

# AUTO BAVARIA CORPORATE ROADSHOW.

7 – 11 August 2024  
The International Gallery at KLGCC Resort



Auto Bavaria

# THE INTERNATIONAL GALLERY at KLGCC RESORT.



**BACKGROUND.**



## **EXCLUSIVE PARTNERSHIP WITH AUTO BAVARIA (AB)**

- Mega 5-days event.
- Bringing a MODERN LUXURY lifestyle experience.
- Inviting corporate partners for exclusive collaboration.
- No charges or partnership fees imposed.

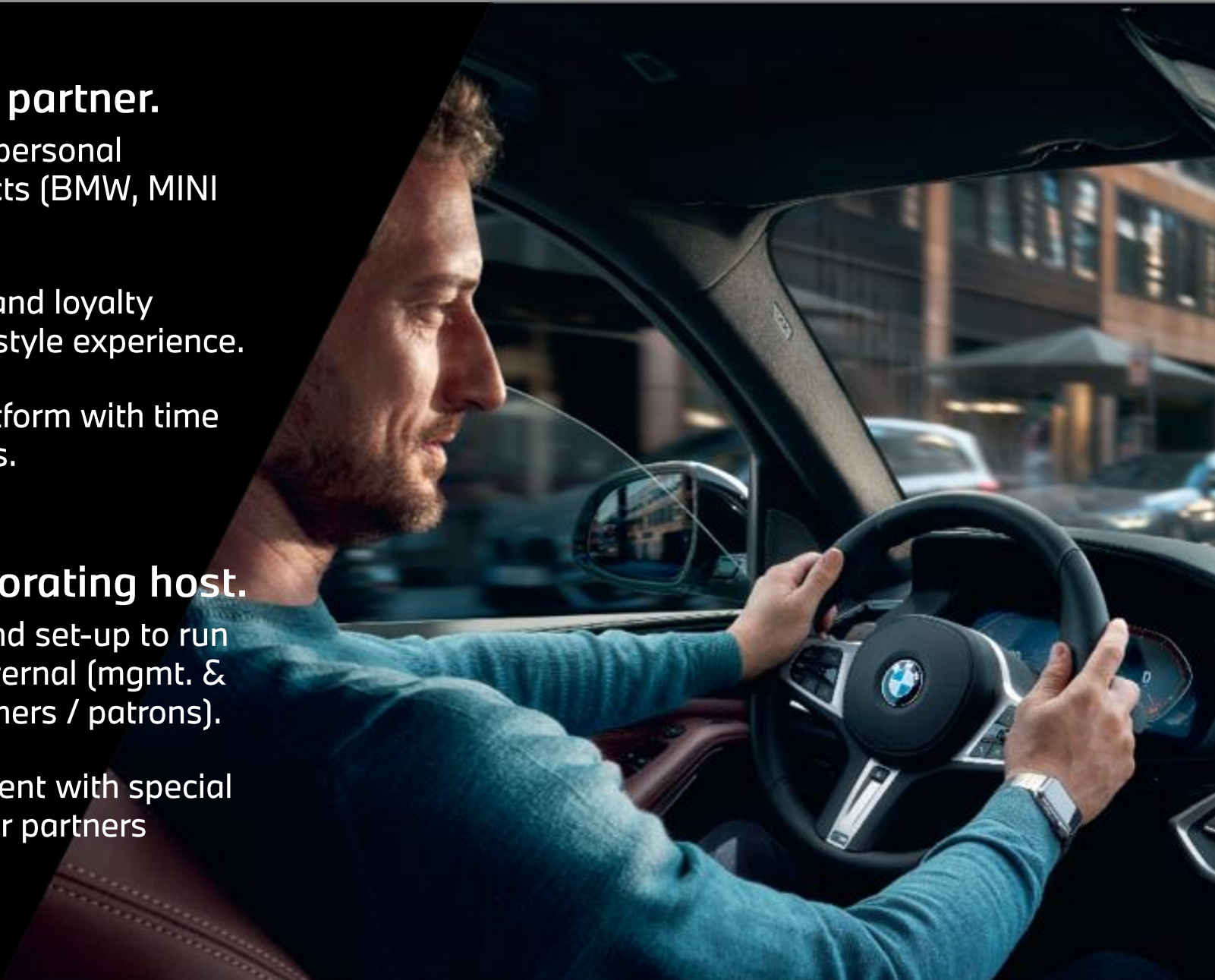
# ROLES.

## □ AB as the host and automotive partner.

- Providing opportunities for up close personal experience on BMW Group of products (BMW, MINI and BMW Motorrad).
- Complementing partner's branding and loyalty program with exclusive premium lifestyle experience.
- Creating a win-win collaborative platform with time limited event specific offers to guests.

## □ Corporate partner as the collaborating host.

- Offering exclusive premium venue and set-up to run partner-specific event / activity to internal (mgmt. & staff) and/or external guests (customers / patrons).
- Enhancing engagement and enjoyment with special offers from event host (AB) and other partners (lifestyle partners).



# SPECIAL MERCHANDISE OFFERS.

- Inviting merchandise partners to enliven the event throughout the 5-days execution.
- Premium brands only.
  - F&B
  - Timepiece
  - Travelling & utility equipment
  - Home entertainment
  - Personal electronics
- Merchandise partner to offer special rate / package within event period to guests at the event venue.



BE OUR PARTNER.



LET'S GEAR TOWARDS  
SOPHISTICATION,  
INNOVATION AND THE  
ASPIRED LIFESTYLE.

- Session (to select one or both):
  - Morning: 10am – 1pm
  - Afternoon: 2pm – 5pm
  - See available dates next slide
- What you can do for your guests:
  - Insights / Info Sharing Session
  - Seminar / Forum / Talk
  - Internal Organization Meeting
  - EV 101 Learning Session (by AB)
- What you & your guests get to enjoy:
  - Light refreshments
  - Test drive
  - Lifestyle Partners' retail offers

**BE OUR PARTNER.**

<b>Date / Day</b>	<b>Morning Session (10am – 1pm)</b>	<b>Afternoon Session (2pm – 5pm)</b>
10 Aug 2024 (Sat)		
11 Aug 2024 (Sun)		

THANK YOU.



Auto Bavaria