



DRIVING EXPERIENCE

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SAFETY PARK, OFFROAD PARK & WINTER PARK – THE PERFECT OFFER FOR EVERY NEED IN THE AUTOMOTIVE INDUSTRY

Driving Experience Alto Adige combines the areas of Onroad, Offroad, and Snow under one roof. All of the exclusive driving locations have direct access to the South Tyrolean mountains. In combination with the full-service approach of the agency, CUBE brand communications is able to respond to all requirements of the automotive industry and create tailored offers. The three-part infrastructure of the Safety Park, Off-Road Park, and Winter Park positions the agency as a central contact for active driving events of all kinds in South Tyrol

At the heart of Driving Experience Alto Adige's offering are diverse training, tour, and testing drives that cover the areas of Onroad, Offroad, and Snow. In addition to the Safety Park, Offroad Park, and Winter Park, customers can rely on instructors, mechanics, tour guides, and event managers from the agency. Hospitality services such as hotel and restaurant bookings, as well as the planning of complementary programs, are also covered by Driving Experience Alto Adige.

Whether it's planning, execution, or follow-up, the driving experience specialist serves as a central point of contact for customers throughout the entire event management process. While the comprehensive service offering, including pre- and post-event preparation, is particularly aimed at the automotive industry, its suppliers, and MICE agencies, Driving Experience Alto Adige also offers its modular bookable services to tour and event organizers, training providers, and automotive clubs.

The home of Driving Experience Alto Adige is the Safety Park in Bolzano. With nine different sections, the diverse driving center offers the perfect location for all types of training and testing drives on paved roads. For the latter, there is even a separate test track with appropriate privacy. Whether on the way to the popular Lake Garda or as a stopover on the next South Tyrol tour: Due to its location, the Safety Park can be easily integrated into existing programs and offers exciting variety for organizers and participants alike.

Another location available to customers of Driving Experience Alto Adige is the Off-Road Park in the Puster Valley. This is the counterpart to the Safety Park on unpaved ground and is a paradise for all off-road fans. The terrain has eight varied driving stations on different surfaces such as gravel, sand, and mud. There is a suitable terrain section for every need. An additional advantage of the location is the Pragser Wildsee, a tourist highlight located nearby.

This season, the Winter Park in the Merano High Mountain region is new in the portfolio of Driving Experience Alto Adige. The location, located at 1,500 meters above sea level, offers stable climatic conditions and ideal track conditions for winter and snow experiences during the winter months. A total of four different sections are available for this purpose. Spacious parking and presentation areas, as well as excellent hotel and catering services, provide excellent conditions for B2B customers.

Dr. Michael Schilhaneck, CEO of Driving Experience Alto Adige, is proud of the extensive range of services offered by his agency. "Covering the areas of Onroad, Offroad and Snow,

Driving Experience Alto Adige

- a brand of CUBE brand communications GmbH

Dr.-Ludwig-Kraus-Str. 2, D-85080 Gaimersheim

Managing directors: Dr. Michael Schilhaneck, Frank Fichtner


Codice Fiscale (CF): 03176590218

P.IVA: IT03176590218

Raiffeisen Landesbank Südtirol AG

IBAN: IT02X0349311600000300103870

BIC: RZSBIT2BXXX





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and thus being able to offer training, testing and touring opportunities all year round, is a great advantage for us. We are able to offer our target groups a suitable offer at any time. With the help of the Safety, Offroad and Winter Parks, we aim to establish ourselves as a central contact for driving events and events with active driving components in South Tyrol in the medium term."

ABOUT DRIVING EXPERIENCE ALTO ADIGE

Driving Experience Alto Adige is a provider of extraordinary driving experiences in South Tyrol. With the Safety Park in Bolzano, the Offroad Park in Pustertal and the new Winter Park in the Merano Highlands, Driving Experience Alto Adige offers the ideal infrastructure for every need, be it on-road, off-road or snow. With this comprehensive offering, the company is targeting the marketing and technical departments of the automotive industry and its suppliers. The Driving Experience specialist's target groups also include MICE agencies, tour and event organizers, training providers and automobile clubs. Driving Experience Alto Adige is part of the service portfolio of CUBE brand communications, an Ingolstadt-based agency specializing in brand experience and brand building.

CONTACT

Gabriele Matteo Corciulo
E-Mail: event@driving-xp.com
Phone: +49 (0) 151 65634272
www.driving-xp.com

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D-85080 Gaimersheim





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SAFETY PARK	OFFROAD PARK	WINTER PARK			
<ul style="list-style-type: none"> • Bolzano, capital of South Tyrol • 40-hectare area • Directly next to freeway exit or close to airfield • Several dynamic areas, drift circle, new offroad section • Testing track (Privacy screen) • A total of nine driving tracks • Customer center with conference rooms, exhibition area and restaurant • Charging infrastructure and secure parking 	<ul style="list-style-type: none"> • Puster Valley • 20-hectare area • Very demanding offroad terrain gravel, sand, stone, mud • bumps, pits, slopes, curvy forest sections • A total of eight driving tracks • Touristic highlight in immediate vicinity (Braies Wild Lake) • Several hotel and restaurant options 	<ul style="list-style-type: none"> • Highlands of Merano • 30-hectare area • Newly opened winter terrain (>1.500 m above sea level) • Suitable for Snow Trainings and Snow Drift Trainings • Extensive dynamic area, undulating terrain section, long handling course, Drift circle • Connected parking and logistics areas • Several hotel and restaurant facilities 			
www.driving-xp.com					

Image 1: Driving Experience Alto Adige driving locations at a glance (Source: Driving Experience Alto Adige)

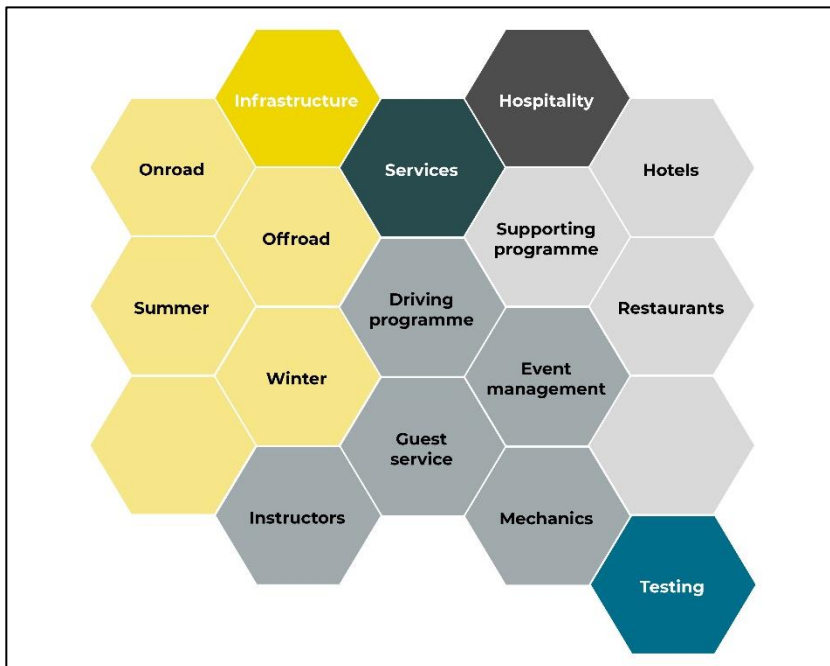


Image 2: Driving Experience Alto Adige services at a glance (Source: Driving Experience Alto Adige)

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