



RIDING EXPERIENCE

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RIDING EXPERIENCE ALTO ADIGE - NEW PROVIDER FOR MOTORBIKE EXPERIENCES IN SOUTH TYROL

With the beginning of the regained freedom to travel, the new motorbike experience provider [Riding Experience Alto Adige](#) also starts on the market and offers motorbike fans as well as the motorbike industry a unique riding experience setting in Alto Adige.

Feel the fresh breeze, enjoy the warming rays of the sun, experience the passing landscapes. Riding a motorbike is more than just getting from A to B. Motorcycling is more than a hobby. It is an attitude to life. One that requires the utmost concentration and optimal control of the machine. An attitude to life that lets adrenalin flow through your veins, that makes you forget everyday life and makes you happy. Motorcyclists can now experience this joy of life with Riding Experience Alto Adige, a new provider of motorbike experiences in South Tyrol.

The services offered by Riding Experience Alto Adige range from various technical training courses and touring experiences to motorbike rentals and the exclusive marketing of a driving safety centre for motorbike events. The starting point for all activities is the [Safety Park Alto Adige](#). This unique driving safety and experience centre is located directly at the Bolzano South motorway exit, is surrounded by the fascinating mountain ranges of South Tyrol and offers ideal opportunities for combining motorbike training and motorbike tours.

Training and tour as a core service

With various dynamic surfaces, a long handling course, a circuit and kart track as well as varied off-road and motocross tracks, the Safety Park Alto Adige offers an ideal training infrastructure for motorcyclists. (Re-)beginners can train here for the basic safety that is so important for the touring experience, while advanced riders will find numerous impulses and challenges to further improve their motorbike technique.

However, the training is just the beginning of the riding adventure in Alto Adige. The real start is with the motorbike experiences in the open countryside. In just ten minutes you can reach the first mountain passes from the Safety Park Alto Adige, which open the gateway to the many picturesque corners of the Dolomites. (Re-)beginners will find themselves on gently sweeping mountain curves and panoramic drives, while more advanced motorcyclists will find challenging mountain ridges with hairpin bends and adventurous gravel roads.

Special flair South Tyrol

With over 300 days of sunshine, the holiday feeling around the Safety Park Alto Adige cannot be topped. The combination of Mediterranean climate and alpine mountains makes the heart of all sun lovers and nature lovers beat faster. Add to this the region's first-class cuisine and a multitude of beautiful hotels or individual flats. Sit back, relax, enjoy yourself is the motto - in order to be able to seek out the adventure of motorcycling again the next day!



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Event infrastructure for the motorbike industry

The Safety Park Alto Adige is also the first port of call for business-to-business when it comes to motorcycling in South Tyrol. The various tracks of the 20-hectare riding area are equally suitable for product training, sales events, press events or test rides for technical development. The adjoining business building with various conference and meeting rooms, an extensive exhibition area and a restaurant can accommodate events for up to 300 people. The city centre and the exhibition grounds of Bolzano are only a few kilometres away from the Safety Park Alto Adige.

Frank Fichter, Managing Director of Riding Experience Alto Adige, is convinced: "With the mountain world of South Tyrol, the training location Safety Park Alto Adige and our regional partner network, we offer the motorbike scene a unique riding experience setting that will inspire for a long time to come". The preparation time was long, so Fichtner is now all the more pleased "that the season is finally starting and the first events are already on the schedule!"

ABOUT RIDING EXPERIENCE SOUTH TYROL

Riding Experience Alto Adige is a new provider of extraordinary motorbike experiences in South Tyrol. Its services range from various technical training courses and touring experiences to motorbike rentals and the marketing of the Safety Park Alto Adige driving safety centre. The Safety Park Alto Adige is located directly at the Bolzano South motorway exit, is framed by the mountain ranges of South Tyrol and offers ideal opportunities for combining motorbike training and motorbike tours. With 300 days of sunshine, year-round riding is possible there.

Riding Experience Alto Adige is an experience offered by CUBE brand communications, an owner-managed agency for brand communications with a focus on driving & riding experience services. The agency was founded in Ingolstadt in 2017 and currently employs almost 50 people. Its clients are international automobile and motorbike manufacturers as well as their suppliers and service providers.

CUBE brand communications is the exclusive event partner of the Safety Park Alto Adige.

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Image 1: Excellent training possibilities at the Safety Park Alto Adige
(Source: Riding Experience Alto Adige)



Image 2: Riding Experience Alto Adige – the ideal combination of motorbike trainings and tours
(Source: Riding Experience Alto Adige)



Image 3: Also possible: rental fleet for motorbike trainings and motorbike tours
(Source: Riding Experience Alto Adige)



Image 4: B2B event infrastructure for the motorbike industry: multi-storey business building in the Safety Park Alto Adige with restaurant and meeting rooms
(Source: Safety Park Alto Adige, Arnold Ritter)



Image 5: Frank Fichtner, the brain behind Riding Experience Alto Adige
(Source: Riding Experience Alto Adige)