

DRIVING & RIDING EXPERIENCE ALTO ADIGE - CLEAR THE STAGE FOR MONUMENTAL DRIVING EXPERIENCES

If there were no postcards yet, they would have to be invented for this: With the Three Peaks, the Marmolata, the Catinaccio and the Schlern massif, the Dolomites in Alto Adige are among the most spectacular that the Alpine region has to offer: High-alpine, wildly rugged peaks paired with Mediterranean flair, palm trees and alpine freshness, with crystal-clear lakes and casual Italian dolce vita - that's how mountain experience with the highest wow factor goes.

The stage offered here for Alto Adige holidaymakers, tour organisers, training providers, automobile clubs as well as for the marketing and event departments of motorbike and automobile manufacturers is monumental in every respect: with 300 days of sunshine, riding is possible almost all year round. The first mountain adventures on two and four wheels, such as the Mendel Pass, can be reached after a ten-minute drive. Touring attractions such as Lake Carezza, the Alpe di Siusi or the Sella Pass are only 30 to 60 minutes away. It is just 130 kilometres to Lake Garda in the south.

With its nine different driving routes and direct access to the South Tyrolean mountains, the Safety Park South Tyrol offers a fascinating combination of professional driving training and cinemascope tour experience. The nearby Pustertal Offroad Park also contributes to this, offering ambitious offroad experts a wide variety of terrain and surfaces for demanding driving challenges on 20 hectares.

The training programme of the Driving and Riding Experience Alto Adige is as versatile as the region and leaves nothing to be desired. It ranges from safety training to performance and off-road training to a special warm-up for alpine tours over serpentine and steep mountain passes, through winding mountain villages and preparation for safe driving in a group. The combination of experience and all-round well-being is achieved through cooperation with premium hotels and the driving centre with its spacious customer centre and adjoining restaurant, where business events for up to 300 people can also be held.

Such extraordinary driving and riding experiences are made possible by exclusive partnerships of the Driving and Riding Experience Alto Adige with vehicle manufacturers. For example, BMW and BMW Motorrad. The premium manufacturer contributes a state-of-the-art fleet of vehicles, for example with high-performance BMW M models such as M4, M5, M8 or elegant convertibles such as 2 Series, 4 Series, 8 Series and Z4. "The brand-new, all-electric BMW iX is a real highlight that makes the hearts of sporty drivers beat faster and also fits in perfectly with the high sustainability standards of the province of Alto Adige," says a delighted Dr. Michael Schilhaneck, Managing Director of the Driving and Riding Experience Alto Adige, who is responsible for the Driving Experience division within the company.



Motorbike fans will get their money's worth with 25 top BMW models on site. The spectrum ranges from sporty roadsters to comfortable touring cruisers and a variety of adventure models. "For adventure in South Tyrol, the fantastic 1250cc is certainly the hero bike. We have placed our focus on this versatile touring enduro and offer participants different versions," says Frank Fichtner, founder and managing director of Driving and Riding Experience Alto Adige, who is responsible for the Riding Experience division.

"For the first time, we have designed a unique modular programme of Dolomite driving experiences for our customers that perfectly combines training and touring as well as acceleration and deceleration for car and motorbike fans," says Schilhaneck. "Whether it's driving routes, vehicles, driving programmes or beautiful weather and spectacular mountains - with us everything is prepared for monumental driving experiences. After all the Corona escapades, the desire for it is everywhere. Finally, something is happening again."

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. Its clients are international car 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 180 employees at eight international locations.

About Driving & Riding Experience Alto Adige

Driving & Riding Experience Alto Adige are two new providers of special driving experiences in South Tyrol and are part of the service portfolio of CUBE brand communications. 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.

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Picture 1: Lake Carezza against the backdrop of the Catinaccio and Latemar mountains is considered one of the most beautiful lakes in the Alps. In this postcard-perfect setting, Driving and Riding Experience Alto Adige driving experiences become even more spectacular and unforgettable (source: CUBE brand communications).



Picture 2: At the Safety Park Alto Adige, driving skills are put to the test - the aim is to gain comprehensive control of the vehicle in challenging situations. This makes even demanding tours in the Dolomites easier (Source: Armin Huber)



Picture 3: Off-road is the high school of an advanced motorbike experience. At the Riding Experience Alto Adige, bikers go on challenging courses with top BMW models. Experienced trainers set the course: Safety First for maximum riding pleasure (Source: Beyond Green)

***This article has already appeared in almost identical form as advertorial/partner content in the supplement *Traumhafte Sommerzeit* of DIE WELT (issue 99 of May 20th 2022).**