



DRIVING EXPERIENCE

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DRIVING EXPERIENCE ALTO ADIGE - NEW PROVIDER FOR EXTRAORDINARY DRIVING EVENTS AND DRIVING EXPERIENCES IN SOUTH TYROL

At the beginning of the year a newcomer enters the market of driving and training events. The new provider Driving Experience Alto Adige has an exclusive infrastructure of on- and off-road facilities in South Tyrol and thus positions itself as a partner for tour and event organizers as well as for the automotive industry.

Driving Experience Alto Adige is a new provider of exceptional driving experiences in South Tyrol. With the varied Safety Park Alto Adige in Bolzano and the spectacular Off-road Park in the Puster Valley, it has two exclusive training locations that offer a special combination of professional driver training and a spectacular touring experience. Driving Experience Alto Adige will in future offer this infrastructure to tour and event organizers as well as to the marketing departments of car manufacturers in order to make their programs in South Tyrol more eventful.

Unique Safety Park Alto Adige driving center - the ideal stopping point for any driving tour of South Tyrol

The Safety Park Alto Adige is a unique driving experience center located directly at the Bolzano South exit of the motorway and framed by the fascinating mountain ranges of South Tyrol. With 300 days of sunshine, the center is open almost all year round. First mountain adventures like the Mendel Pass can be reached after a ten-minute drive. Touring attractions such as Lake Carezza, the Alpe di Siusi or the Stelvio Pass are only 30 to 60 minutes away. With its various dynamic areas, a long handling course, a circular track and kart track as well as a varied off-road course, the Safety Park Alto Adige is a perfect training ground for the tour adventures in the South Tyrolean mountains. Whether it's a start or a stopover - the Safety Park Alto Adige is an ideal stopping point for every driving tour through South Tyrol.

Offroad Park Pustertal - Eight different off-road challenges in the alpine paradise

Embedded in the picturesque backdrop of the Dolomites, the 20-hectare off-road area comprises eight varied driving stations. Fans of challenging terrain can look forward to different types of surface such as gravel, sand, stone or mud. There are also bumps, grooves and pits to master. A slalom course, several slopes of varying steepness as well as curvy forest sections round off the riding possibilities. With the famous Pragser Wildsee, which in the warm seasons reflects all shades of green to blue, "the special lunch" is waiting just around the corner.

Event infrastructure for the automotive industry

The Safety Park Alto Adige is also an ideal venue for business-to-business events. The various tracks on the almost 20-hectare site can be used for product training, sales events, press events or test drives for technical development. The adjoining business building with various conference and meeting rooms, an extensive exhibition area and a



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restaurant can accommodate events for up to 400 people. Moreover, the city center or the exhibition grounds of Bolzano are only a few kilometers away from Safety Park Alto Adige.

"For almost a year we have been preparing the market approach. We are pleased to finally be visible and to offer two new experience possibilities to the Driving Experience industry with our two driving areas" says Dr. Michael Schilhaneck, Managing Director of Driving Experience Alto Adige. From now on, the aim is to establish the two largely unknown driving locations in the scene and to continually expand the range of services offered by Driving Experience Alto Adige, he continues. In this regard, Schilhaneck mentions the infrastructural expansion in the direction of snow and ice surfaces for Winter Driving Experiences as well as the offer of a vehicle fleet as strategic goals. So it remains exciting to see how the newcomer will develop.

ABOUT DRIVING EXPERIENCE ALTO ADIGE

Driving Experience Alto Adige is a new provider of driving experiences in South Tyrol and belongs to the service portfolio of CUBE brand communications, an agency from Ingolstadt specializing in Driving & Riding Experience Services. Among other things, CUBE brand communications is the exclusive event partner of Safety Park Alto Adige and in this capacity is responsible for the international marketing of the site.

CONTACT

Julian Scholl

Mail: info@driving-xp.com

Phone: +49 (0) 152 22 582 002

www.driving-xp.com

CUBE brand communications GmbH

Dr.-Ludwig-Kraus-Str. 2

85080 Gaimersheim



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Image 1: Sun-flooded and framed by mountains - the Safety Park Alto Adige
(Source: Beyond Green)



Image 2: Watering options and different grip surfaces
(Source: STA AG)



Image 3: Nine lanes for diverse driving scenarios
(Source: STA AG)



Image 4: Spectacular - Tours through the South Tyrolean mountains
(Source: Beyond Green)



Image 5: Pure adventure at the Offroad Park Pustertal
(Source: STA AG)



Image 6: Dr. Michael Schilhaneck, head in the background of Driving Experience Alto Adige
(Source: Driving Experience Alto Adige)

