



## 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*

