

## **DRIVING EXPERIENCE ALTO ADIGE - TWO NEW PARTNERSHIPS FOR THE SPECIAL DRIVING EXPERIENCE IN ALTO ADIGE**

**Driving Experience Alto Adige is a new provider of special driving experiences in Alto Adige. Alto Adige and has an exclusive infrastructure of on- and off-road opportunities in Bolzano and the surrounding area. Together with BMW and Jochen Schweizer, Driving Experience Südtirol has set up two new strategic partnerships to further increase the quality of the offer and the distribution network.**

Driving Experience Alto Adige is located in the Safety Park Alto Adige, a varied driving centre situated directly at the motorway exit Bolzano South and surrounded by the fascinating mountain ranges of Alto Adige. With 300 days of sunshine, riding here is possible almost all year round. The first mountain adventures, such as the Mendel Pass, can be reached after only a ten-minute drive. Tour attractions such as Lake Carezza, the Alpe di Siusi or the Sella Pass are only 30 to 60 minutes away. With its total of nine different driving routes and direct access to the South Tyrolean mountains, the Safety Park Alto Adige offers a unique combination of professional driving training and spectacular touring experience. Since the driving centre also has a spacious customer centre with an adjoining restaurant, business events with up to 300 people can also be realised.

### **Partner for tour and training providers, car clubs and the automotive industry**

Since the beginning of the year, Driving Experience Alto Adige has been offering the infrastructure around the Safety Park Alto Adige to the target groups of tour organisers, training providers, automobile clubs as well as the marketing departments of car manufacturers, so that they can make their programmes in South Tyrol more eventful. "We are very satisfied with the developments in the first quarter," says Dr. Michael Schilhaneck, Managing Director of Driving Experience Alto Adige, assessing the market approach. "Numerous individual events, the first series of events and some major events are already on the books."

Due to its obvious suitability as an incentive event location for B2B customers, the MICE agency sector is another relevant target group that Driving Experience Alto Adige will increasingly approach in the future.

### **Strategic cooperation with BMW and Jochen Schweizer**

In recent weeks, Driving Experience Alto Adige has established two strategic partnerships. The first is with BMW rent, a specialist for vehicle rentals belonging to the BMW group. Through BMW rent, Driving Experience South Tyrol now has access to a comprehensive, state-of-the-art fleet of BMW vehicles. This portfolio includes, for example, the high-performance BMW M models such as the M4, M5, M8 or elegant convertibles such as the 2 Series, 4 Series, 8 Series and Z4. Added to this is BMW's SUV and off-roader range with X4 to X8 as well as the brand

new, all-electric BMW iX. All in all, this results in a premium vehicle range that offers the right vehicle for every Driving Experience fan.

The second cooperation partner is the MICE specialist Jochen Schweizer Corporate Solutions, industry leader for emotional employee and customer loyalty through experiences. Driving Experience Alto Adige has designed a special, modular programme of Dolomite excursions for Jochen Schweizer Corporate Solutions, which combines training and touring as well as acceleration and deceleration in a hitherto unique way.

"The cooperation with BMW rent and Jochen Schweizer Corporate Solutions is an important development step for us, as we have directly increased our offer quality through BMW vehicle access and have found a strong sales partner in Jochen Schweizer Corporate Solutions," Schilhaneck explains the business development activities and continues: "Whether driving routes, vehicles, driving programmes or beautiful weather and spectacular mountains - everything is set for unforgettable driving experience experiences!"

## **About Driving Experience Alto Adige**

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

## **About CUBE brand communications**

CUBE brand communications is an internationally active, owner-managed agency for brand communication with a focus on brand experience and brand building. The agency was founded at the beginning of 2018, currently employs over 50 people and has an annual turnover of over 3 million euros. Its clients are international automobile and motorbike manufacturers as well as technology companies and service providers in the automotive industry. CUBE brand communications also belongs to an innovative group of companies. Under the claim "Develop future technology - experience future technology", five start-ups have joined forces to act synergistically on the market. The group has a total of 200 employees at eight international locations.

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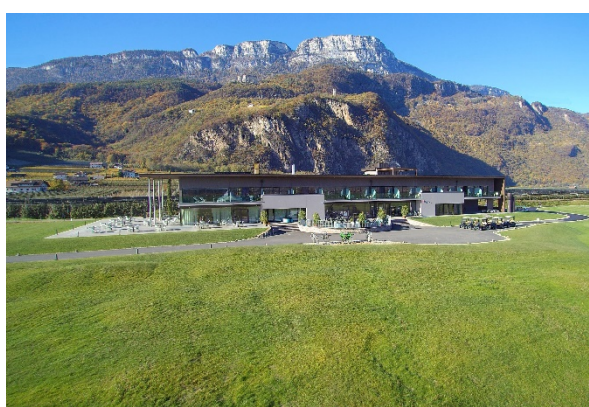
**Image 1:** Pure driving pleasure in Alto Adige with the latest BMW models *(Source: BMW driving experience)*



**Image 2:** Nine sections for a variety of training programmes - the Safety Park Alto Adige *(Source: STA AG)*



**Image 3:** Impressive tours through the Alto Adige mountains *(Source: Beyond Green)*



**Image 4:** After acceleration comes deceleration - partner hotels of Driving Experience Alto Adige *(source: The Lodge)*



**Image 5:** Phenomenal landscapes in Alto Adige (*Source: Driving Experience Alto Adige*)



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