vision’s design points to performance and style. Both inside and out, its forms and technologies are celebrated rather than concealed.

Its diamond turned wheels suggest elegance and speed, while the muscular stern integrates air intakes into the rear panels to facilitate engine cooling.
The elongated rear lights incorporate a distinctive X-shaped lighting signature and the design of the rear window similarly pays tribute to the iconic shape made popular by the A110 back in its day.

The agility and spirit of its handling means the Alpine Vision is especially in its element on winding roads. This characteristic can likewise be found in its design.

**Awe-inspiring performance, sprinting from 0-100kph in under 4.5 seconds**

The design of the Alpine Vision stokes the desire to own and drive a car with real character. Behind the wheel, the precision, agility and playful personality of its chassis combine to produce an altogether captivating cocktail. The fun factor is intense at all speeds.

Such a car, of course, must be capable of giving full rein to its explosive performance potential and, in this respect, the Alpine Vision more than lives up to expectations. Sprinting from a standstill to 100kph in less than 4.5 seconds, its phenomenal acceleration is every bit as impressive as one might imagine and meets the target set for the forthcoming road-going model.

The four-cylinder turbocharged engine delivers its power with an inviting purr and, thanks to the Alpine Vision’s lightweight nature, every kW of energy and Nm of torque is dedicated to performance. This pleasure and performance are backed up by powerful brakes.

The Alpine Vision show car fosters a close, rewarding relationship between the driver, his or her car and the environment. It is the direct and intense nature of this three-way relationship that produces the pleasure that has long been associated with driving Alpines.

**A cabin that radiates driving pleasure**

“The Alpine Vision explores the full sporting spectrum and packs all the ingredients traditionally associated with French sports cars. It is an object of seduction and a sensory experience – a car that generates intense driving pleasure, particularly on twisty roads along with timeless style and a unique personality. But we were also eager to incorporate another vital ingredient: refinement. This can be seen clearly in the Alpine Vision’s design, materials and in-car ambience – all of which benefit from painstaking attention to detail.”

Laurent Negroni – Interior Designer, Alpine Vision show car

From the moment the door is opened, the tone is set as the aluminium door sill – inscribed with the name of the show car’s designers – invites the driver to step into a unique creation.

Contrasts of materials and colours are prevalent inside the cabin. Careful detailing is juxtaposed with elements that seem to be in their raw state. Visual impressions are accompanied by tactile emotions. The balance between modernism and heritage is apparent.

In employing a blend of leather, microfibre fabrics, aluminium and carbon, the cabin exudes a contemporary feel. In a high-tech environment, features drawn from the world of motorsport sit seamlessly alongside others that harken to a bygone era. As a case in point, the backlit door opening control contrasts with the damasked black leather door panel trim, which is highlighted by white topstitching. Similarly, the bucket-style seats incorporate motorsport-
inspired harness belts coupled with aluminium fastening buckles. Their quilted leather upholstery combines with a microfibre fabric that is both sensuous and technical.

In front of the driver is an instrument panel composed of a customisable TFT (Thin Film Transistor) display underneath a carbon cowl. The two pedals and aluminium footrest feature a three-triangle pattern symbolising Alpine peaks. The three-spoke steering wheel, also in aluminium, has a thick rim trimmed in topstitched black leather. Framed by gear-shift paddles, it houses a tempting ‘Sport’ button. The main switches are enhanced by Alpine Blue backlighting that also illuminates the centre of the air vents. The centre console rests upon a prominent, leather-trimmed aluminium structure. Taking cues from an aircraft cockpit, it appears to be floating inside the cabin. It houses a multimedia touch-screen tablet topped by a circular stopwatch.

The Start button – accessible after removing a pin – is within tempting reach, holding the promise of an imminent sensory explosion.

Giving carte blanche to passion

Whilst blue is the colour most traditionally associated with Alpine, white has similarly marked many pivotal moments in its history.

A number of landmark Alpines have featured white liveries. Of particular note were the so-called ‘Olympic’ A110 Berlinettes that sported either a blue or red stripe on their white bodywork. This model went on sale in 1968, celebrating the three gold medals won by French downhill skier Jean-Claude Killy in that year’s Winter Olympics in Grenoble, France. There was also the A110 1300G unveiled at the 1970 Paris Motor Show and, in motorsport, the N°4 A110 1600S that won Italy’s Rallye Sanremo in 1971. Redolent of endless snow-capped mountains and Alpine peaks, white is today the choice of colour for the Alpine Vision show car. It is a symbol of purity, gracefulness, elegance and renaissance.
Alpine: the renaissance of a legend

“Launching the next-generation Alpine, a brand originally founded by Jean Rédélé in 1955, carries with it significant emotion and responsibility. For all of the teams involved, this exciting project represents an incomparable opportunity and a real adventure. Alpine’s very name embodies performance and the purest form of driving pleasure.”

Bernard Ollivier, CEO, Société des Automobiles Alpine

A living legend

The story of Alpine dates back to the vision of its founder, Jean Rédélé. It is a story of motorsport success, technical ingenuity, style and business acumen. By the same token, it is a story of encounters and shared experiences. It is an epic tale that recently celebrated its 60th anniversary.

After claiming a long list of victories behind the wheel of his modified Renault 4CV, Jean Rédélé very quickly recognised the opportunity to create his own automotive brand. He saw that there was room in the market for an innovatively-designed car, with competitive but mainstream mechanicals housed underneath an attractive, lightweight body. This is the same technical ethos that guided the design of the A106 and the foundation of Alpine in 1955.

The second principle developed by Jean Rédélé was a commercial one, as he astutely added an international dimension to his operations by transferring manufacturing licences abroad.

Between 1955 and 1995, Alpine produced and sold 30,000 sports cars. Although it has been commercially absent in the 20 years since, it has remained active. The activities undertaken by its aficionados, the enthusiasm of its supporters’ clubs and the participation of privately-entered drivers in a wide variety of motorsport events testify to the marque’s enduring appeal. All of them have kept the Alpine flame burning and fostered the seemingly inconceivable dream of an eventual return – a return that is now very real.

A significant opportunity for Alpine to win over customers as a true alternative

At the end of 2012, Groupe Renault announced its intention to relaunch Alpine, with the ultimate dream of seeing new Alpine models one day take to the road – a dream that is now close to being realised.

The moment has arrived to confirm the belief that this legendary marque is once more capable of carving out a unique and enduring place in the market.

Three years on, the Alpine team is ready, with a real vision in terms of automotive styling, values, a business model and international ambitions. Alpine is back with the Alpine Vision, a show car that heralds its forthcoming road-going sports car, 80% of which will reflect the
concept’s cues. This model will be unveiled before the end of 2016, prior to taking on the challenging premium sports car market in 2017.

50% growth forecast by 2020 in the premium sports car market

The premium sports car segment (sports coupés and roadsters) currently represents approximately 200,000 vehicles per year globally. These cars – whose primary purpose is driving pleasure – stand out for their performance, their personality and the prestige associated with their respective badges. They play a significant role in enhancing a manufacturer’s image and profitability. They benefit from the most cutting-edge automotive expertise to satisfy exacting customers who demand the best.

Geographically, North America accounts for about 40% of premium sports coupé and roadster sales, with a further 35% in Europe, 15% in Asia and the remaining 10% throughout the rest of the world. In Europe, 30% of customers live in Germany, 30% in the United Kingdom and 7% in France. Meanwhile, the highest proportion of sports cars in relation to total market size can be found in countries like Switzerland, Belgium and Austria.

Forecasts suggest this market has the potential to expand by around 50% by 2020, firstly because it is a supply-driven market that is sensitive to change and new arrivals – even in the most mature markets – and secondly because demand is set to increase in the majority of emerging markets. For the past 10 years or so, demand has led each marque to occupy a more and more precise market position.

The Alpine alternative

“Alpine’s plan is to satisfy the demand of customers who are looking for a sublime driving experience coupled with upmarket style and elegance. The customers we are targeting are particularly sensitive to a mark’s history and culture. Alpine will provide them with a unique and legitimate alternative that will live up to their desires.”

Eric Reymann – Product Planning Director, Alpine

In this market, models produced by specialist brands compete for sales with volume manufacturer rivals. Alpine is aiming to carve its own specific niche by providing alternative solutions to the two key criteria upon which the market depends: performance and personality.

Alpine has drawn upon the values, the simple philosophy and the modern outlook espoused by its visionary founder – in addition to its motorsport-honed DNA.

- **Technically**: weight-saving and agility are valued over pure power.
- **Visually**: in addition to boasting strong performance, the cars must also be beautiful. Elegance, ingenuity and even instinct all blend together to produce a formidably potent cocktail.
- **On a human level**: showing faith in human talent is paramount. Alpine is a family in which associates, engineers, drivers and mechanics all unconditionally share their knowledge and expertise to achieve results that consistently exceed expectations.
- **On a sporting level**: in a ‘David vs. Goliath’ scenario, the desire to measure itself against the very best in the business is a driving force for Alpine.
- **Commercially**: Alpine has always represented France in its international endeavours, most notably in its motorsport and industrial successes. Right from its earliest days, it has been eager to ‘think big’ and expand on a global scale, whilst at the same time maintaining a close and direct relationship with its customers.

These same values today inspire the new Alpine team working on the development of the forthcoming road car. This first new Alpine comes with several key ambitions, from meeting the expectations of the aficionados and those who appreciate automotive beauty who are awaiting its arrival, to carving out a niche in a challenging market segment with its own style and gaining traction across the five continents.

**The Alpine business unit: an agile start-up operation backed by the power of Groupe Renault**

To revive Alpine, create its first iconic model and formulate a plan for international success, Groupe Renault has brought the very best of its expertise to the table. Committed for a number of months now to this exciting new adventure, Alpine operates like a versatile, independent business unit, whilst at the same time being able to rely upon the full strength of Groupe Renault’s corporate functions.

In the same way, Alpine naturally has access to Groupe Renault’s chassis, engine and development know-how. The knowledge of Renault Sport’s technical ‘wizards’ and its teams who are developing the latest Formula 1 car is put to use in the design of genuine Alpine models, as are all of Groupe Renault’s support departments.

Finally, in a return to Alpine’s roots, production of its new road car will be entrusted to the modernised Dieppe factory. Serving as a bespoke workshop, this Normandy plant will also be able to count upon a network of suppliers purposely selected for their high-tech or premium sector knowledge and expertise.

“At the end of 2016, we will unveil Alpine’s new road-going sports car. This Berlinette of the 21st Century will go on sale over the course of the second quarter of 2017 across the five continents. We really can’t wait!”

**Arnaud Delebecque – Alpine Global Chief Marketing Manager**
03/

**Insight and background information**

**Alpine production figures (1955 to 1995)**

**Road cars manufactured in France**

<table>
<thead>
<tr>
<th>Model</th>
<th>Quantity</th>
<th>Period</th>
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<tr>
<td>A106</td>
<td>251</td>
<td>(1955-1960)</td>
</tr>
<tr>
<td>A108</td>
<td>236</td>
<td>(1960-1962)</td>
</tr>
<tr>
<td>GT4</td>
<td>112</td>
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<td>A110</td>
<td>7,579</td>
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<td>A310 (4 cylinders)</td>
<td>2,340</td>
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<td>A310 V6</td>
<td>9,276</td>
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<td>GTA</td>
<td>1,509</td>
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<td>GTA Turbo</td>
<td>4,545</td>
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<td>A610</td>
<td>818</td>
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**Road cars manufactured under licence outside France**

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<tr>
<td>BRAZIL (INTERLAGOS)</td>
<td>822</td>
<td>(1962-1966)</td>
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<td>SPAIN (FASA)</td>
<td>1,904</td>
<td>(1963-1978)</td>
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<td>MEXICO (DINALPIN)</td>
<td>693</td>
<td>(1964-1972)</td>
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<td>BULGARIA (BULGARALPINE)</td>
<td>35</td>
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<td><strong>Total</strong></td>
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**Racing cars**

**Sport Prototypes**

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<th>Quantity</th>
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<tr>
<td>Four-cylinder engine (in-line)</td>
<td>17</td>
<td>Formula Ecole 12</td>
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<td>V8 engine</td>
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<td>Formula France/Formula Renault 19</td>
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<td>V6 engine</td>
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<td><strong>Total</strong></td>
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**Single-seaters**

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<td>Formula 2</td>
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<tr>
<td>Formula 1</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>70</strong></td>
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Motorsport record

Prototypes
1963: 1ST, FRENCH SPORT PROTOTYPE CHAMPIONSHIP (J. ROSINSKI / M 63)
1964: 1ST, FRENCH SPORT PROTOTYPE CHAMPIONSHIP (R. DELAGENESTE / M 64)
1974: 1ST, EUROPEAN SPORTSCAR CHAMPIONSHIP FOR MAKES (A. SERPAGGI / A441)
1978: 1ST, LE MANS 24 HOURS (D. PIRONI - J.P. JAUSSAUD / A442 B)

Single-seaters
1964: 1ST, FRENCH FORMULA 3 CHAMPIONSHIP (H. GRANDSIRE / P.64)
1971: 1ST, FRENCH FORMULA 3 CHAMPIONSHIP (P. DEPAILLER / A360)
1971: 1ST, FRENCH FORMULA RENAULT CHAMPIONSHIP (M. LECLERE / A361)
1972: 1ST, FRENCH FORMULA 3 CHAMPIONSHIP (M. LECLERE / A364)
1972: 1ST, EUROPEAN FORMULA 3 CHAMPIONSHIP (ÉQUIPE ALPINE / A364)
1972: 1ST, EUROPEAN FORMULA RENAULT CHAMPIONSHIP (A. CUDINI / A366)

Rallycross
1977: 1ST, FRENCH RALLYCROSS CHAMPIONSHIP (J. RAGNOTTI / A310 V6)
1977: 1ST, EUROPEAN RALLYCROSS CHAMPIONSHIP (H. GRÜNSTEIDL / A310 V6)
1978: 1ST, FRENCH RALLYCROSS CHAMPIONSHIP (B. SABY / A110)
1979: 1ST, FRENCH RALLYCROSS CHAMPIONSHIP (J.P. BELTOISE / A310)

Rallying
1967: 1ST, SPANISH RALLY CHAMPIONSHIP (B. TRAMONT / A110)
1968: 1ST, FRENCH RALLY CHAMPIONSHIP (J-C. ANDRUET / A110)
1968: 1ST, SPANISH RALLY CHAMPIONSHIP (B. TRAMONT / A110)
1969: 1ST, FRENCH RALLY CHAMPIONSHIP (J. VINATIER / A10)
1970: 1ST, EUROPEAN RALLY CHAMPIONSHIP (J.C. ANDRUET / A110)
1970: 1ST, FRENCH RALLY CHAMPIONSHIP (J.C. ANDRUET / A110)
1970: 1ST, BULGARIAN RALLY CHAMPIONSHIP (I. TCHUBRIKOV / A110)
1970: 1ST, ROMANIAN RALLY CHAMPIONSHIP (G. PUIU / A110)
1971: 1ST, INTERNATIONAL RALLY CHAMPIONSHIP (ÉQUIPE ALPINE / A110)
1971: 1ST, FRENCH RALLY CHAMPIONSHIP (J.P. NICOLAS / A110)
1971: 1ST, BULGARIAN RALLY CHAMPIONSHIP (I. TCHUBRIKOV / A110)
1972: 1ST, FRENCH RALLY CHAMPIONSHIP (B. DARNICHE / A110)
1972: 1ST, CZECHOSLOVAKIAN RALLY CHAMPIONSHIP (V. HUBACEK / A110)
1973: 1ST, WORLD RALLY CHAMPIONSHIP (ÉQUIPE ALPINE / A110)
1973: 1ST, FRENCH RALLY CHAMPIONSHIP (J.L. THÉRIER / A110)
1973: 1ST, CZECHOSLOVAKIAN RALLY CHAMPIONSHIP (V. HUBACEK / A110)
1974: 1ST, FRENCH RALLY CHAMPIONSHIP (J. HENRY / A110)
1974: 1ST, CZECHOSLOVAKIAN RALLY CHAMPIONSHIP (V. HUBACEK / A110)
1975: 1ST, FRENCH RALLY CHAMPIONSHIP (B. KRUPA)
1975: 1ST, FRENCH RALLY CHAMPIONSHIP (J. HENRY / A110)
1975: 1ST, CZECHOSLOVAKIAN RALLY CHAMPIONSHIP (V. HUBACEK / A110)
1975: 1ST, HUNGARIAN RALLY CHAMPIONSHIP (A. FERJANCZ)
1976: 1ST, CZECHOSLOVAKIAN RALLY CHAMPIONSHIP (V. HUBACEK / A110)
1977: 1ST, FRENCH RALLY CHAMPIONSHIP (G. FRÉQUELIN / A310)
1980: 1ST, FRENCH RALLY CHAMPIONSHIP (J. RAGNOTTI / R5 ALPINE)
1995: 1ST, FRENCH HISTORIC RALLY CHAMPIONSHIP (J.C. RÉDÉLÉ / A110)

Plus more than 1,000 individual event wins achieved by amateur drivers at national and regional level in rallying, hill climbs and autotests.
The Col de Turini: a happy hunting ground for Alpine in rallying

The Rallye Monte-Carlo's Col de Turini is to rally crews what Cape Horn is to sailors. This perilous and daunting mountain pass between Sospel and La Bollène demands caution and humility. Regarded as one of the most treacherous challenges in the sport, it has a tendency to bite as soon as conditions turn nasty. On this section of the 32km stage of the same name situated high in the Alps that tower over the French Riviera, fate – occasionally with a helping hand – has frequently played a big role in determining the outcome of the event over the years.

In 1968, the road was dry, encouraging a group of spectators to gather up nearby snow and deposit it at a particularly dangerous corner. When Gérard Larrousse arrived on the scene, his A110 skidded out of control and crashed heavily into a rock. The incident cost Alpine what had looked to be a certain victory.

In 1973 – the year Alpine clinched the inaugural FIA World Rally Championship Manufacturers’ crown – Jean-Claude Andruet was duelling for the lead of Rallye Monte-Carlo with team-mate Ove Andersson, both in A110s, only for a puncture on the first run over the Col de Turini to demote the Frenchman to third place. However, when the Swede suffered the same misfortune on the following stage, Andruet narrowed the deficit to just 20 seconds. Neither of the pair held back over the final timed blast, and it was Andruet who ultimately prevailed by the slender margin of 26 seconds. The Col de Turini might have maintained its formidable reputation, but it could not prevent Alpine from locking out the top three positions in the overall classification at the end of the 1973 season curtain-raiser, as the manufacturer immediately set out its stall for its title-winning campaign.

Alpine’s stage wins on the Col de Turini

1968: J. Vinatier - Alpine A110 1300
1969: J. Vinatier - Alpine A110 1300
1971: O. Andersson - Alpine A110 1600
1972: B. Darniche (twice) - Alpine A110 1600
1973: J-F. Piot - Alpine A110 1800
1976: J-P. Nicolas - J-P Nicolas - Alpine A310
The views of Alpine aficionados

“Alpine is my life, so witnessing its renaissance today clearly makes me very happy. I would like to think that our association of alumni as well as the various Alpine clubs around the world have all played their own small part in this exciting revival.”
André Desaubry – President, Association des Anciens d’Alpine

“When I drive an Alpine in the Alps, I feel so at home. When I drove competitively, I was awarded the Coupe d’Or for winning the Coupe des Alpes rally three years in a row in the Berlinette, equalling the record of Ian Appleyard and Stirling Moss before me. I have always associated Alpine with driving enjoyment and victory.”
Jean Vinatier – Former Alpine driver

“The revival of Alpine means we will have some new and very exciting options when it comes to choosing light and agile sports cars. I had the privilege of opening the 23rd Festival of Speed last year driving the Alpine Celebration concept car, and I am very much looking forward to discovering the actual production car and to soon seeing more Alpines roaring up the Goodwood hill.”
Charles Gordon-Lennox – Earl of March and Kinrara DL

“When I was younger, I used to dream about Alpines. I still do, in fact, and now that dream has never been so close or so tangible.”
Kazunori Yamauchi – President, Polyphony Digital
Creator of the Gran Turismo racing video game