

## **DRIVING EXPERIENCE ALTO ADIGE PRESENTS NEW HUB FOR ON-ROAD TESTS**

**After Driving Experience Alto Adige entered the market at the beginning of the year as a new event provider focusing on driving trainings and tours in Alto Adige, the newcomer is now expanding its service portfolio. Driving Experience Alto Adige has an exclusive infrastructure in Bolzano, which is also suitable as a central contact point for on-road testing. This additional offer is primarily aimed at technical departments of automobile manufacturers and their development partners.**

The home of Driving Experience Alto Adige is the Safety Park Alto Adige, a varied driving center located directly at the Bolzano South freeway exit and framed by the fascinating mountain ranges of Alto Adige. With its various dynamic areas, a long handling course, a test track with double straights, a circular track and a kart track, as well as a varied off-road track, the Safety Park Alto Adige is a perfect driving area in the middle of the South Tyrolean mountains. Suitable routes and pass roads for test drives are in the immediate vicinity - the first mountain adventures, such as the well-known Mendel Pass, can be reached in just 15 minutes. The Alpe di Siusi, Sella Ronda and Lake Garda are also only 60 to 90 minutes away.

### **Testing hub as base camp**

With the Safety Park Alto Adige, Driving Experience Alto Adige is now launching a testing hub that serves as a technical retreat for on-road testing teams. The site has, for example, an equipped vehicle workshop with a lifting platform. Four electric charging stations, including one with 150 KW, high-speed Internet and seven privacy parking spaces with direct access to the test area make the Safety Park Alto Adige a practical starting and reference point for on-road testing in the Dolomites. In addition, various conference and meeting rooms are available for analyses and planning, some with direct access to the driving track.

Driving Experience Alto Adige also offers various Dolomites driving tours in its service portfolio and therefore has the expertise to effectively support the testing teams in route planning. This is because the permanent staff of local tour guides not only knows every corner of the South Tyrolean Alps inside out, but also all the locations of the South Tyrolean charging infrastructure. In addition, Driving Experience Alto Adige has a broad network of partner hotels and can help arrange overnight accommodations.

"With the Safety Park as a driving center that is suitable as a central point of contact for testing purposes, our experience in tour planning, the climatic conditions and the favorable highway connection, we can offer an all-round carefree package for road testing teams. An additional incentive," says Dr. Michael Schilhaneck, Managing Director of Driving Experience Alto Adige, with a wink, "is certainly that with us on the southern side of the Alps it's nicer and warmer than the usual testing areas in the northern part."



## About Driving Experience Alto Adige

Driving Experience Alto Adige is a new provider of special driving experiences in Alto Adige and is part of 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 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 generates an annual turnover of over 3 million euros. Customers are international automobile and motorcycle 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 synergetically on the market. The group has a total of over 200 employees at eight international locations.

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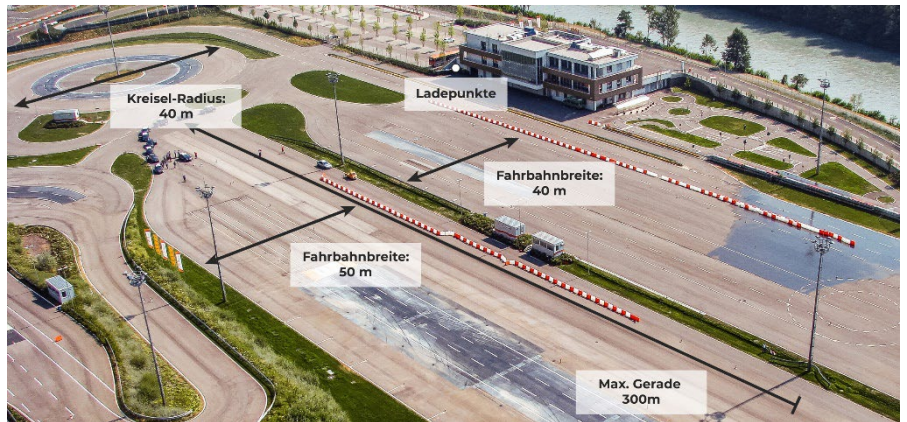
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**Image 1:** The new testing hub is available to road testing teams as a technical base camp (Source: Beyond Green)



**Image 2:** Suitable infrastructure as a starting point for on-road testing: The Safety Park Alto Adige (Source: Safety Park Alto Adige)



**Image 3:** Various test options are available at the new Driving Experience Alto Adige test hub (Source: STA AG)



**Image 4:** Dr. Michael Schilhaneck, managing director of Driving Experience Alt Adige (Source: CUBE brand communications)