



RIDING EXPERIENCE

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RIDING EXPERIENCE ALTO ADIGE - STAGE FREE FOR MONUMENTAL RIDING EXPERIENCES

If there were no postcards yet, they would have to be invented for this: With the Three Peaks, the Marmolata, the Catinaccio and the Schlern massif, the Dolomites in Alto Adige are among the most spectacular that the Alpine region has to offer: High-alpine, wildly rugged peaks paired with Mediterranean flair, palm trees and alpine freshness, with crystal-clear lakes and casual Italian dolce vita - that's how mountain experience with the highest wow factor goes.

In this unique postcard setting, Bolzano becomes the starting point for a monumental experience: the Driving and Riding Experience Alto Adige. In and around the provincial capital, perfect conditions are offered for driving and riding experiences on and off-road at the highest level. The Safety Park Alto Adige, which is exclusively marketed by the Driving and Riding Experience Alto Adige, is an extremely varied driving centre located directly at the Bolzano South motorway exit and framed by the towering peaks of the Dolomites.

The stage offered here for Alto Adige holidaymakers, tour organisers, training providers, automobile clubs as well as for the marketing and event departments of motorbike and automobile manufacturers is monumental in every respect: with 300 days of sunshine, riding is possible almost all year round. The first mountain adventures on two and four wheels, such as the Mendel Pass, can be reached after only a ten-minute drive. Touring attractions such as Lake Carezza, the Alpe di Siusi or the Sella Pass are only 30 to 60 minutes away. It is just 130 kilometres to Lake Garda in the south.

With a total of nine different driving routes and direct access to the Alto Adige mountains, the Safety Park Alto Adige offers a fascinating combination of professional driving training and a cinemascope tour experience. The nearby Pustertal Offroad Park also contributes to this, offering ambitious offroad experts a wide variety of terrains and surfaces for demanding driving challenges on 20 hectares.

The training offered by the Driving and Riding Experience Alto Adige is as versatile as the region and leaves nothing to be desired. It ranges from safety training to performance and off-road training to a special warm-up for alpine tours over serpentines and steep mountain passes, through winding mountain villages and preparation for safe driving in a group. The combination of experience and all-round well-being is achieved through cooperation with premium hotels and the driving centre with its spacious customer centre and adjoining restaurant, where business events for up to 300 people can also be held.

Such extraordinary driving and riding experiences are made possible by exclusive partnerships of the Driving and Riding Experience Alto Adige with vehicle manufacturers. For



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example BMW and BMW Motorrad. The premium manufacturer contributes a state-of-the-art fleet of vehicles, for example with high-performance BMW M models such as M4, M5, M8 or elegant convertibles such as 2 Series, 4 Series, 8 Series and Z4. "The brand-new, all-electric BMW iX is a real highlight that makes the hearts of sporty drivers beat faster and also fits perfectly with the high sustainability standards of the province of South Tyrol," says a delighted Dr. Michael Schilhaneck, Managing Director of the Driving and Riding Experience Alto Adige, who is responsible for the Driving Experience division in the company.

Motorbike fans will get their money's worth with 25 top BMW models on site. The spectrum ranges from sporty roadsters to comfortable touring cruisers and a variety of adventure models. "For adventure in South Tyrol, the fantastic 1250cc is certainly the hero bike. We have placed our focus on this versatile touring enduro and offer participants different versions," says Frank Fichtner, founder and Managing Director of the Driving and Riding Experience Alto Adige, who is responsible for the Riding Experience area.

"For the first time, we have designed a unique modular programme of Dolomite driving experiences for our customers, which perfectly combines training and touring as well as acceleration and deceleration for car and motorbike fans," says Schilhaneck. "Whether it's driving routes, vehicles, driving programmes or beautiful weather and spectacular mountains - with us, everything is set for monumental driving experiences. After all the Corona escapes, the desire for it is everywhere. Finally, something is happening again."

ABOUT RIDING EXPERIENCE ALTO ADIGE

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



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Image 1: Lake Carezza against the backdrop of the Catinaccio and Latemar mountains is considered one of the most beautiful lakes in the Alps. In this postcard-perfect setting, driving experiences of the Driving and Riding Experience Alto Adige become even more spectacular and unforgettable (source: CUBE brand communications).



Image 2: At the Safety Park Alto Adige, driving skills are put to the test - the goal is to fully control the vehicle in challenging situations. This makes even demanding tours in the Dolomites easier (Source: Armin Huber)



Image 3: Off-road is the high school of an advanced motorbike experience. At the Riding Experience Alto Adige, bikers take top BMW models on challenging courses. Experienced trainers set the course: Safety First for maximum riding pleasure (Source: Beyond Green)

***This article has already appeared in almost identical form as advertorial/partner content in the supplement *Traumhafte Sommerzeit* of DIE WELT (issue 99 of 20.05.22).**