



Case Study

Jungheinrich

Purpose

To launch a fleet of fork lift trucks and showcase the products through live demonstrations to 300+ customers in a unique, quirky and memorable location. The customer wanted to emphasise the different machinery that can be supplied and themed the event around “Jungheinrich has the winning formula”.

Facilities Used

Garage lock 1 (Garages 1-15)

Audience

300+ customers

Duration

Two day build and two days


Machines. Ideas. Solutions.

“The pit garages were a fantastic open area and blank canvass to enable us to create an inspired event promoting and selling Jungheinrich Forklift trucks, Silverstone is a great central location with plenty of parking and accessibility, the staff and team were very helpful and made our event a huge success.” – Jungheinrich

