

DRIVE EXPERIENCE | Product Presentation

Alternative drive systems – where will the power of the future come from?

Let visitors test to drive your machine with alternative drive solutions on the 'Drive Experience' course. Machines that are powered by biomethane, hydrogen, electricity or other alternatives are permitted. Machines can be prototypes, but must be fully functional.

You determine who drives!

Access is only available for visitors who obtain a "driver voucher" at your booth.

Price: starting from € 9,900

- **Areas:** Two separate driving areas:
 - Large equipment (e.g. tractors. Dimensions: 94 m x 33 m)
 - Small equipment (e.g. telescopic handlers. Dimensions: 40 m x 21 m)
 - The number of machines is limited to 10
- **Location:** North of Hall 26 (North outdoor area)
- **Ground surface:** completely paved for heavy loads in the driving area and parking area
- **Design:** tent with waiting area, information counter & lounge incl. drinks service
- **Security:** fully fenced driving area
 - Double row of fences
 - Security personnel overnight
 - Fire station on standby
 - DLG coordination on site
- **Personnel costs for exhibitors:** 1-2 product specialists per vehicle
- **Access:** Tent with access control
 - Driver's license check and personalized voucher issue at the exhibitor's stand
 - Voucher check at the tent entrance
 - Only visitors with a drive voucher will be admitted

Directly on the exhibition grounds of AGRITECHNICA

- Experience alternative drives live
 - Visitors drive themselves
 - Prove performance
 - Arouse enthusiasm
 - 1:1 with potential customers
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- **Refueling and charging stations:** Are provided on site (billing is based on consumption)
 - **Demo equipment:** includes traffic signs and markings in the driving area. Possibilities for individual exhibitor design e.g. sand piles, loaded trailers, filled big bags.
→ Provision & organization by participating exhibitors in coordination with the DLG
 - **Timetable:** Test drives of 15 Minutes daily from 9:30 am to 5:00 pm



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New position at the center of AGRITECHNICA!

Take advantage of this opportunity: show visitors your technology and let selected customers experience it for themselves.



Info & booking:
Binding booking in the exhibitor service portal
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