



CUPRA EXPERIENCES

ICE DRIVING CHALLENGE

CUPRA EVENT FORMAT

ICE DRIVING EXPERIENCE

In order to display the true power of the CUPRA brand and connect to the Nordic conditions. We will arrange a CUPRA ice driving experience as a part of the CUPRA launch in Sweden.

The participants will be CUPRA enthusiasts/owners, journalist, ambassadors, influencers that will enjoy and display the performance of the CUPRA Ateca during winter conditions.

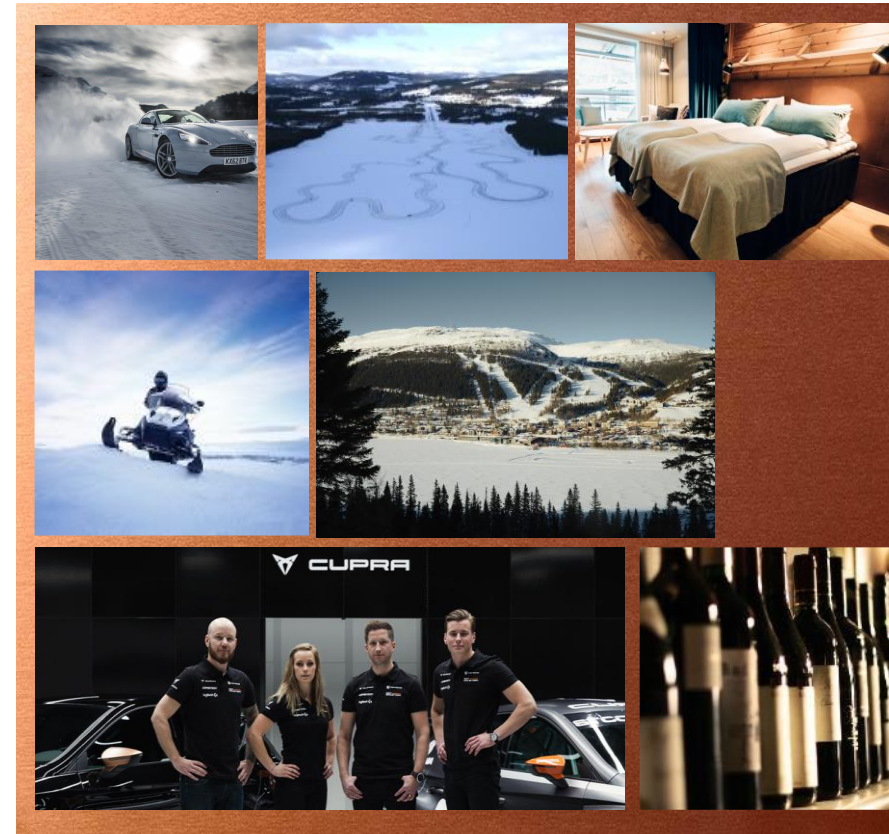
The Swedish CUPRA-team drivers will be used as instructors to enforce branding.

Content will be created and amplified in social media and digital platform through bought media and influencer platforms.

Timings for the event:

2 groups - 22-24 February

3 groups - 8-10 March



CUPRA EVENT FORMAT

A TWO DAY EXPERIENCE DRIVING CUPRA CARS ON ICE IN THE NORTH OF SWEDEN

A total of five groups with 20 people
per group.

Car handling theory session with
instructors followed by a four stage
driving session.

Snowmobile safari and three course
dinner + accommodation at the Holiday Club

CUPRA Ice Driving Challenge finishes
each groups two day event



CUPRA EVENT FORMAT

LOCATION - ÅRE

Åre is a traditional mountain village where the wide range of skiing, shopping, restaurants and bars on offer are creating a real metropolitan vibe.

The ski slopes and vistas are familiar from the many World Cup events that have been hosted here and international travel magazines have repeatedly named Åre one of the world's best ski resorts.

A skiing holiday in Åre is perfect for both advanced skiers and families with children. The cable car or gondola lift easily takes you up onto the Åreskutan Mountain where you can enjoy some great skiing.



CUPRA EVENT FORMAT

ACCOMODATION

Located in the center of Åre ski resort, Holiday Club Åre offers rooms with free WiFi access and views of Åreskuten Mountain or Lake Åre.

Rooms at the eco-friendly Holiday Club Åre have a flat-screen TV with a Sony PlayStation 3 console. Each room has a seating area and a private bathroom with shower and hairdryer.

The large pool complex offers a 62 m water slide and 8 pools. For a surcharge, guests can enjoy Season Sauna and the 6 different saunas, including an ice sauna. The spa area has 16 treatment rooms. Other facilities include a bowling alley, mini golf course.



CUPRA EVENT FORMAT

DETAILED GROUP SCHEDULE - DAY 1

09:10 – Guests arrive to Åre/Östersund Airport.

09:30 – Bus transfer to hotel, Holiday Club, Åre.

10:45 – Check & sign in at CUPRA Counter (Shared twin rooms).

11:00 – Instructors greets and briefs about the upcoming activities, followed by a theory session about car dynamics and ice driving car control.

11:30-12:30 – Lunch.

12:30 – Transfer from Holiday Club to the ice tracks.



CUPRA EVENT FORMAT

DETAILED GROUP SCHEDULE - DAY 1

13:00 – CUPRA Ice Driving, Session 1

ABS – The guests will get a first feeling for the ice surface and how well the ABS system works on ice.

Oval track – The guests will be taught how to create and maintain a power slide, car control is key.

14:30 – CUPRA Ice Driving, Session 2

The snake – A symmetric track with slow speed corners where the key to success is patience and to be able to handle the pendulum effect of the car.

15:15 – CUPRA Ice Driving, Session 3

Handling track – The handling track consists of a 4 km long loop with both technical demanding sections and high speed corners, and this will be the guests first taste of what to come in day 2.



CUPRA EVENT FORMAT

DETAILED GROUP SCHEDULE - DAY 1

16:00 – Transfer back to hotel, Holiday Club, Åre.

17:00–18:30 – Snowmobile safari.

19:30 – Three course dinner at the Holiday Club, Åre.



CUPRA EVENT FORMAT

DETAILED GROUP SCHEDULE - DAY 2

07:30 – Breakfast at the hotel.

08:30 – Transfer from Holiday Club to the ice tracks.

09:00-11:00 – Cupra Ice Driving, Session 4

Preparation ahead of the CUPRA Ice Driving Challenge where the guests in each group will challenge each other in who is the quickest: CUPRA Ice Driving Challenge

12:00 – Lunch and prize giving ceremony in the CUPRA Ice Driving Challenge. Afterwards homebound guests will have bus transfer back to the airport in Östersund.



CUPRA EVENT FORMAT

PRICE POINT

1100 EUR per guest, excluding VAT. Based on three groups with twenty people per group.

INCLUDED

Bus transfers – Airport-Hotel-Airport + activity transfers on site.

Hotel – One night in a shared twin room at the Holiday Club, Åre.

Activities – 1,5 hour snowmobile safari + entrance to SPA and pool area at the Holiday Club, Åre.

Breakfast – Breakfast included at the hotel.

Lunch – 2x lunches during the event days.

Dinner – One three course dinner at the Holiday Club Hotel in Åre.

Snacks – Water/drinks, coffee and snacks during driving activities.

Instructors – CUPRA Ice Driving instructors.

Ice tracks – Ice tracks in Åre + Ice Driving program specified.

Fuel – Fuel for the event cars (cars are supplied by SEAT Sweden)

Prizes – Prizes for the winners of the CUPRA Ice Driving Challenge.

SINGLE ROOM – 100 EUR extra per person.

NOT INCLUDED – Flight tickets, Swedish taxes, alcoholic drinks.



CUPRA EVENT FORMAT

Event team

Driving Event Producers has many years of experience from arranging driving experience for premium car brands in Sweden.

They are especially experienced in ice driving experiences and chief driving instructor Susanne Kottulinsky is a well known rally and racing profile.

Driving Event Producers offer memorable and professionally organized motor and driving events, tailored to your needs.

They have a dedicated team of event coordinators and expert driving instructors provide a full range of exciting driving experiences complete with first-class hospitality.





T h a n k y o u !