



RIDING EXPERIENCE

südtirol | alto adige

Riding Experience Alto Adige at Eco-Dolomites 2023: An Electrifying Success

The BMW CE-04 electric scooters by Riding Experience Alto Adige took centre stage at the "Eco-Dolomites" event in Bolzano, promoting sustainable mobility in the heart of the Dolomites.

Riding Experience Alto Adige, the leading provider of unique riding experiences in the Alto Adige region, enthusiastically participated in the "Eco-Dolomites" event held on September 9, 2023, at the Bolzano Fair. The company showcased two examples of BMW's brand-new electric scooter, the CE-04, reaffirming its commitment to sustainable mobility.

The "Eco-Dolomites" event provided an extraordinary opportunity to promote electric mobility and raise awareness about environmental and sustainability issues. With the participation of approximately 200 electric vehicles from various brands, the event attracted a diverse audience interested in innovation within the mobility sector.

Riding Experience Alto Adige seized this opportunity to showcase its unique services and exceptional riding experiences in the region. The company demonstrated how electric mobility can be sustainable but also enjoyable and exciting.

Eco-Dolomites was a resounding success, showcasing the growing enthusiasm for sustainable mobility in the region. In the afternoon, the event hosted talks with prominent guests from the international electric mobility sector. These sessions provide enthusiasts of the thematic the opportunity to deepen their knowledge and discover the latest innovations in the field.


Frank Fichtner, CEO of Riding Experience Alto Adige, stated, "We are delighted to have participated in this exceptional event and would like to thank Daniel Campisi and all his colleagues for hosting us. It was an extraordinary day for promoting electric mobility, and we look forward to collaborating with them in the future for equally exciting events."

Riding Experience Alto Adige

A brand of CUBE brand communications GmbH
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ABOUT RIDING EXPERIENCE ALTO ADIGE

Riding Experience Südtirol is a specialized provider for special riding experiences in Alto Adige. The agency focuses on motorcycle trainings, motorcycle tours as well as motorcycle rentals. The brand for motorcycle experiences belongs to the service portfolio of CUBE brand communications, an agency from Ingolstadt specialized 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 riding area.

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Photo 1: Riding Experience Alto Adige Stand at the Eco-Dolomites event.
Source: Riding Experience Alto Adige

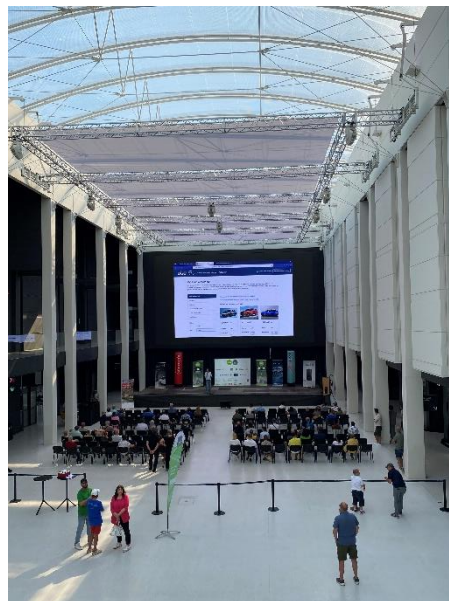


Photo 2: Afternoon Talks with Industry Experts
Source: Riding Experience Alto Adige



Photo 3: BMW CE-04 Available in the Riding Experience Alto Adige Fleet
Source: Riding Experience Alto Adige

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