

## VW Subsidiary Škoda presents Karoq at Salzburg Airport



Škoda KAROQ presentation at Salzburg Airport

### **ŠKODA chooses eventlocation amadeus terminal 2/ compact SUV Karoq presented/ 150 car dealers arrived in Salzburg every day / 3.300 guests were welcomed in 25 days**

From October 3<sup>rd</sup> to November 2<sup>nd</sup> 2017 the amadeus terminal 2 was the location for the presentation of the new ŠKODA Karoq. ŠKODA, a subsidiary of Volkswagen, booked amadeus terminal 2 as starting point for their event. For a whole month ŠKODA used the terminal to welcome their guests and to present their new compact SUV, Karoq, to Austrian and German car dealers. In total, about 3.300 guests visited the exclusive event at Salzburg Airport.

From the 150 guests, who arrived every day, a great number came by plane. An event location with an airport of its own has many advantages: right after landing, the attendees can reach the location on foot. Their luggage can – upon request – be delivered straight to the event terminal. Guests, arriving by car, can park almost directly in front of the building. The airport offers more than 3000 parking spaces for customers. Lagardère, the airport's catering partner, treated the participants to a fine, rich breakfast buffet. After the car-presentation, the dealers headed to Germany in 50 Karoqs parked in front of the event terminal. ŠKODA had arranged an interesting and varied programme for their guests.

In wintertime, especially on the busy Saturdays, the multifunctional terminal is used as an additional passenger terminal. All year round the terminal can be booked for tailor-made events of all kinds and offers space for about 1.700 guests.

"Every event that takes place in amadeus terminal 2 is very special. We are very pleased to host ŠKODA for the second time at the airport and that they chose our event location for their presentation. This event with nearly 3.300 guests, who in part arrived in Salzburg by plane, is not only important for the airport, but a major impulse for the entire region", says Bettina Ganghofer, CEO of Salzburg Airport.

Whether it be a workshop or a company party: every event is realized according to the customers' individual requests. The available equipment leaves nothing to be desired: moving heads, colour lights, video projectors and an ultramodern soundsystem allow plenty of opportunities to realize our customers' ideas. For an optimal preparation of the event, there are plenty of catering areas and storage facilities available as well as spacious kitchen areas and a dressing room for performers.

Daniela Brügger-Minatti, Manager Sales & Coordination, is the responsible contact person for customers who would like to plan an event at the airport. Please visit our website [www.amadeus-terminal2.com](http://www.amadeus-terminal2.com) for further information.