

Press release

Next evolution stage - CUBE has won the bidding as exclusive event partner of the Safety Park South Tyrol.

CUBE brand communications has successfully participated in the international pitch „Exclusive Event Partner Safety Park South Tyrol“. The agency from Ingolstadt will offer tailor-made, brand-neutral Driving & Riding programmes for international customers in the driving safety and driving experience centre in Bolzano.

The Safety Park South Tyrol is a driving safety and experience centre with various dynamic surfaces, handling courses and off-road tracks as well as a "racy" kart track. The adjoining conference rooms and restaurant also ensure a first-class quality of stay.

If you then take exquisite location factors such as 300 days of sunshine, one of the most beautiful alpine natural spaces in Europe, top gastronomy and hotels as well as perfect infrastructural connections, the result is a location with unique event possibilities. By winning the bidding, CUBE brand communications as event partner of the Safety Park South Tyrol enters into an exclusive marketing partnership lasting several years with the aim of implementing tailor-made Driving & Riding programmes for different international target groups.

The offers are aimed equally at manufacturers of cars, motorcycles and commercial vehicles as well as their suppliers. Customers from corporate business and the leisure industry are also addressed. The portfolio ranges from marketing and sales-based events and classic corporate incentives to testing and driver trials.

"We want to take innovative steps in Bolzano and, among other things, translate forward-looking technologies such as driver assistance systems and electromobility into tangible programmes," explains agency founder Frank Fichtner, adding: "At the same time, of course, we also have all the classic adrenalin-based driving and riding formats in mind.

"For us, the long-term partnership with Safety Park South Tyrol marks the next step in the evolution of our still young company history. While we have so far mainly acted as a service provider in the driving experience segment, the role in Bolzano is a different one. On the one hand as an independent organiser, on the other hand with a much wider range of event formats," Fichtner continues.

CUBE brand communications is an owner-managed newcomer agency with a turnover of over three million euros, 50 employees and more than 1000 events in more than ten countries that already ranks among the top communication agencies.

"As the lead agency of the Audi driving experience center, the largest driving experience center of AUDI AG, we already bring a great deal of experience in the implementation of highly professional driving experience programs to our partnership with Safety Park South Tyrol," emphasizes Dr. Michael Schilhaneck, co-owner and managing director of CUBE brand communications. This ranges from event management and customer consulting to guest support and staging technology to mechanics and logistics.

"Premium is the outstanding attribute of the entire location in Safety Park South Tyrol. Its unbeatable advantage is undoubtedly its embedding in the grandiose Dolomites with its almost unlimited leisure and outdoor possibilities, with culture, gastronomy and the hotel

industry on an absolute top level. More class is not possible", says Schilhaneck. All in all, these are the best conditions for unique events on two, four or more wheels. "By winning the bid, CUBE is taking another important step in its development," summarizes Schilhaneck. "We are therefore looking forward to the partnership with the Safety Park South Tyrol with enthusiasm.

About CUBE brand communications

CUBE brand communications is an internationally active, owner-managed agency for brand communication with a focus on experiential marketing and brand building. A special focus is on the area of Driving & Riding Experience. Founded in January 2018 in Ingolstadt, the company currently employs 50 people, has an annual turnover of over three million euros and is involved in more than 1000 events in more than ten countries every year. Its customers include AUDI AG and other automotive companies from southern Germany.

Further information on CUBE brand communications can be found at www.cube-bc.com or on request under the contact details listed below.

Contact

CUBE brand communications GmbH

Michael Angermüller
Marketing Manager
Dr.-Ludwig-Kraus-Straße 2
85080 Gaimersheim

Phone: +49 (0) 162 – 134 06 14
Mail: info@cube-bc.com



Picture 1: CUBE brand communications will in future offer tailor-made, brand-neutral Driving & Riding programmes for international customers in the Safety Park South Tyrol.
(Source: Alfred Tschager Photography & Co)



Picture 2: Frank Fichtner and Dr. Michael Schilhaneck, founder and co-owner of CUBE brand communications (from left to right)
(Source: CUBE brand communications GmbH)



Picture 3: Framed by the grandiose Dolomites: the Safety Park South Tyrol
(Source: Alfred Tschager Photography & Co)



Picture 4: Driving experience in the off-road area of the Safety Park South Tyrol
(Source: Arnold Ritter)



Picture 5: Also for trucks: Driving programmes at Safety Park South Tyrol
(source: Arnold Ritter)



Picture 6: Challenge: Riding Experience in the Safety Park South Tyrol
(Source: Arnold Ritter)