



**RIDING EXPERIENCE**

südtirol | alto adige

## RIDING AND DRIVING EXPERIENCE ALTO ADIGE: BRANCH OFFICE FOUNDED IN ITALY

**After the agency CUBE brand communications with its brands Riding Experience Alto Adige and Driving Experience Alto Adige has already been active as an event organizer in Alto Adige for more than two years, the company with headquarters in Ingolstadt has now founded its first branch office in Italy. This strategic step facilitates above all administrative and financial processes and also underpins the long-term business intentions in Italy.**

Since 2019, CUBE brand communications has been the exclusive event partner and marketer of Safety Park Alto Adige, a unique driving experience and driving safety center in Bolzano. In addition to founding and establishing its brands Riding Experience Alto Adige and Driving Experience Alto Adige, which specialize in driving experiences and tours, CUBE brand communications has invested a lot of resources in recent years, especially in building up infrastructure and sales. The first milestones in terms of turnover and number of events have now been reached, reveals Frank Fichtner, founder and owner of CUBE brand communications. A physical presence on site is only the next logical step, Fichtner continues.

Since CUBE brand communications, as a German company, offers its services in Italy to international customers, especially from the DACH (Germany, Austria, Switzerland) region and Italy, accounting and tax law had become increasingly complex and time-consuming as the number of orders in this construct increased. Now, for example, the agency also has an Italian tax number and a postal address, "that alone simplifies many processes," says Fichtner and adds: "Our financial service provider INSTART consult advised us professionally here and implemented the most important steps for us.

For Dr. Michael Schilhaneck, Managing Director and co-owner of CUBE brand communications, the increased local presence not only has fiscal advantages, but he also sees the foundation as an increase in reputation and credibility: "With the branch office, we are easier to reach locally and better anchored in business. This underscores the long-term orientation of our business intentions in Alto Adige."

The Managing Director sees the next steps as primarily the expansion of events and cooperations, but also the development of new target groups. "Our goal for 2023 is to increase the volume, especially with regard to the number of events and group sizes. Here we are still in the build-up phase. On this path, the new facility represents another important step towards professionalization, which we are now very pleased about after almost six months of preparation. It also helps us to feel even more at home in Alto Adige than we did before," concludes Schilhaneck.



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### ABOUT RIDING EXPERIENCE ALTO ADIGE

Riding Experience Alto Adige is a new provider of special driving experiences in Alto Adige and is part of the service portfolio of CUBE brand communications, an agency from Ingolstadt specializing 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:** Frank Fichtner (l.) und Dr. Michael Schilhaneck – the CEOs of CUBE brand communications

*(Source: CUBE brand communications)*



**Image 2:** Der Safety Park Alto Adige – a unique driving center, located directly at the highway exit Bolzano South

*(Source: CUBE brand communications)*



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**Image 3:** Riding Experience Alto Adige, a brand CUBE brand communications, is specialized on motorcycling trainings and events  
*(Source: Armin Huber)*



**Image 4:** Driving Experience Alto Adige, a brand of CUBE brand communications, is a new provider for driving experiences in Alto Adige  
*(Source: Driving Experience Südtirol)*