

Alpine's Success Formula

Most EMMA Award winners run their Sound Systems with Alpine head units

Herning/Denmark, Oct. 29th 2007 - Europe's cream of the crop sound cars were again in demand: this year's remarkable challenge THE EMMA EUROPEAN CHAMPIONSHIPS 2007 were carried out at Scandinavia's biggest Motor Show "Cars for Everyone" in Herning/Denmark. Again the EMMA Finals were a great success drawing competitors from all across Europe.

More than 200 top notch sound cars from 24 countries were competing on this 2007 highlight event. All of them had one target - they all desired to become European Champion in one or even more EMMA competition categories. On this international platform Alpine has proven again its commitment to providing the ultimate in car sound performance.

And the winner is...

Superior know-how, perfect craftsmanship, creativity and musicality in conjunction with the best possible choice of high quality products were unrivaled preconditions to secure a podium position at this international contest. And again Alpine products gave proof of being one unimpeachable key to take home trophies from this highlight event of Europe's mobile media competition season!

Among more than 200 competitors the international EMMA judge team had to select and to nominate the 2007 European Champions. 18 championship-titles were waiting to be achieved – 10 of those First Place Trophies were awarded to competition cars running their mobile media system with Alpine headunits.

Alpine products dominated the EMMA competition categories Sound Quality, Multi Media and ESPL (European Sound Pressure League). Within the Sound Quality League Alpine was holding an overall headunit contingent of 41 %. In all other competition formats related percentages of Alpine units were improving their superior sound quality.

First-time European Champions like Manuel Hoffman from Germany as well as those who already tripled or quadrupled their European Championship like Per Söder from Sweden are using Alpine devices as a true license to win.

The ultimate Meeting Point

The Alpine Team Area in the competition hall was a perfect place to have a cold drink and a great view on a selection of exceptionally nice demo cars surrounded by some sweet n' hot girls. Here was the right contact point to meet mobile media specialists and enthusiasts from all over Europe as well as staff members from the international Alpine divisions.

The Sound of Europe

The EMMA@WORK European Supercup 2008 was launched at the Eurofinals in Herning

A new remarkable challenge called **EMMA European Supercup 2008** is now launched to be mastered! The target of this new challenge is to generate a Championship for National Teams to show their professionalism and perfection in installing a Car Audio System on highest quality level.

Five teams from five Nations – each team is uniting maximum five top skilled car hifi installers. All teams are aiming for the same goal: they all want to win the EMMA@Work European Supercup 2008 trophy plus 5000 € cash!

Among those powerful and feature loaded top products waiting to be united to a state of the art sound system there will be five AlpineF#1 Status CD Headunits DVI-9990 as well as five Alpine F#1 Status PXI-H990 Multi Media Manager. They were destined by the International Supercup Committee to supply those five competition cars with an outstandingly superb sound performance.

For further info about Alpine's top products please visit: <http://www.alpinef1status.com/>

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