



## BWT AND ALPINE F1 TEAM COMBINE FORCES IN STRATEGIC PARTNERSHIP AIMED AT SUSTAINABILITY DRIVE

- BWT and Alpine F1 Team have signed a strategic, long-term partnership, which will see the Austrian water treatment supplier become the title partner of Alpine F1 Team from 2022
- The French team will become known as BWT Alpine F1 Team with immediate effect
- Renowned pink colour of BWT will be incorporated into Alpine's famous blue livery
- BWT and Alpine will work together to spread the message of sustainability around the world utilising the combined global platforms of Formula 1 and the automotive industry

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Alpine F1 Team and BWT, one of the leading suppliers of water treatment systems worldwide, are delighted to announce a strategic, long-term partnership. BWT becomes the title partner of Alpine F1 Team from the 2022 season onwards, with the team becoming **BWT Alpine F1 Team**.

Alpine has committed to use BWT's iconic pink branding to spread the message of sustainability and social responsibility further around the world, utilising the combined global platforms of Formula 1 and the automotive industry. The pink colour symbolises BWT's mission to 'Change the World – sip by sip' and to make it a little bit better every day by implementing the Bottle Free Zone concept.

For Alpine this is a major new step forward as it aims to challenge for the championship within 100 races into this new regulations era. Since entering the series in 2021, Alpine has proved itself to be a dynamic and agile team capable of racing at the front and punching above its weight, on and off track. It has also made a commitment to use the unique platform of Formula 1 and the car industry to bring prominent social matters to the fore.

BWT – Best Water Technology – Europe's market leader in water treatment, continues the mission to provide water of perfect quality for all purposes, everywhere in the world, directly from the tap, the water dispenser, or the table water filter. With innovative, patented BWT technologies, local water is filtered



and at the same time enriched with valuable minerals and trace elements such as magnesium, zinc, and silicate, saving the time and energy-consuming transport, storage, and disposal of water bottles.

Alpine F1 Team and BWT are dedicated to working collectively to analyse its impact on the wider world and drastically reduce its carbon footprint across its respective fields. An elimination of single use plastic consumption is just the first step.

**Cédric Journel, Alpine Sales and Marketing Vice President,** said:

*“We are excited to announce that BWT will be the title partner for Alpine F1 Team for the next years. Both Alpine’s and BWT’s sustainability agendas are fully aligned on eliminating single use plastics and we are pleased to join forces to convince many people around the globe, our employees, partners, customers and fans to reduce plastic waste. In parallel we will use the huge global platform F1 provides to support BWT in their fight against the unfair distribution of clean, safe and healthy drinking water.”*

**Lutz Hübner, CMO of BWT,** said:

*“We are proud to become part of **BWT Alpine F1 Team** as its title partner. With our unique and patented water treatment technologies and Alpine’s large global following, we can help to ‘Change the world – sip by sip’. The first stage will be to create BWT Bottle Free Zones across all the Alpine factories and at race events. The joining of forces to increase awareness, as well as to fight for sustainability, aligns BWT and Alpine perfectly. Besides that, BWT has been investing for more than two decades in the development of membranes for our future hydrogen-powered economy. We are meanwhile one of the world’s leading suppliers in membranes for the production of green hydrogen and in membranes for fuel cells – the energy converter of the 21st century. Together with our new partners, we will contribute to emission-free racing and sustainable fuel cell electric mobility.”*

### About Alpine F1 Team

Alpine F1 Team competes in the FIA Formula One World Championship with Grand Prix winner Esteban Ocon and two-time World Champion Fernando Alonso. Led by Laurent Rossi, the team won the Hungarian Grand Prix in its first year of competition in 2021 and scored a podium finish at the Qatar Grand Prix to finish fifth in the Constructors' Championship. Alpine is the French sports car brand founded in 1955 by Jean Rédélé and is today Renault Group’s dedicated brand for innovative, authentic and exclusive sports cars. An enlarged Business Unit allows Alpine to benefit from the heritage and expertise of its historic Dieppe plant as well as the engineering expertise of the Alpine F1 Team, Alpine Racing and Alpine Cars.

### About BWT

The Best Water Technology Group is Europe’s leading water technology company with a staff of more than 5,500, working on innovative, economic and ecologically



friendly water treatment technologies to provide private households, industry, commerce, hotels and municipalities with the safest, healthiest and most hygienic water possible for their day-to-day needs. BWT provides modern water treatment systems and services for drinking water, process water, pool water and, especially, WFI – water for injection for the pharmaceutical and biotech industry. The company’s research and development staff works on new techniques and materials using cutting-edge methods to develop economical and ecologically friendly products. Employees work particularly hard to create products which use fewer resources and less energy, thereby reducing CO2 emissions.

Sustainability is in BWT’s DNA, and every BWT product contributes to the conservation of our most valuable resource, water. BWT’s Claim – For You and Planet Blue – is today more relevant than ever before, given the challenges our society faces worldwide today. With its unique and patented water treatment technologies, BWT contributes every day to “Change the World – sip by sip” – not only through the creation of “Bottle Free Zones” but also with its worldwide leading know how in the development and production of high-performance membranes for the fuel cell – the energy converter of the 21<sup>st</sup> century.

