

Industry: Motor

Group: 21 Channel Partners

Budget: R1-3 million

# DESTINATION: STUTTGART, GERMANY

There's a certain pride that comes with working for an iconic brand. Particularly in the motor industry, where loyalties run deep and brand connections are strong.

This trip was planned to reward our client's top performers with an immersive brand experience, illuminating the historical, operational and cultural sources of product quality, design and engineering.





## The experience

Stuttgart is best known as the 'cradle of the automobile', where Karl Benz purportedly invented the first patented motor car, later industrialised and sold by the Daimler Motoren Gesellschaft under the brand name Mercedes Benz. Today, the city is home to the world headquarters of several prominent motor industry companies and tech giants.

Steeped in culture, dotted with manicured gardens and architectural gems of old and new vintage, the city sprawls across the rolling hills and fertile valleys of Germany's premiere wine growing region. It's also the site of a famous annual beer festival. Our group was primed for the full Stuttgart experience.

**The Cannastatter Volkfest**, otherwise known as the Stuttgart Beer Festival, is the second biggest beer festival in the country after the Munich Oktoberfest. This spectacle of traditional attire, food, music and dancing was a rousing welcome to Stuttgart. The group was hosted in the Gockelsmayer tent for a cultural experience that rated 85% excellent.

**The Mercedes-Benz Museum** is a veritable shrine to the motor industry and the only museum in the world that can document more than 130 years of automobile history in a continuous timeline. With 160 vehicles displayed across 1 500 exhibits, the collection is an evocative testament to the design,

engineering and technological genius personified by the brand.

**An AMG Driving Experience** was a logical follow-up to the museum tour of motorcar history. The group travelled to the Mercedes AMG Driving Academy in Möhringen for a brief lesson in mastering the superior power and dynamic drive of these high-performance vehicles. Then, individuals were assigned their own sporty AMG ride for a guided drive through the Black Forest. Plenty of road curves and stunning landscapes made for an exhilarating afternoon, summed up by this casual feedback, "Man, those AMGs are such exciting cars to drive."



## Client ratings



ARRANGEMENTS



ITINERARY



AAGROUP TOUR  
DIRECTORS



OVERALL  
EXPERIENCE

## Client comments

*"Thank you for an unbelievable and most importantly unforgettable trip that will be talked about for many years to come."*

*"To the entire team, thank you for an amazing trip. Great trip and great people and a privilege to be associated with all of our brands."*

*"I enjoyed the team dynamics and a relaxed and balanced itinerary. I also really enjoyed the AMG drive through the countryside."*

*"The AAGroup Tour Directors were outstanding as usual and I really enjoy the fact that they get involved with activities."*

## → SERVICES PROVIDED

Our travel team managed every aspect of the trip; from theme and creative design to booking and ticketing, tour management and financial control. Because of our long experience and close relationships with suppliers around the world, we can offer clients a seamless incentive travel experience from start to finish.

### First-class full-service incentive travel

- Planning and strategy
- Destination research and recommendation
- Budget and financial management
- Venue negotiations and booking
- Destination management arrangements
- Travel theme and creative development
- Teaser and functional communications
- Registration website and critical logistics
- Land and air booking and ticketing
- Collateral and travel pack procurement
- Full-service tour management

We specialise in end-to-end engagement solutions using a holistic approach that connects employees, sales and channel partners, and customers.

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