



think.tank

DELIVERING PASSION & ACUMEN FOR OUR CUSTOMERS



think.tank



TAYLOR MADE EVENT SOLUTIONS – FROM ONE SOURCE – SINCE 1998

- ✧ **think.tank’s holistic approach to Motorsport Development Services offers our clients a complete customized «turn-key» solution to hosting international motorsports and entertainment events.**
- ✧ **think.tank’s eminent reputation in the Motorsports Industry is solidified by a long-standing reputation of delivering innovative track solutions based on safety, corporate entertainment and sponsorship asset enhancement.**
- ✧ **think.tank’s team of professionals offer collaborated skills with expertise in graphic design, infrastructure design & engineering, hospitality, logistics, track build and strategic measurement solutions.**

TAYLOR MADE EVENT SOLUTIONS – FROM ONE SOURCE – SINCE 1989

- ✧ think.tank managed solutions are implemented from the core commencing with a discovery process leading to the execution of project plans, infrastructure build, quality control and delivering within budget and timing.
- ✧ think.tank infrastructure and engineered assets are FIA approved and implemented by renowned racing series around the globe accented by best in class on-site project management.
- ✧ **"One-stop-shop"** for all aspects required for the engineering, construction, production, management and logistics hosting of an international motorsports event.
- ✧ Safety is paramount, and the #1 priority at any event. think.tank industry-specific technologies are rapidly advancing as is our engineering to stay a step ahead of the game. Our manufacturing department designs and manufactures infrastructure solutions including mobile hospitality structures, mobile advertising bridges, mobile pedestrian bridges, hangovers, specially designed impact block and debris fences (all FIA approved).

PROCESS – FROM IDEA TO REALIZATION – THINK.TANK

1. Project Evaluation & Feasibility



2. Master Planning



3. Design & Homologation





5. Custom Designs/Engineering & Logistics

6. Branding & Hospitality



4. Track Build & Project Management



7. Strategic Measurement

THINK.TANK AG – BUILDING STRONGER BRANDS.

- ✧ think.tank translates passion and quality service into a formidable unit offering innovative marketing expertise and effective event technology solutions tailored to each client’s overall brand strategy.
- ✧ think.tank is special, above all what gives our clients the edge is that we implement innovative marketing solutions and synergies. Event marketing is always about building stronger brands in a category exclusive environment. This position supports our corporate clients to capitalize on establishing and protecting their sponsorships, working to maximize the value of an existing event sponsorship or property and incubating sports/lifestyle properties to achieve specific commercial and communications objectives.
- ✧ think.tank is a “Boutique” centered on offering our clients up-scale services through its in house capacities and business network.
- ✧ think.tank services include: **Consultancy:** think.tank is mandated to help our clients maximize their return on sponsorship investment supported by sponsorship research, evaluation and controlling. **Event Technology Management:** Taking care of every detail to insure properties, civic communities, stakeholders, sponsors, partners and the media get the results they want from events including the design, construction and implementation on-site.

THINK.TANK AG – OUR MOTORSPORT REFERENCES AND PORTFOLIO

Motorsports Series:

- 1989 – 1994 German Touring Car Championships (DTM)
- 1995 – 1996 International Touring Car Championships (ITC)
- 1997 – 1999 FIA GT
- 2000 - 2001 Super Racing Weekend
- 2002 – 2004 LG Super Racing Weekend (LG SRW)
- 2005 – 2017 World Touring Car Championships (WTCC)
- 2018 – 2019 World Touring Car Cup (WTCR)

Classic Old-Timer Rally:

- 1994 – Current International Ennstal - Classic / Austria
- 1999 – Current International Planai - Classic / Austria

Other:

- 2010 – Current Red Bull Ring Spielberg / General tracksignage contractor

Circuits world wide:

- 1989 – Current Red Bull Ring, Spa, Monza, Nürburgring, Oschersleben, Suzuka, Interlagos, Vila Real, Doha, Sonoma, Indianapolis, Hockenheim, Donington, Marrakech, Motegi, Lausitzring, Zolder, Shanghai, Imola, Moscow, AVUS, Norisring, Macau, Pau, Puebla, Salzburgring, Hungaroring, Valencia, Brno and many many more.

THINK.TANK – NOTHING IS IMPOSSIBLE – OUR PORTFOLIO

Individual Team Garage Frames



DHL Pole Position Arch, Grid Girl signs



Mobile Podium incl. Parc Ferme



Bridge Side Cover/Construction



Winner parkferme



DHL Poleposition interview + TV + barriers



Mobile special construction on grass, asphalt and uneven surface



Paddock Area (Flags, Totem, Info triangle, Inflatables, ...)



Freestand turnable hangover



Starting Ramp / Arch



Event / VIP Tents



OSCARO Repair Time display



Perfect Transportation – Safe, space-saving, On Time



Groundpaint on grass, asphalt ... 10 – 5000 m²...



SELFIE FRAME



MOBILE GRANDSTAND



MAC 3 Interchangeable Starting Grid Background



Hungaroring Start/Finish branding



Mobile freestanding advertising bridge from 9 m – 36 m / for nightrace with light



Paddock Infotower



Digital LED advertising components / e.g. pit entry + exit



Special painting machine on all terrain



NETWORK:



CONTACT INFORMATION:

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