

DRIVING EXPERIENCE

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DRIVING EXPERIENCE ALTO ADIGE - NEW PROVIDER FOR EXTRAORDINARY DRIVING EVENTS AND DRIVING EXPERIENCES IN SOUTH TYROL

At the beginning of the year a newcomer enters the market of driving and training events. The new provider Driving Experience Südtirol has an exclusive infrastructure of on- and off-road facilities in South Tyrol and positions itself as a partner for tour and event organizers as well as for automobile clubs and the automotive industry.

Driving Experience Südtirol is a new provider of exceptional driving experiences in South Tyrol. With the varied Safety Park South Tyrol in Bolzano and the spectacular Offroad Park in Pusteria which offer a special combination of professional driver training and a spectacular touring experience, Driving Experience South Tyrol will offer this infrastructure to tour and event organizers, automobile clubs and the marketing departments of automobile manufacturers, in order to make their programs in South Tyrol more eventful.

Unique Safety Park South Tyrol driving center - the ideal stopping point for any driving tour through South Tyrol.

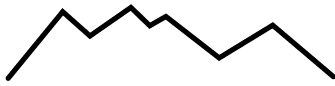
The Safety Park South Tyrol is a unique driving experience center located directly at the Bolzano South motorway exit and framed by the fascinating mountain ranges of South Tyrol. South Tyrol. With 300 days of sunshine, it is possible to ride here almost all year round. First mountain adventures such 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 Stelvio Pass are only 30 to 60 minutes away. With its various dynamic areas, a long handling course, a circular track and go-kart track as well as a varied off-road course, the Safety Park Südtirol is a perfect training ground for the cornering adventures of the South Tyrolean mountains.

Whether it's a start or a stopover - the Safety Park South Tyrol is an ideal stopping point for every driving tour through South Tyrol.

Offroad Park Pustertal - Eight different off-road challenges in the Alpine paradise

Embedded in the picturesque backdrop of the Dolomites, the 20-hectare off-road area comprises eight varied driving stations. Fans of challenging terrain can look forward different types of terrain such as gravel, sand, stone, or mud.

There are also bumps, grooves and pits to master. A slalom course, several slopes of varying steepness and winding forest sections round off the riding options. With the famous Braies Lake, which in the warm seasons reflects all shades of color from green to blue, "the special lunch" is also waiting just around the corner.



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Event infrastructure for the automotive industry

The Safety Park Südtirol is also an ideal venue for business-to-business events. The various tracks of the almost 20-hectare driving area allow for product training, sales events, press events or test drives for technical development. The adjoining business building with various conference and meeting rooms, an extensive exhibition area and a restaurant can accommodate events for up to 400 people. The city centre and the exhibition grounds of Bolzano are only a few kilometres away from the Safety Park South Tyrol.

"For almost a year we have been preparing the market approach. We are delighted to finally be visible and to offer the driving experience industry two

experience sector with our two driving areas," says Dr. Michael Schilhaneck, Managing Director of Driving Experience South Tyrol. From now on, the aim is to establish the two largely unknown driving locations in the scene and to continually expand the range of services offered by Driving Experience Südtirol, he continues. In this regard Schilhaneck mentions the infrastructural expansion in the direction of snow and ice areas for winter driving experiences as well as offering a fleet of vehicles as strategic goals. So, it remains exciting to see how the newcomer will develop.

ABOUT DRIVING EXPERIENCE ALTO ADIGE

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

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