

Time to Drive.

Automotive Content Creation
Test Tracks | Winter 2021

COVID-19 – a unique opportunity? Now or never!



The situation this winter is rather unique. Mountain pass roads are empty, many ski areas are closed, parking spaces are deserted, and accommodation only partly used. Many customer and press events have been cancelled in the automotive industry as no company wants to expose its clients, agents, or journalists to a risk of infection. Needless to say – this poses a tremendous challenge to a tourist destination like Tyrol.

However, this situation also presents us with a unique opportunity for content creation, commercial production, and photoshoots with (4WD) winter cars – electric or not. All tourism regions will be happy to welcome you this year. There will be hardly another brand on the picture. All test tracks – in the past fully used and booked – are now available to you.

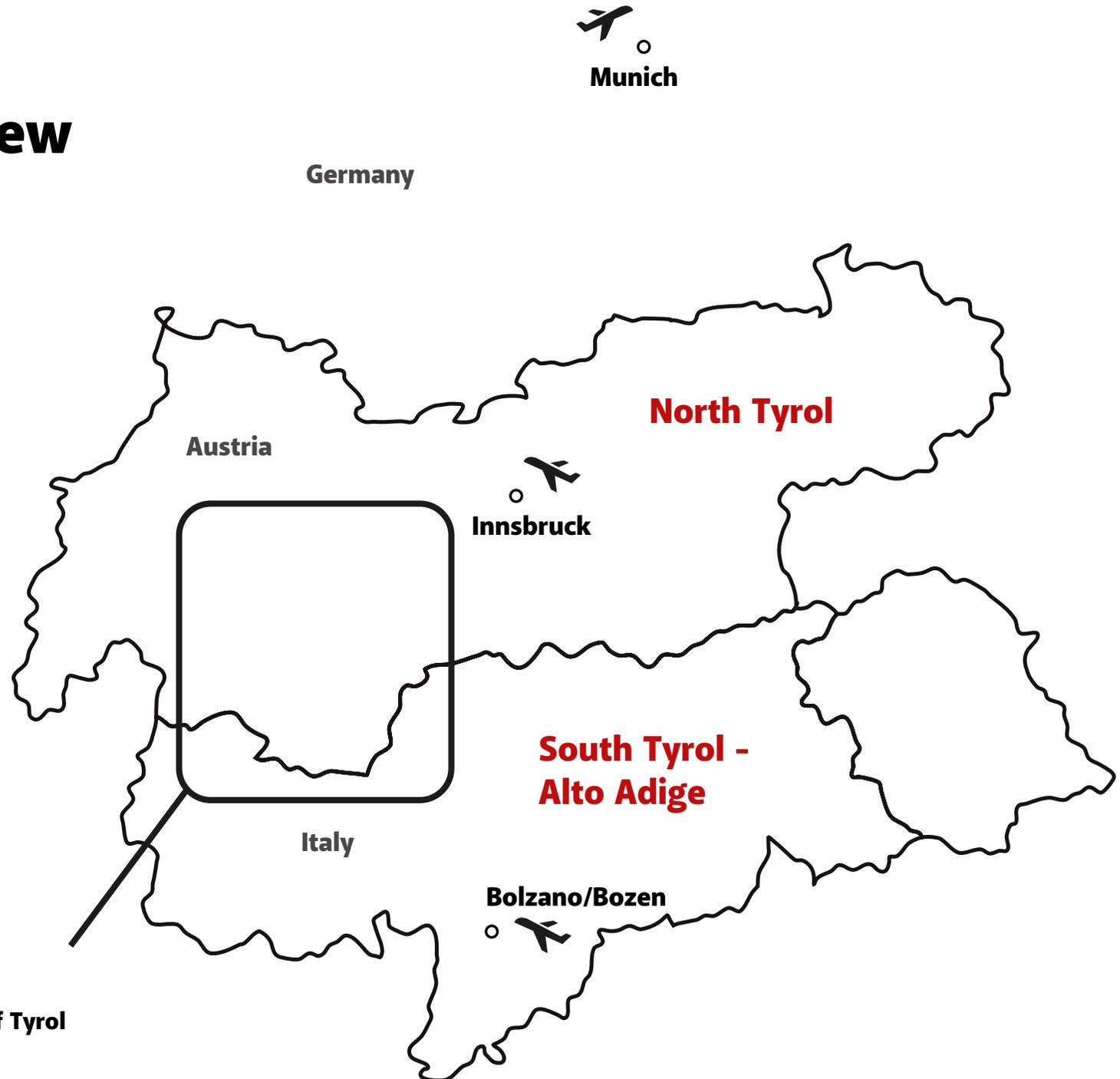
Many car manufacturers are currently trying to save costs and are acting with great care. But most of the time, success stories are written in times of crises. We therefore encourage you to be bolder than the rest. From the snow-covered Tyrolean mountains, we are calling out to you: **Seize this extraordinary opportunity for unique product placement** – at the very heart of an environment people are yearning for because they cannot go there due to current travel restrictions.

I have more than 20 years of experience as a location scout and DMC, I have supported countless major automotive events, and I know the potential Tyrol has to offer like hardly anyone else. The following pages will show you a best-of of tracks found in Tyrol that are perfectly suited for content creation and production. I can guarantee that I will be 100% committed and I will be with you every step of the way.

Best wishes,
Peter Taschler

A handwritten signature in blue ink that reads "Peter Taschler". The signature is written in a cursive, flowing style.

Track Overview



We recommend: **the West of Tyrol**



Mountain Pass Roads.

Mountain Pass Road No. 1 – 29 Spectacular Turns.

Distance from Innsbruck airport (INN): 120 km; 01:45 / Location: north-south (sunshine in the middle of the winter from around 10:30 am to 2:00 pm) 26 km long, 29 switchbacks from a lake to a glacier ski resort at 2,750 m above sea level. 1,500 m height difference. The road is open daily from 7 am to 5 pm in winter and from 7 am to 7:30 pm in June, July and August. Tolls apply.







Mountain Pass Road No. 2 – A Steep* View.

Distance from Innsbruck airport (INN): 85 km; 01:10 / Location: west-east (sunshine in the afternoon!)

20-km mountain pass road with spectacular panoramic views. Fully renovated castle as backdrop. Public road, no tolls.

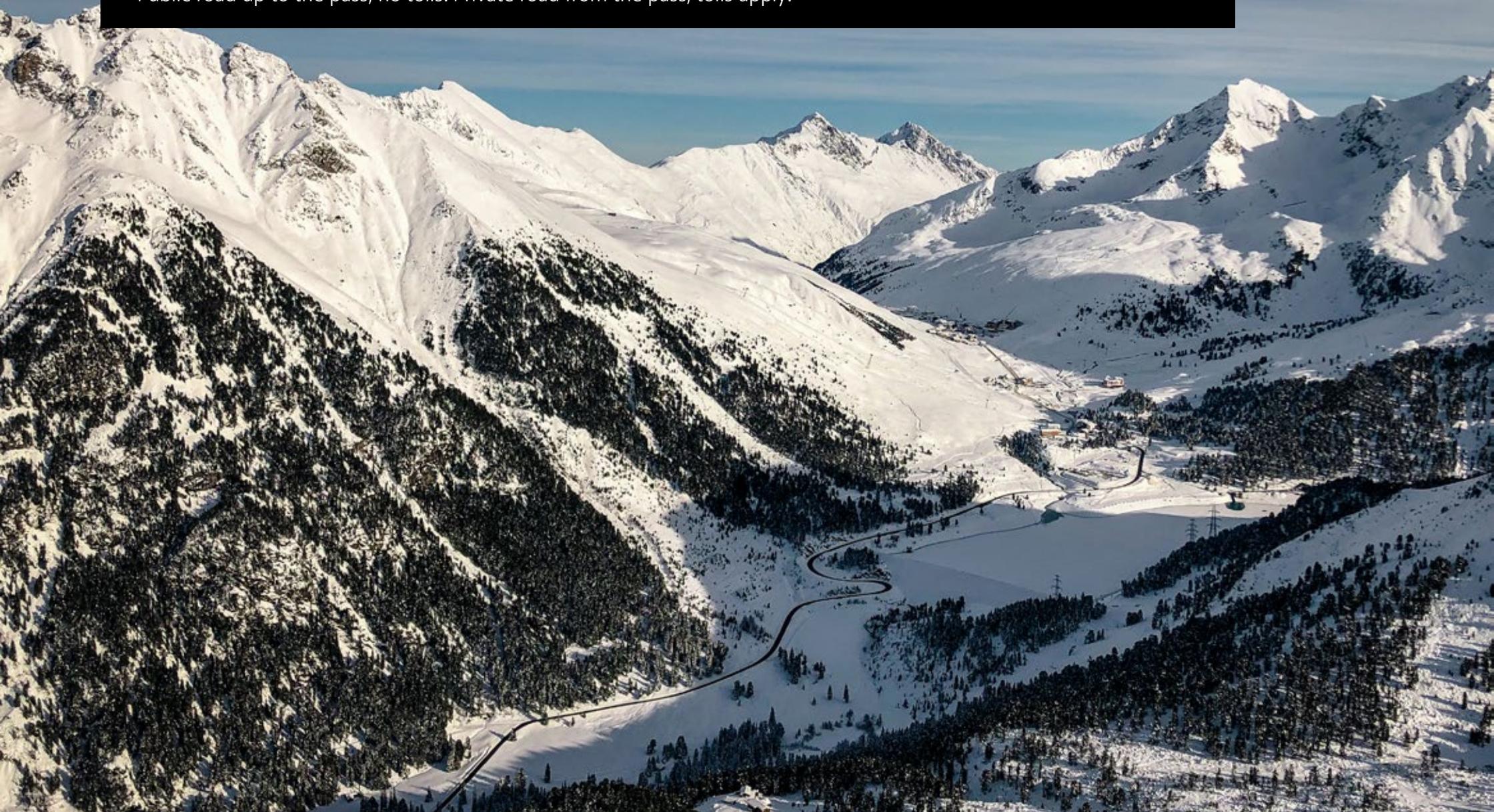
** in every sense of the word.*





Mountain Pass Road No. 3 – Flying High.

Distance from Innsbruck airport (INN): 35 km; 00:45 / Location: west-east-north
Mountain pass road with sublime bends. Lake reservoir. Snow guarantee at over 2,000 m altitude.
Public road up to the pass, no tolls. Private road from the pass, tolls apply.





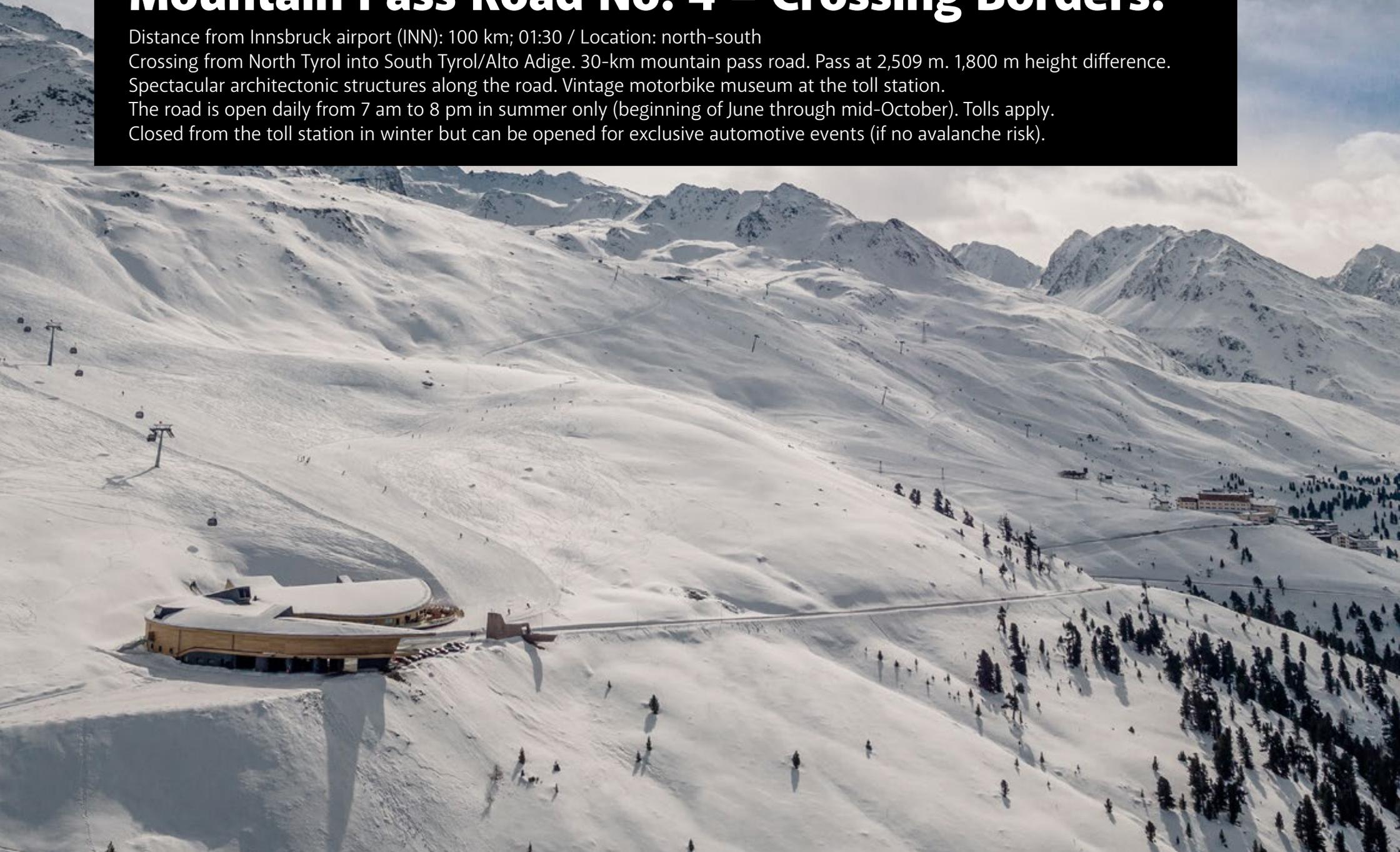
Mountain Pass Road No. 4 – Crossing Borders.

Distance from Innsbruck airport (INN): 100 km; 01:30 / Location: north-south

Crossing from North Tyrol into South Tyrol/Alto Adige. 30-km mountain pass road. Pass at 2,509 m. 1,800 m height difference. Spectacular architectonic structures along the road. Vintage motorbike museum at the toll station.

The road is open daily from 7 am to 8 pm in summer only (beginning of June through mid-October). Tolls apply.

Closed from the toll station in winter but can be opened for exclusive automotive events (if no avalanche risk).







Drift Track.

Drift Track – Plenty of Space for Adrenaline.

Distance from Innsbruck airport (INN): 90 km; 01:20

Snow guarantee at 1,700 m above sea level. Surrounded by 38 summits higher than 3,000 m. About 3 ha of space complete with dynamic fields, drift oval and handling track. North-south location (sunshine in the middle of the winter). Open from the beginning of December through the beginning of March.







Off-Road Tracks.

Off-Road Tracks – Leave the Road Behind.

Countless snow-covered forest roads. All difficulty levels. Picturesque mountainscapes.





Uphill and Downhill – Need for Steep.

All gradients, depending on the climbing capacity of the vehicles. Prepared as a snow piste or with ice cover.





Chalets.

Chalets – Mountain Hut Feeling Deluxe.

A total of 12 chalets and 13 apartments offer 48 separate bedrooms and 48 bathrooms (possible as exclusive village, too), a large garage, a spa area with spacious indoor pool, two saunas, infrared cabin, and relaxation area. The super-stylish restaurant in the main building is perfectly suited for fireplace discussions or press conferences.

Dinner: Guests make their own dinner in their chalet or apartment with the help of an award-winning chef who will show the guests how to prepare their dinner via Zoom streaming from his restaurant right onto the large chalet and apartment screens. Entrees will be delivered to the chalets and apartments via 'flying catering service'. Once everybody is finished cooking, the meal will be served to the neighbour's chalet or apartment. Points will be awarded to each dinner creation – a maximum of 100 Gault&Millau points or 4 chef's hats.

Breakfast will be delivered to the chalets and apartments in the morning.







Exposé.

TITLE
"THE PERFECT WINTER WEEKEND"

WRITTEN BY
CAR BRAND OF CHOICE

DATE
THE NEW YEAR 2021

INSIDE. E-4WD. DAWN.

Two ladies in their prime are going on a weekend trip to a snowy mountain area. The light beam of their car's headlights is making its way through misty shroud. The warm light of the dashboard lighting touches their face, it's reflection can be seen in their eyes. Excited, they are looking outside.

Suddenly ...

OUTSIDE. E-4WD, MOUNTAINS. DAYTIME.

The car is breaking through the fog on mountain pass road no. 2. Clear blue sky and sunshine (extremely bright). They are going through an avalanche protection gallery (mountain pass road no. 3). At the end of the gallery, a spectacular mountain landscape is opening up – fast switchbacks. They are passing by a tunnel made of natural stone. They are racing up the last bends of mountain pass road no. 1, drifting around the last turn in eager anticipation.

INSIDE. E-4WD. DAYTIME.

Through the crystal-clear windscreen, we can see two tracked quad bikes and two skidoos with a trailer right next to them. A man in uniform is raising his hand to welcome our two ladies. They look at each other and burst out laughing. While they are getting on the quad bikes that will bring them to the bottom station of the glacier ski lift, a young gentleman is loading their ski equipment and their luggage into the skidoo trailer and will bring it to their chalet.

OUTSIDE. SKI PICTURE SERIES. DAYTIME.

Empty gondola, only the two ladies – short skiing scene at the glacier – stop at a mountain hut – mulled gin on the sun terrace – hardly any other skiers present. Sunset time lapse.

OUTSIDE. CHALET VILLAGE. DUSK.

Quiet as a mouse, the e-car is rolling through the cosy, illuminated chalet village. Open fire is crackling behind the windows, and we can see families having their dinner, playing games, and raising their glasses. The wind is getting stronger, snow is whirling around us, it's getting dark.

INSIDE. E-4WD. BLOWING SNOW NEXT DAY.

Two strong wiper blades are clearing away the snow from the windscreen. The two ladies don't let the weather get in their way and decide to go on a driving adventure in the snowstorm. With a firm grip, they are driving the car through a marvellous snow-covered pine forest, passing by frozen waterfalls, driving up an empty sledge run that leads to a large snow-covered parking area. Empty. What a spectacular backdrop. What a unique moment to have fun with this strong car. The tyres are squirting snow to all sides, the car is drifting around and around through the untouched snow – what a view.

INSERT:

Your perfect buddy for any winter day.
Zero emissions with a soft spot for snow.

LOGO: Car brand of choice





Contact.

Why act NOW?



We will (hopefully) only have this unique (COVID-19) situation with empty mountain roads and empty ski areas this winter. These extraordinary circumstances will create added value, which is why you should seize this opportunity now.

If we want to shoot this winter, you will have to act quickly. Now, that is. Please get in touch as soon as possible (ideally in **January**). We need at least three weeks to prepare and organise everything so that your shooting can take place between the beginning of March and the end of April. Depending on the production, the shooting will take between two and eight days.

Of course, you now want to know how much that will **cost** you.

Please send me an email, and I will send through cost estimates for different production options based on previous experience and our new 3x3 cost calculation.

You will also receive an overview of all services we offer. I will also add references and links to the key positions of our production team such as camera, direction, drone shots and lighting. I will then get in touch again in mid-January and send you another link that will highlight and summarise all our references.

Simply drop me a line or give me a call (also during the holidays). I am happy to answer any queries you may have. We'll get your automotive content creation right on track.

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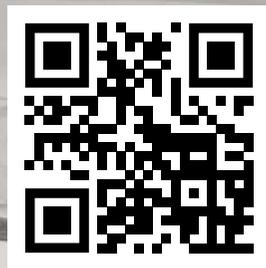
M: +43 699 13050772

Our new 3x3 cost calculation.

©eventation

Event size

	1. Small production	2. Mid-size production	3. Large production
<i>Price category</i> 1. Economy	€ 1	€ 2	€ 4
2. Business	€ 2	€ 4	€ 8
3. First-Class	€ 4	€ 8	€ 16



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On the Trace of Experience.