



**DRIVING EXPERIENCE**

südtirol | alto adige

## **Fabian Vettel becomes new brand ambassador of Driving Experience Alto Adige for driving experiences of a special kind**

**Fabian Vettel, the younger brother of multiple Formula 1 World Champion Sebastian Vettel, will embark on a new role as brand ambassador and instructor for Driving Experience Alto Adige. In this position, he will support the South Tyrol-based experiential specialist in their public image and lead driving training sessions and tours at selected events. The first events with Fabian Vettel are already just around the corner.**

Fast cars have been accompanying Fabian Vettel throughout his entire life. Born on December 10, 1998, in Heppenheim, Germany, Fabian Vettel was captivated by the fascination of motorsport, not least due to the successes of his brother. With his entry into karting at the age of 16, he is considered a motorsport career changer.

Successes in karting at the regional and national level initially led him to the Audi TT Junior Cup, where he had a valuable first season. Shortly thereafter, he was already drawn to GT racing. In 2018, while driving a Huracán Super Trofeo Evo, he competed in the Lamborghini Super Trofeo Europe. In 2019, he made the switch to the internationally renowned ADAC GT Masters racing series. He shared his race car, a 550 horsepower Mercedes-AMG GT3, with his teammate Philip Ellis. His most recent motorsport endeavor in 2021 took him to the ADAC GT4 Germany, where he piloted a Porsche Cayman GT4 for the W&S Motorsport team.

Throughout his previous motorsport career, Fabian Vettel has proven that he feels comfortable behind the wheel of various vehicle brands. He now brings this experience to his role as an instructor, allowing customers of Driving Experience Alto Adige to take part. In addition to conducting driving trainings, which include safety, performance, and drift trainings, Fabian Vettel personally designs and develops the respective course contents. Participants can look forward to challenging driving exercises, his extensive wealth of experience, and the occasional story from the friendly racer's personal experiences. Fabian Vettel has already impressed as an instructor during his time as a trainer at the Porsche Experience Center on the Hockenheimring. In addition to leading driving trainings, the Heppenheim native will also conduct driving tours and excursions for Driving Experience Alto Adige, such as through the Dolomites or to Lake Garda.

"Fabian is the ideal brand ambassador for us. He is young, charismatic, and extremely professional. We are very excited about the close collaboration with him. With his age of 24, he already possesses a wealth of experience from motorsport. Which instructor can claim that at such a young age?", says Dr. Michael Schilhaneck, Managing Director of Driving Experience, enthusiastically. "Several special events with Fabian are already planned for the upcoming months. Participants can expect concentrated motorsport knowledge and top-level driving skills," adds Schilhaneck.

The paths of Fabian Vettel and the executives at Driving Experience Alto Adige have not crossed for the first time. The two sides have already worked together before in the form of several individual sponsorships, including during the Audi TT Cup and the Lamborghini Super Trofeo Europe.

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### **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

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Raiffeisen Landesbank Südtirol AG

IBAN: IT02X0349311600000300103870

BIC: RZSBIT2BXXX





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## **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.

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**Image 1:** Brand ambassador F. Vettel in action at the Safety Park Südtirol  
(Source: Driving Experience Alto Adige)



**Image 2:** F. Vettel in racing action  
(Source: Driving Experience Alto Adige)



**Image 3:** F. Vettel highly focused at work  
(Source: Driving Experience Alto Adige)

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