

3,000 KILOMETERS THROUGH THE SOUTH TYROLEAN ALPS: DRIVING EXPERIENCE ALTO ADIGE ON A SCOUTING TOUR

After Driving Experience Alto Adige was able to successfully carry out its first driving experiences in its premiere year, the new event provider with a focus on driving trainings and experiences was now on the road in Alto Adige for three weeks. The goal: to experience the Driving Experience tours, gastronomy and culinary delights from a tourist's point of view in order to be able to use the knowledge gained to perfect the service portfolio and optimize the supporting program and driving tours.

The home of Driving Experience Alto Adige is the Safety Park Alto Adige, a varied driving center located directly at the freeway exit Bolzano South 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 - and was also the starting point of the scouting tour. With a branded tour vehicle, provided by the cooperation partner BMW Rent | Mini Rent, Driving Experience Alto Adige went to all nooks and crannies of the South Tyrolean alpine world.

The first tour adventures, such as the Mendel Pass, can be reached from the Safety Park Alto Adige after just 15 minutes of driving time, while other tour attractions such as Lake Carezza or the Alpe di Siusi are only 60 to 90 minutes away. However, when reviewing the B2B showcase tours, which were developed in collaboration with local experts, the aim was not only to drive along the already familiar routes, but also to discover new connections and additions. Well-known pass roads and mountain ranges such as the Schlern massif, the Sella Ronda, the Stilfser Joch, the Marmolata, the Karer Pass or the Reschen Pass were part of the round trip.

Nature, gastronomy and culinary delights: Driving Experience Alto Adige offers holistic experiences in alpine mountains

Another focus was the sighting of gastronomic and culinary highlights along the routes. The focus was on 4- and 5-star hotels as well as exquisite restaurants and wineries to guarantee customers the highest quality when experiencing the South Tyrolean lifestyle in the future.

For Dr. Michael Schilhaneck, Managing Director of Driving Experience Alto Adige, the investment in the scouting tour was definitely worthwhile: "During the two weeks, we were able to expand our network and gained additional insider knowledge in order to be even more broadly positioned in the future. Because Alto Adige, with its interplay of lively places and inspiring natural beauty, offers a perfect setting for Driving Experiences - and we want to make that experience even more intense."

To give potential customers a taste of the Alto Adige experience, Driving Experience Alto Adige accompanied the scouting tour with its own social media campaign and is currently working on an aftermovie of the tour, which is not intended to remain a one-off, as Schilhaneck reveals: "In order to stay up-to-date, we would like to repeat the tour next year - this time,



however, we hope that our vehicle partner will provide us with an even sportier car - for example, a Z4 convertible," he adds with a wink.

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 200 employees at eight international locations.

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Image 1: From the Safety Park Alto Adige Driving Experience Alto Adige started the scouting tour with a branded vehicle - provided by the cooperation partner BMW rent | Mini rent (Source: Driving Experience Alto Adige)



Image 2: Beautiful landscape in Alto Adige - Lake Carezza (Source: Driving Experience Alto Adige)



Image 3: Stilfser Joch Part 1: Rough slopes and glaciers (Source: Driving Experience Alto Adige)



Image 4: Stilfser Joch part 2: Clear sky in the border triangle (Source: Driving Experience Alto Adige)



Image 5: The Mendel Pass was one of many South Tyrolean attractions that were approached (Source: Driving Experience Alto Adige)



Image 6: Striking rock formation behind Bolzano: the Schlern massif (Source: Driving Experience Alto Adige)



Image 7: A highlight at 2,000 meters above sea level: the Sella Ronda (Source: Driving Experience Alto Adige)



Image 8: Hotels as oases of well-being were also part of the scouting tour (Source: Driving Experience Alto Adige)



Image 9: Fantastic panorama from the hotel terrace (Source: Driving Experience Alto Adige)

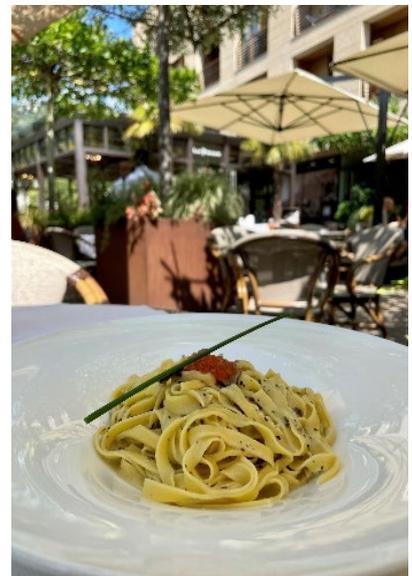


Image 10: Culinary delights are part of the Italian Dolce Vita (Source: Driving Experience Alto Adige)