

# LIGHTNESS + TAILORED

PERSONALIZATION DRIVEN BY EFFICIENCY AND MATERIAL INTELLIGENCE



**GWENAELE POULET**  
SENIOR CMF DESIGNER | ALPINE CARS

# LIGHTNESS + TAILORED

PERSONALIZATION DRIVEN BY EFFICIENCY AND MATERIAL INTELLIGENCE



**01** THE RIGHT MATERIAL  
THE FOUNDATION OF ALPINE DNA



**02** SPORTY ELEGANCE  
BALANCING EMOTION & EFFICIENCY



**03** PERSONALIZATION  
PRECISION NOT ACCUMULATION

# LIGHTNESS + TAILORED

PERSONALIZATION DRIVEN BY EFFICIENCY AND MATERIAL INTELLIGENCE



01

## THE RIGHT MATERIAL

THE FOUNDATION OF ALPINE DNA



BEFORE PERSONALIZING  
CHOOSE RIGHT



## LIGHTNESS + TAILORED

PERSONALIZATION DRIVEN BY EFFICIENCY AND MATERIAL INTELLIGENCE



**IN AUTOMOTIVE INTERIORS, MATERIALS ARE NOT DECORATIVE**  
THEY DEFINE LIGHTNESS, PERFORMANCE AND PERCEIVED QUALITY

### DISCUSSION POINTS

*MATERIAL AS THE FIRST MARKER OF LIGHTNESS [VISUAL, TACTILE, EMOTIONAL]*

*RAW TEXTURES, BEAUTY OF TECHNIC, TRANSPARENCY: MAKING LIGHTNESS PERCEPTIBLE*

*FEWER MATERIALS, BETTER CHOICES*

*CMF AS A DIRECT EXPRESSION OF PERFORMANCE*

**“LIGHTNESS STARTS WITH MATERIAL HONESTY”**

**01 THE RIGHT MATERIAL**  
THE FOUNDATION OF ALPINE DNA



LIGHTNESS + TAILORED

PERSONALIZATION DRIVEN BY EFFICIENCY AND MATERIAL INTELLIGENCE

# DNA

ALPINE CMF

01 THE RIGHT MATERIAL  
THE FOUNDATION OF ALPINE DNA



LIGHTNESS + TAILORED

PERSONALIZATION DRIVEN BY EFFICIENCY AND MATERIAL INTELLIGENCE



## FRENCH SAVOIR-FAIRE

FORM FOLLOWS FUNCTION | LIGHTWEIGHT STRUCTURE | TECHNICAL BEAUTY | FROM F1 TO PRODUCTION



*FROM DIEPPE WITH LOVE*

**01** THE RIGHT MATERIAL  
THE FOUNDATION OF ALPINE DNA



# LIGHTNESS + TAILORED

PERSONALIZATION DRIVEN BY EFFICIENCY AND MATERIAL INTELLIGENCE



**BODY COLOR**  
50 SHADES OF BLUE



**3D PRINT**  
AS TECHNO | AS JEWELLRY



**FIBERS**  
CARBON IS A MUST  
BUT NOT ONLY [LINEN...]



RESPONSIBLE MATERIAL  
STRUCTURAL MATERIAL  
PREMIUM GENUINE MATERIAL

**TRANSPARENCY**  
HIGHLIGHT TECH + LIGHTNESS



**METAL**  
AS STRUCTURAL



**LEATHER**  
AS RESPONSIBLE



**LIGHT**  
AS SENSATION BOOSTER

## ALPINE COLOR AND MATERIAL STATEMENTS

### 01 THE RIGHT MATERIAL THE FOUNDATION OF ALPINE DNA

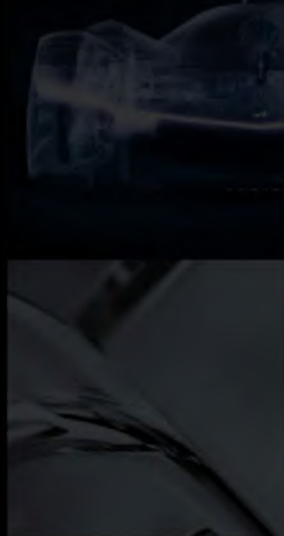


# LIGHTNESS + TAILORED

PERSONALIZATION DRIVEN BY EFFICIENCY AND MATERIAL INTELLIGENCE



## ALPINE COLOR AND MATERIAL STATEMENTS



**BODY COLOR**  
50 SHADES OF BLUE

**3D PRINT**  
AS TECHNO | AS JEWELLRY

**FIBERS**  
CARBON IS A MUST  
BUT NOT ONLY [LINEN...]

**TRANSPARENCY**  
HIGHLIGHT TECH + LIGHTNESS

**METAL**  
AS STRUCTURAL

**LEATHER**  
AS RESPONSIBLE

**LIGHT**  
AS SENSATION BOOSTER

**01 THE RIGHT MATERIAL**  
THE FOUNDATION OF ALPINE DNA



LIGHTNESS + TAILORED

PERSONALIZATION DRIVEN BY EFFICIENCY AND MATERIAL INTELLIGENCE



## ALPINE COLOR AND MATERIAL STATEMENTS

“ LIGHTNESS STARTS WITH **MATERIAL HONESTY** ”

**01** THE RIGHT MATERIAL  
THE FOUNDATION OF ALPINE DNA



## LIGHTNESS + TAILORED

PERSONALIZATION DRIVEN BY EFFICIENCY AND MATERIAL INTELLIGENCE



# 02

**SPORTY ELEGANCE**  
BALANCING EMOTION & EFFICIENCY



**WHEN LUXURY  
BECOMES LIGHT**



## LIGHTNESS + TAILORED

PERSONALIZATION DRIVEN BY EFFICIENCY AND MATERIAL INTELLIGENCE



### ALPINE ELEGANCE LIVES IN CONSTANT TENSION EMOTION | PERFORMANCE | SIMPLICITY



#### DISCUSSION POINTS

*SPORTY LUXURY VS EXTRAVAGANT LUXURY*

*OUR CARS ARE DESIGNED TO LAST OVER TIME  
HIGH-QUALITY, HANDMADE, DURABLE AND HONEST MATERIALS*

*CMF AND SOBRIETY HELP TO CREATE A SINCERE, HIGH-END PERCEPTION, FAR FROM OSTENTATION*

*SOBRIETY & TIMELESS AS A MARKER OF PREMIUM PERCEPTION*



“ TRUE ELEGANCE IS EFFICIENT ”

**02** SPORTY ELEGANCE  
BALANCING EMOTION & EFFICIENCY



# LIGHTNESS + TAILORED

PERSONALIZATION DRIVEN BY EFFICIENCY AND MATERIAL INTELLIGENCE

*CAPSULE A110 R70*

*NO STICKERS | CARBONE VISIBLE*

*A110 R ULTIME*



*3D PRINT SEAT | LIGHTNESS*

*HANDMADE PAINTING DETAILS*

*HANDMADE GRADIENT BODY PAINT*

## 02 SPORTY ELEGANCE

BALANCING EMOTION & EFFICIENCY



LIGHTNESS + TAILORED

PERSONALIZATION DRIVEN BY EFFICIENCY AND MATERIAL INTELLIGENCE



03

**PERSONALIZATION**  
PRECISION NOT ACCUMULATION



**THE ALPINE APPROACH  
TO BESPOKE**



## LIGHTNESS + TAILORED

PERSONALIZATION DRIVEN BY EFFICIENCY AND MATERIAL INTELLIGENCE



**AT ALPINE, PERSONALIZATION IS NOT ENDLESS CHOICES,  
BUT AN INTELLIGENT SELECTION ALIGNED WITH BRAND DNA.**

---

### DISCUSSION POINTS

*FROM INFINITE OPTIONS TO CURATED CHOICES*

*CO CREATION WITH THE CLIENT WITHOUT ALTERING THE INTERIOR/EXTERIOR SILHOUETTE*

*THE DESIGNER AS A CURATOR, NOT AN OPTIONS STACKER*

*CREATING UNIQUE CARS WHILE PRESERVING A STRONG IDENTITY*

---

**“ PERSONALIZATION IS ABOUT REFINEMENT, NOT EXCESS ”**

**03** PERSONALIZATION  
PRECISION NOT ACCUMULATION



LIGHTNESS + TAILORED

PERSONALIZATION DRIVEN BY EFFICIENCY AND MATERIAL INTELLIGENCE

ATELIER  
**A110 R ULTIME**  
ALPINE CME EXAMPLE OF PERSONALIZATION

**03** PERSONALIZATION  
PRECISION NOT ACCUMULATION

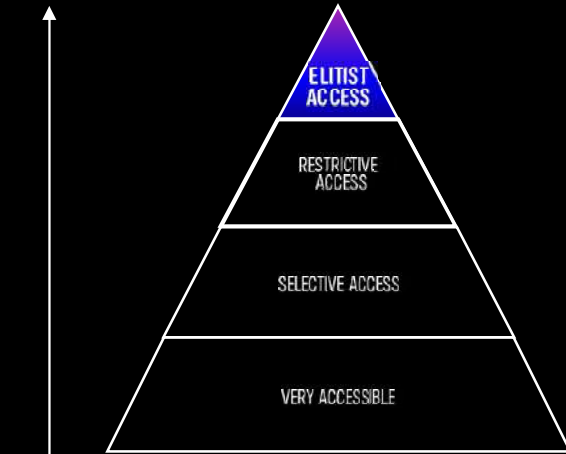


# LIGHTNESS + TAILORED

PERSONALIZATION DRIVEN BY EFFICIENCY AND MATERIAL INTELLIGENCE

## ATELIER

EXCLUSIVITY



DESIRABILITY



### CAPSULE VELVET SHADOW

ONE-OF / ON DEMAND

**03** PERSONALIZATION  
PRECISION NOT ACCUMULATION



# LIGHTNESS + TAILORED

PERSONALIZATION DRIVEN BY EFFICIENCY AND MATERIAL INTELLIGENCE

## ATELIER

CREATE YOUR OWN

FROM RACING

TO TOURING



CO CREATION WITH THE CLIENT

**03** PERSONALIZATION AS  
PRECISION NOT ACCUMULATION



LIGHTNESS + TAILORED

PERSONALIZATION DRIVEN BY EFFICIENCY AND MATERIAL INTELLIGENCE



## UNIQUE CARS | SHARED DNA

HOW FAR CAN PERSONALIZATION GO ?



### DISCUSSION POINTS

*DEFINING THE NECESSARY LIMITS OF PERSONALIZATION*

*WHAT MUST REMAIN IMMUTABLE IN AN ALPINE INTERIOR*

*MAINTAINING GLOBAL COHERENCE WHILE DELIVERING UNIQUENESS*

*AT ALPINE, THE FUTURE OF BESPOKE SPORTY INTERIORS IS ALL ABOUT PRECISION, ELEGANT SPORTINESS, TECHNICAL REFINEMENT  
AND ALWAYS GUIDED BY LIGHTNESS*



**“ EVERY ALPINE CAN BE UNIQUE | BUT IT SHOULD ALWAYS FEEL LIKE AN ALPINE ”**



# THANK YOU

*" AT ALPINE, LIGHTNESS IS NOT A CONSTRAINT  
IT IS THE FRAMEWORK THAT ENABLES  
MEANINGFUL PERSONALIZATION. "*



GWENAELE POULET  
SENIOR CMO DESIGNER | ALPINE CARS