

NEW WINTER PARK IN THE HIGHLANDS OF MERANO EXPANDS PORTFOLIO OF DRIVING EXPERIENCE ALTO ADIGE TO ONROAD, OFFROAD AND SNOW OFFERINGS

With the opening of its own Winter Park in the Merano highlands at an altitude of 1,500 meters, CUBE brand communication and its brand Driving Experience Alto Adige now cover the areas of onroad, offroad and snow. With this addition to its portfolio, the provider of exceptional driving events and experiences now has the right offering to meet the needs of the automotive industry. The strategic expansion of the infrastructure, which began with the Offroad Park in Pustertal and is now being continued with the Winter Park in the Merano Highlands, completes the portfolio of the driving experience specialist from South Tyrol.

Home of Driving Experience Alto Adige is the Safety Park Alto Adige in Bolzano. With a total of nine sections, the varied driving center is the ideal location for all training and test drives on paved roads. For the latter, the location even offers a dedicated test track with appropriate privacy protection. The Pustertal Offroad Park is the counterpart to the Safety Park Alto Adige on unpaved ground. It has eight varied driving stations on different surfaces such as gravel, sand and mud. A slalom course, several steep slopes and a short forest section round off the offer in Pustertal.

With the new location in the Merano Highlands, Driving Experience Alto Adige has significantly expanded the total area available for training purposes. The Winter Park extends over 30 hectares and can be reached in less than an hour from Bolzano. The exclusive winter location is located at an altitude of 1,500 meters, which guarantees planning reliability thanks to stable climatic conditions. Ideal track conditions are therefore guaranteed during the winter months. The Winter Park features a drift gyroscope, a slope area and a large infield. All sections are connected by an outer (handling) course.

The special features of the location allow for a variety of dynamic driving programs on the terrain of the Winter Park. The focus can be either on driving safety or driving fun. Special driving techniques can also be tested. "The park was deliberately built on a large scale so that there are hardly any limits to the wishes of our customers," says Dr. Michael Schilhaneck, managing partner of CUBE brand communications. Extensive parking and presentation areas, excellent accessibility and a first-class hotel and catering offer are further plus points of the new location, which is particularly aimed at B2B customers. The first events have already been successfully held. Customers who have been convinced by the advantages of the Winter Park include car manufacturers and dealers.

"With the new infrastructure, we have closed the last gap in our offering. Thanks to our locations in South Tyrol, we can now fully cover the on-road, off-road and snow sectors," says Dr. Michael Schilhaneck. "Our season is now 365 days a year. We can now provide the automotive industry with a fitting offer at any time, thus reaffirming our goal of being the automotive industry's central point of contact for driving events in South Tyrol," says Schilhaneck. The entire team at Driving Experience Alto Adige is looking forward to serving the market even more comprehensively with the new year-round training, test and tour opportunities.

Impressions of the first events in the Winter Park were published on the [Instagram channel](#) of Driving Experience Alto Adige in the form of extensive image and video material.



About CUBE brand communications

CUBE brand communications is an international, owner-managed brand communications agency with a focus on brand management and brand experience. The agency was founded in Ingolstadt in January 2018, employs more than 50 people at four locations and generates an annual turnover of more than €3 million. Its customers are international car and motorcycle manufacturers, technology companies and development service providers in the automotive industry. From 2021 to 2023, CUBE brand communications is one of the top employers in the FOCUS business ranking in the field of marketing and communications.

The communications agency is also a member of the innovative INSTART group. Under the slogan "Developing future technology - experiencing future technology", five companies have joined forces to act synergistically in the market. The group has over 200 employees at eight international locations and a turnover of €22 million.

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Image 1: Test drive during ideal track and weather conditions
(Source: Driving Experience Alto Adige)



Image 2: Drift action at the Winter Park
(Source: Driving Experience Alto Adige)

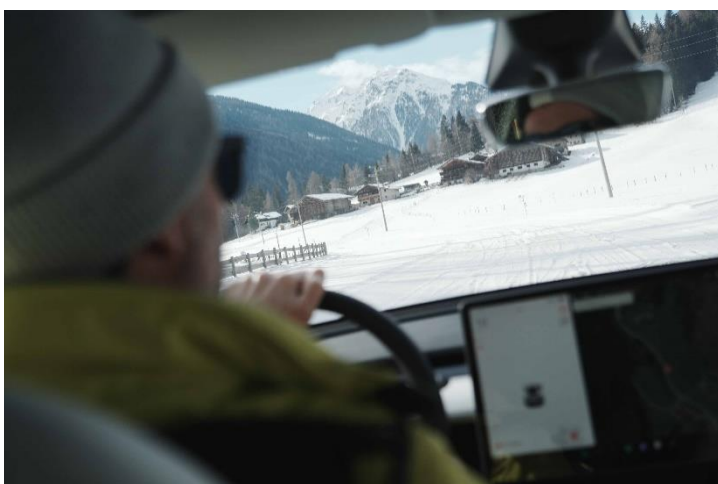


Image 3: A test driver's perspective on the Winter Park
(Source: Driving Experience Alto Adige)



Image 4: Driving maneuver on snow covered slope
(Source: Driving Experience Alto Adige)



Image 5: Scenic surroundings of the Winter Park (Source: Driving Experience Alto Adige)