

# DRIVE EXPERIENCE | The Concept

NEW

## DRIVE EXPERIENCE: ALTERNATIVE DRIVE SYSTEMS

### Alternative drive systems – Where will tomorrow's power come from?

Let visitors drive your machines with alternative drive solutions on the "Drive Experience" course.

Machines powered by **biomethane, hydrogen, electricity** or **other "diesel-free" alternatives** are permitted. Machines can be prototypes, but must be fully functional.

You decide who drives!

Access to the course is only granted to visitors who obtain a "Drive Voucher" from your stand.

**Price starting at EUR 9,900**

10% discount on each additional vehicle of the same brand

Directly on the AGRITECHNICA trade fair grounds

- ✓ Experience alternative drives live
- ✓ Visitors drive themselves
- ✓ Demonstrate performance
- ✓ Generate enthusiasm
- ✓ 1:1 with potential customers



### INFO & BOOKING

- Binding booking in the Exhibitor Service Portal
- **Dr. Jobst von Schaaffhausen** [j.schaaffhausen@dlg.org](mailto:j.schaaffhausen@dlg.org)

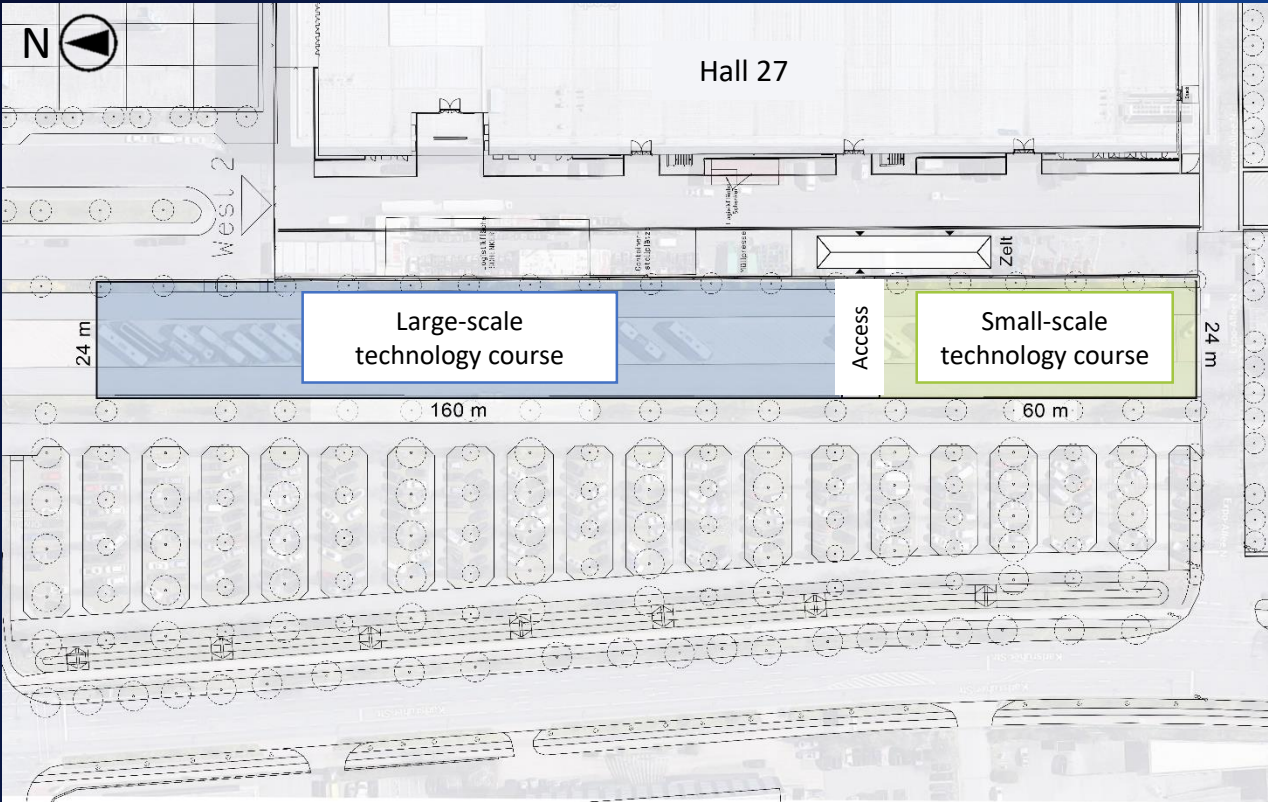
# DRIVE EXPERIENCE | Das Factsheet

- **Areas:**
  - Two separate driving areas:
    - Large-scale technology (e.g. tractors)  
Dimensions: 160 m x 24 m
    - Small-scale technology (e.g. telescopic loaders)  
Dimensions: 60 m x 24 m
- **On-site:** West of hall 27
- **Location:** Bus parking area
- **Substrate:** Completely **suitable for heavy loads**
  - Tarred in the driving area
  - Paved in the parking area
- **Set-up:** Tent with waiting area, information counter & lounge incl. beverage service
- **Safety:** Completely fenced-in driving area
  - Existing fence towards the east/trade fair grounds
  - Additional fence towards the west/parking spaces
  - Overnight security staff
  - Fire station on standby
  - DLG coordination on site
- **Access:** Tent with access control
  - to be entered via an exit of the tent through a gate in the fence of the trade fair grounds (see marking)
  - Driving licence check and personalised voucher issue at the exhibitor's stand
  - Voucher check at the tent entrance
  - Only visitors with a drive voucher will be admitted
- **Filling and charging stations:** : Will be provided on site (billing takes place according to consumption)
- **Demo equipment:** Incl. traffic signs and markings on the driving area
  - Possibilities for exhibitor-specific design, e.g. sand piles, loaded trailers, filled big bags
  - Provision & organization by participating exhibitors, in coordination with DLG
- **Timetable:** Test drives daily from 9.30 a.m. to 5 p.m., at least 4 drives per machine & hour

➤ Personnel expenses for exhibitors: 1-2 product specialists per vehicle

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## DRIVE EXPERIENCE: ALTERNATIVE POWER SYSTEMS



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