



# AUTOMOTIVE EVENTS IN ADRIATIC REGION

**CROATIA, MONTENEGRO & SLOVENIA**

*Product launches / Press launches / Driving events*















## Automotive events in Slovenia & Croatia

The Adriatic region is a newfound destination for automotive events.

As one of the trendiest Mediterranean destinations, **Croatia** enchants you with its chic island retreats, rugged mountains and romantic cobbled stone streets in unlimited ancient walled towns. The recent hotel boom has brought new design hotels and boutique properties, which are available to be hired exclusively. A diverse destination offers a wide variety of road surfaces and terrains, different types of special venues and vistas at your disposal.

**Slovenia** then catches your attention as a new event destination, charming with snow-capped Alpine peaks, picture-perfect lakes, numberless underground caves, idyllic villages and elegant cities. Owing to its incredibly diversity, the boutique destination enables multi-terrain and off-road driving and spoils with a variety of beautiful sceneries.

















## Car launches in Montenegro

Lastly **Montenegro** – the ‘in place’ on everyone’s radar – adds another choice to a region bursting with charm and still mercifully largely unspoilt. Having experienced significant growth in hotel and infrastructure development in recent years, Montenegro is increasingly attracting automotive events in the hauntingly beautiful destination.

Being a safe region and offering “price value” are additional advantages, when talking about organization of automotive events in the Adriatic region.

And by knowing each corner of our destinations and having all the right contacts, Intours DMC can mould and adapt them to your unique needs and requirements.

We love a good challenge!















**WE RUN DMC**

**UNPARALLELED DRIVING EVENT**

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## **McLaren Adriatic drive**

- ◆ 5-day luxury driving experience in Croatia and Montenegro for a group of 28 McLaren enthusiasts
- ◆ Coastal, serpentine, mountain and national park drive in total of 700 km
- ◆ Organizing road closures on highway and serpentine road
- ◆ Providing automotive insurances, carwash and valley services as well as secure transfer of McLaren cars from and to United Kingdom

























## **Mercedes X press launch in Slovenia**

- ◆ 250 journalists testing the new pickup in the forests of central Slovenia
- ◆ Set-up of an off-road circuit with a gravel track, dirt tracks and a series of potholes
- ◆ Obtaining all permits for the construction and operation of the off road circuit
- ◆ Acquiring authorizations for automotive photo shooting at exclusive locations



















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**FIRST EVER CAR LAUNCH IN MONTENEGRO**

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## **Jaguar car launch in Montenegro**

- ◆ 1st ever luxury brand car launch in Montenegro - Jaguar's F Pace
- ◆ 750 global journalists and influencers visiting Montenegro and in part Dubrovnik
- ◆ 100 staff on site every day for a group of 30 guests
- ◆ 6 stations during the 420 km long driving route
- ◆ 3 temporary constructions designed just for the event
- ◆ 0 accidents, while driving also on 10th most dangerous road in the world















**WE RUN DMC**

# FIRST EVER CAR LAUNCH IN MONTENEGRO

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## Highlights

- ◆ Privatisation of the largest car ferry in Montenegro, where car keys were delivered
- ◆ Tailor-made construction of a pavilion in the midst of a national park for a lunch break
- ◆ Construction of a steep ramp on top of a small damp to demonstrate the car's capabilities
- ◆ Complete reconstruction of an industrial venue, converting it to a rooster repair center
- ◆ SUV floating in the middle of the Adriatic sea











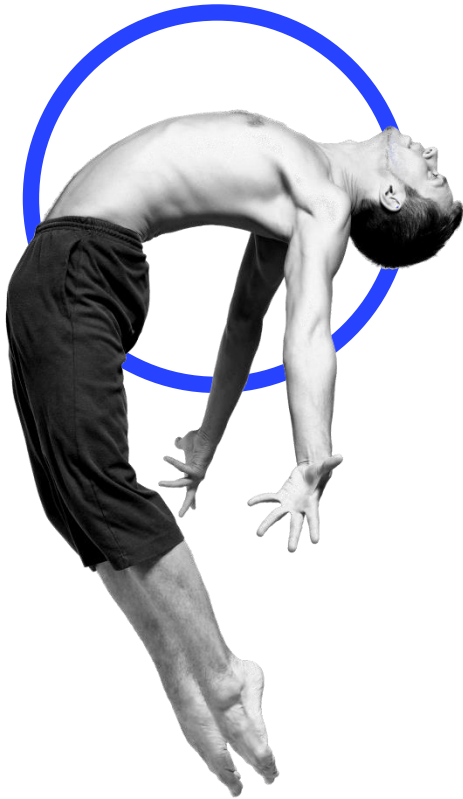




**WE RUN DMC**

**WORLD PRESENTATION OF NEW DACIA RANGE**

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## **Dacia range presentation in Šibenik**

- ◆ 1st car launch in the design hotel D-Resort
- ◆ 500 guests from Europe, coming in 16 rotations
- ◆ Different driving routes lasting from 1,5 to 4 hours
- ◆ 70 staff working on redesigning and branding the boutique hotel property
- ◆ 24/ 7 assistance





DACIA















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**CAR LAUNCH IN HEART OF NATIONAL PARK**

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## **Škoda press launch in Slovenia**

- ◆ 1st complete privatization of the boutique eco resort in Slovenia
- ◆ 50 French journalists visiting Slovenia, mostly for the first time
- ◆ Driving route heading up to the highest road in Slovenia at 2,072 m high
- ◆ 50 hairpin bends leading to the highest alpine pass in Slovenia















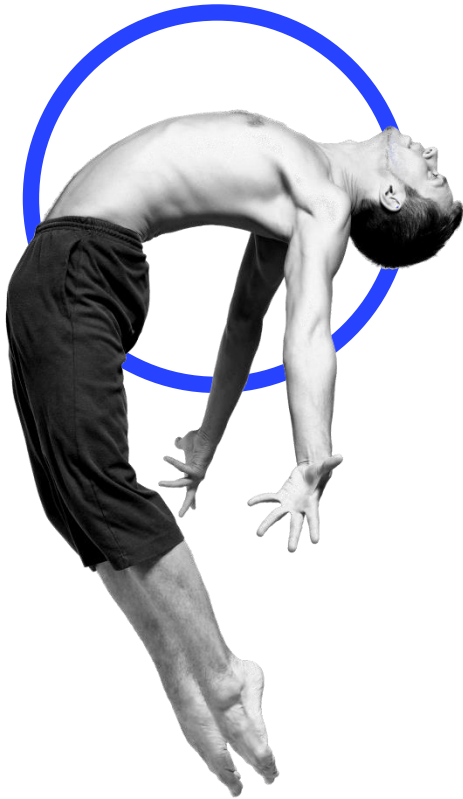




**WE RUN DMC**

**WORLD PRESS LAUNCH IN SLOVENIA**

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## **Škoda world press launch in Slovenia**

- ◆ 900 guests from around the world
- ◆ 1 off-road polygon redesigned by Intours DMC to client's requests
- ◆ 40 drivers moving cars across different stations
- ◆ Driving route across the highway, gravel roads, local paths and off-road polygon
- ◆ A private welcome area set-up at the Ljubljana airport





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PRESS LAUNCH 2009



Škoda  
SIMPLY CLEVER













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**WE RUN DMC**

**BEHIND THE CURTAIN**

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## **Intours DMC**

When organizing automotive events, a local DMC agency plays a crucial role. Even though the DMC stays in the background, it bears the responsibility of complete event realization. The event agency and end client depend on DMC's intimate destination knowledge, their extensive network of trusted suppliers, the highest level of professionalism and flexibility, when making the automotive event a pure success.

Our product launches in the Adriatic region were always a great success! Intours DMC has always delivered high quality services, gaining trust and respect of very demanding agencies producing automotive events.

### **Let us inspire you!**

Which destination would suit your product launch best? Talk to us and let us share our knowledge and ideas for your automotive events in the Adriatic region.





[www.intours-dmc.com](http://www.intours-dmc.com)

**WE RUN**  
**DMC**



◆ **INTOURS DMC / SLOVENIA**

Breg 10, Ljubljana, Slovenia

+386 1 430 35 50

[info@intours-dmc.com](mailto:info@intours-dmc.com)

◆ **INTOURS DMC / DUBROVNIK**

Metohijska 4, Dubrovnik, Croatia

+385 20 416 140

[info@intours-dmc.com](mailto:info@intours-dmc.com)

◆ **INTOURS DMC / SPLIT**

Bihacka 2a, Split, Croatia

+385 91 174 10 28

[info@intours-dmc.com](mailto:info@intours-dmc.com)

◆ **INTOURS DMC / MONTENEGRO**

Popa Jola Zeca bb, Budva, Montenegro

+382 69 369 723

[info@intours-dmc.com](mailto:info@intours-dmc.com)