



Firmenauto des Jahres
Offer Business Partner

Europe's major
Car Test for
Fleet Professionals
April 16 -18th
at Europa Park Rust

Top Event of the Year:
30,000 test kilometers
250 fleet professionals
1,500 test drives



Firmenauto des Jahres Media Information 2018

Portrait/Services

Portrait

The expert panel „Firmenauto des Jahres“ is taking place for the 20th time in 2018. The special interest magazine firmenauto and the expert organisation DEKRA invite to Europe's major independant car test. 250 selected fleet managers are doing test drives for all car classes of major German car brands. Prizes are rewarded to the best fleet vehicles in all different classes, including import and overall winner. The focus is on test drives, exchange and dialogue. You will also have the option to presenting your business to interested target groups.

Customer Contact

You may get in touch with 250 fleet management experts as well as manufacturers and business partners. Upon greeting the test drivers, you may greet and inspire everyone present for your company and have the opportunity for a conversation in a relaxed, enjoyable business atmosphere - firmenauto offers the perfect setting.

Getting in Touch

You choose the fleet managers who will be invited. This contact information can be used to get in touch one more time.

Event Location

Firmenauto des Jahres will once again take place at Europa Park Rust in 12 segments. It is one of the major events of the industry because 250 fleet managers represent more than 200,000 fleet cars. Manufacturers, therefore, are showing their latest and most fancy cars. In 2018 150 test cars starting from minicars to luxury limousines, will be waiting for test drivers at the parking of the Rust theme park.



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Branch exclusive Business Partnership 2018

As key business partner you will receive:



- Reporting in firmenauto and firmenauto.de before, during and after the event.
- Being a branch exclusive business partner you will receive an online advertorial at www.firmenauto.de
- 1/1 pages company portrait in firmenauto 6 and 7/2018
- Participation of up to 5 individuals, incl. meals for 3 event days.
- Logo presentation in print and online media
- Logo presentation at evening events and award ceremony.
- Exhibition area upon request (without stand construction)
- Entry event app

Hotel keys with branded envelope:

Your logo will be placed on your hotel key envelope.

Price: 24,900,00 €

Further marketing campaigns upon request



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Partner

Impressions and Partner 2017





Your Contact



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EuroTransportMedia
Verlags- und Veranstaltungs-GmbH
Das Gemeinschaftsunternehmen von DEKRA,
Motor Presse Stuttgart GmbH & Co. KG
und VF Verlagsgesellschaft