



BWT Alpine F1 Team welcomes Philippe Starck in Monza

The iconic creator designed the team's new motorhome.

- BWT Alpine F1 Team will celebrate the official launch of the new motorhome at this weekend's Italian Grand Prix in Monza.
- The motorhome was designed by iconic creator Philippe Starck.
- The three-storey travelling race hub is for the use of partners, VIP guests, media, and team personnel at the European rounds of the Formula 1 season.
- The new motorhome is in line with the company's ambitious growth plans and will help the team with unlocking incremental value through luxury hospitality packages and experiences at Grand Prix weekends.
- The new motorhome was made possible with the support of the Investor Group (Otro Capital, RedBird Capital Partners, and Maximum Effort Investments) and the equity released from their recent investment (June 2023) which was reinvested to finance the project.

BWT Alpine F1 Team's new hospitality will be celebrated at this weekend's Italian Grand Prix in Monza in presence of world-renowned French creator Philippe Starck, who designed the team's motorhome.

Philippe Starck continually works on numerous projects around the world, from architecture and interior design to naval and spatial engineering, and industrial design of 'everyday' objects known and utilised by households across the globe.

Philippe Starck was in charge of the art direction of the overall project, as well as the interior of the new motorhome that embodies *the spirit of Alpine*. His audacious concept represents the intelligence and lightness of engineering, while creating an atmosphere of warmth and elegance reminiscent of a luxurious Alpine Chalet.

The motorhome features three elegant floors for Alpine's partners, guests, media, and team personnel during the busy European Grands Prix season.

The exterior structure is made up of custom-made steel frames, clad with an Alpine blue tint and mirror finish glass panels. The front façade features a satin stainless steel crossbar detail, with CNC machined connection details. Inside the structure, Philippe Starck has designed an interior that uses polished and textured stainless steel, warm wood, bark elements, and leathers producing an overall look inspired by nature.



Philippe Starck:

"The inspiration for the motorhome is the spirit of Alpine itself. Alpine has this French je-ne-sais-quoi, it is the haute couture of racing. The motorhome represents this elegance. It is not an object, nor architecture, it is all about speed. Its conception and construction work in the same way of a pitstop; everyone knows exactly what they have to do, and they do it with extreme speed and precision. All elements factor this in. It is incredibly complex, high-tech and challenging."

David Gendry, VP, Chief Commercial Officer BWT Alpine F1 Team & VP Communications Alpine Brand:

"We are delighted to welcome world-renowned Philippe Starck in Monza who imagined the new BWT Alpine F1 Team motorhome. The fantastic creative journey we've been on with Philippe Starck has been a first for Alpine and we are very proud of the 'creation'. The state-of-the-art structure will house the team and host our partners and guests for years to come and has already proved a success."

The new hospitality unit is a major step in BWT Alpine F1 Team's investment strategy with Otro Capital, RedBird Capital Partners, and Maximum Effort Investments as announced in June 2023. The Investor Group hold a 24% equity stake in Alpine Racing Ltd. to support Alpine's growth strategy and sporting ambitions in Formula 1. The significant refinement of the team's trackside operation is already assisting in strengthening valued partnerships, as well as forging new relationships for years to come.

The hospitality unit houses state-of-the-art communications equipment in its meeting rooms and working areas ensuring seamless connections.

BWT also worked in collaboration for the new motorhome, providing water filtration technology to the entire water distribution system. They have provided the unique technology at each of the bar positions within the motorhome.

Further sustainability has been achieved by using the latest Renault Truck models, which provide a 10% fuel saving and 10% CO2 reduction by using the latest DE13 Turbo Compound Engine. All equipment used has been selected against efficiency criteria.

The structure was built by German specialised company Schuler Fahrzeugbau and is used at all European rounds of the Formula 1 season.



About BWT Alpine F1 Team

BWT Alpine F1 Team competes in the FIA Formula One World Championship with race winners Esteban Ocon and Pierre Gasly. Under the guidance of CEO Philippe Krief, Alpine is the French-style sports car brand founded in 1955 by Jean Rédélé. The Alpine Business Unit was created in 2021 and became the brand dedicated to innovative, authentic and exclusive sportscars of the Renault Group, benefiting from the heritage and craftsmanship of its historic plant in Dieppe as well as the engineering mastery from BWT Alpine F1 Team, Alpine Racing and Alpine Cars.

About Philippe Starck

Philippe Starck, world famous creator with multifaceted inventiveness, is always focused on the essential, his vision: that creation, whatever form it takes, must improve the lives of as many people as possible. This philosophy has made him one of the pioneers and central figures of the concept of "democratic design".

By employing his prolific work across all domains, from everyday products (furniture, a citrussqueezer, electric bikes, an individual wind turbine), to architecture (hotels, restaurants that aspire to be stimulating places) and naval and spatial engineering (mega yachts, space habitation module), he continually pushes the boundaries and requirements of design, becoming one of the most visionary and renowned creators of the international contemporary scene.

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