

RIDING EXPERIENCE

südtirol | alto adige

## PURE ADVENTURE: RIDING EXPERIENCE ALTO ADIGE WITH EXCLUSIVE ACCESS TO NEW OFF-ROAD TERRAIN IN PUSTER VALLEY

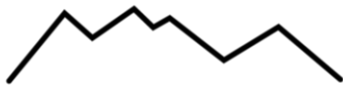
**After Riding Experience Alto Adige presented its central training location in the middle of the year with the Safety Park Bolzano, the provider of special motorcycle experiences is now further expanding its infrastructure. With access to an exclusive off-road area in the Puster Valley, the range of services is being strategically expanded. From now on, customers can look forward to even more driving fun and adventure.**

Riding Experience Alto Adige is a new provider of special motorcycle experiences in South Tyrol. "Home" is the Safety Park Bolzano, a modern driving center located directly at the highway exit Bolzano South and framed by the spectacular mountain ranges of South Tyrol. The special climatic location between the Alps and the Mediterranean guarantees over 300 days of sunshine and, as a result, almost year-round driving. From the Safety Park Bolzano it is also only a few motorcycle minutes to popular attractions such as the Mendel Pass or the South Tyrolean Wine Road. Other highlights such as the Alpe di Siusi, the Stelvio Pass or Lake Garda can be reached in 60 to 90 minutes. This attractive combination of training and excursion makes the Safety Park Bolzano so special for motorcycling. Increasingly, tour and training organizers as well as the motorcycle industry are discovering the location for themselves and are booking their events at Riding Experience Alto Adige.

### **Eight different off-road challenges in the alpine paradise**

A rapid expansion of the infrastructural possibilities, especially in the Enduro field, was the strategic objective of Riding Experience Alto Adige after the market launch. Through the Safety Park Bolzano, exclusive access to an exceptional off-road park in the Puster Valley could now be secured. Embedded in the picturesque backdrop of the Dolomites, the 20-hectare off-road area comprises eight varied driving stages. Enduro fans can look forward to different types of terrain such as gravel, sand, stone or mud, and there are also bumps, grooves and pits to master. A slalom course, several slopes of varying steepness as well as winding forest sections round off the riding possibilities. With the well-known Lake Prags which reflects in the warm seasons all color nuances from green to blue, besides "the special lunch" waits directly around the corner.

Frank Fichtner, Managing Director of the Riding Experience Alto Adige, calls the area "perhaps the most exciting motorcycle off-road park in the Alpine region". For him, access to the terrain is a strategically important building block for establishing himself in the medium term as a central provider of motorcycle experiences in South Tyrol. "I am delighted about the new opportunities. This means we can offer our customers even more variety and adventure", concludes Fichtner, adding "enjoy the dirt" with a twinkle in his eye!



# RIDING EXPERIENCE

südtirol | alto adige

## **ABOUT RIDING EXPERIENCE ALTO ADIGE**

Riding Experience Alto Adige is a new provider of extraordinary motorbike experiences in South Tyrol. Its services range from various technical training courses and touring experiences to motorbike rentals and the marketing of the Safety Park Alto Adige driving safety centre. The Safety Park Alto Adige is located directly at the Bolzano South motorway exit, is framed by the mountain ranges of South Tyrol and offers ideal opportunities for combining motorbike training and motorbike tours. With 300 days of sunshine, year-round riding is possible there.

Riding Experience Alto Adige is an experience offered by CUBE brand communications, an owner-managed agency for brand communications with a focus on driving & riding experience services. The agency was founded in Ingolstadt in 2017 and currently employs almost 50 people. Its clients are international automobile and motorbike manufacturers as well as their suppliers and service providers.

CUBE brand communications is the exclusive event partner of the Safety Park Alto Adige.

## **CONTACT**

### **Nicole Ziegler**

Mail: [info@riding-experience.it](mailto:info@riding-experience.it)

Phone: +49 (0) 151 656 06 14

Riding Experience Alto Adige

A brand of CUBE brand communications GmbH

Dr.-Ludwig-Kraus-Str. 2

D-85080 Gaimersheim



**Image 1:** The off-road terrain in the Puster Valley offers motorcycle adventure framed in the picturesque Dolomites scenery  
(Source: Beyond Green)



**Image 2:** Overcoming challenges together: steep slopes get the adrenaline pumping  
(Source: Beyond Green)



**Image 3:** Blue sky and gravel road belong together in the Puster Valley  
(Source: Beyond Green)



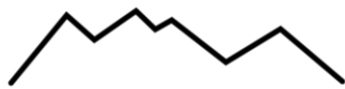
**Image 4:** In the offroad park there is motorcycle riding fun among friends  
(Source: Beyond Green)



**Image 5:** In the off-road terrain it goes over different slopes in groups  
(Source: Beyond Green)



**Image 6:** Green oasis: the offroad park in the Puster Valley is embedded in the nature of the Alps  
(Source: Beyond Green)

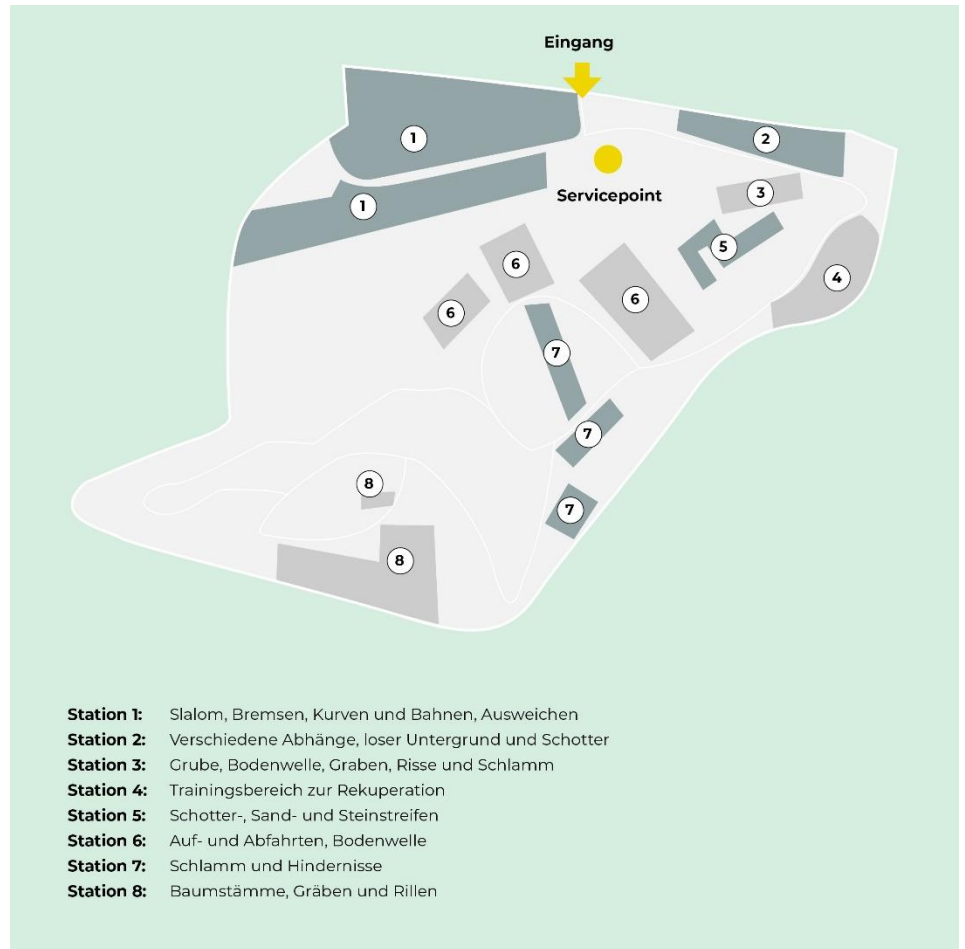


# RIDING EXPERIENCE

südtirol | alto adige



**Image 7:** Over hill and dale: in Puster Valley there are also varied routes in the forest  
(Source: Beyond Green)



**Image 8:** Eight different stations on 20 hectares offer everything the motorcycle heart desires  
(Source: Riding Experience Südtirol)