

# Events, training and outdoor experiences

ADA



EXPERIENTIAL DRIVER DEVELOPMENT

Serving corporates, individuals, formal and social groups,  
racing teams and clubs

Product launches and product familiarization sessions  
Corporate and dealer specific events  
Dealer customer promotion  
Training academies, training and team building  
Experiential driver development  
4x4, SUV, motorcycle and quad training and trails  
Other activities such as mountain biking, trail running, tours, etc

Participation ↔ Experience ↔ Memories

[www.adasa.co.za](http://www.adasa.co.za)



## FLAGSHIP FACILITY IN THE HEART OF “THE CRADLE OF HUMANKIND” GAUTENG

- ✓ Easy accessible and purpose built facility for training, product launches and events
- ✓ 4x4, SUV, motorcycle, quad tracks and trails
- ✓ Mountain biking and trail running
- ✓ Gravel skid pan
- ✓ Conference facilities and exclusive access to game farms in the area
- ✓ 25 minutes from Lanseria Airport
- ✓ Easily accessible accommodation in the area

## BRANDED SOLUTIONS

- ✓ Help you formulate a suitable solution
- ✓ Embed your brand in the solution
- ✓ Present a branded solution



## BORN OUT OF PASSION - BUILDING A FUTURE ON SUCCESSES AND PARTNERSHIPS

ADA has been associated with people, their passion and the environment for many years. We are a company that is extremely diverse, covering all aspects of rider or driver training, tours, events and challenges.

ADA came into being in April 2005 to manage the ever successful and long-running Honda Adventure Academy in South Africa. Since then various other partnerships to provide brand specific solutions have been created and maintained. ADA's leadership has been actively involved in automotive events, off-road accessories and overland trips for nearly two decades. This experience has been deeply entrenched in the current business model and successes have been delivered.

## CUSTOMER VALUE PROPOSITION

**Product and application knowledge** – We ensure that we understand the products and their application in order to convey the right skills and knowledge to the selected target audience through the most appropriate means.

**Attention to detail and personal focus** – Our team members, specialist facilitators and instructors are passionate about people and their development. Groups are kept small so that each person can be assisted with the “small things” that form the basis for advancement.

**Accessible venues** – Except for our “flagship” Gauteng facility, we select venues that are within relative easy reach of all major centres country-wide to present our training and events or to commence with our tours. We care about the communities within which we operate and constantly drive environmentally respectful behavior.

**Increased confidence** – Working in groups stimulates camaraderie, builds team work and increases confidence. All of these are qualities required for enjoying the outdoors as part of a group.

SCIENTISTS at Nottingham University have investigated the attitudes, behaviours and skills of different types of riders. The findings showed that experience on its own does not make riders safer... Dr Alex Stedmon from the Human Factors Research Group, said: "...Whilst experience seems to help develop rider skills to an extent, advanced training appears to develop deeper levels of awareness, perception and responsibility. It also appears to make riders better urban riders and quicker, smoother and safer riders in rural settings."

Source: <http://www.visordown.com/motorcycle-news-general-news/study-are-advanced-riders-really-safer>

## CUSTOM SOLUTIONS

- Who is your audience?
- What do you want to achieve?
- Where do you want to achieve it?
- When do you want to achieve it?

We will...

- ✓ Respond with suitable options
- ✓ Set up what has been agreed to
- ✓ Deliver the solution

## REPEATABLE SOLUTIONS

- ✓ Guide you around the options
- ✓ Guide you around the outcomes
- ✓ Set the standards and deliver consistently against those standards
- ✓ Assign the right resources to deliver
- ✓ Evaluate and adapt where required for continuous improvement

## PRODUCTS, SERVICES AND REACH

ADA distinguishes itself in the field of experiential driver development and product related events. We serve corporates, individuals, formal and social groups, racing teams and clubs. ADA has highly experienced facilitators and instructors. We also have an excellent no. of training day's incident and accident free record.

Our offering includes the facilitation and presentation of:

- Product launches and product familiarization sessions
- Corporate and dealer specific events
- Dealer customer promotion
- Training academies, training and team building
- Experiential driver development
- Multiple levels of 4x4, SUV, motorcycle and quad training and trails
- Other activities such as mountain biking, trail running, tours, etc

We also make available our facilities or sections thereof to our partners. We can deliver at our flagship Gauteng facility or any other venue country-wide. ADA knows how to listen to and interpret customer needs and wants into practicable suitable solutions.

## "FLAGSHIP" VENUE IN THE HEART LAND OF GAUTENG WITH GREAT OPPORTUNITIES

ADA has moved from primarily doing events and training at Gerotek to their new venue. The venue is in the Cradle of Humankind. This venue is ideal for experiential marketing, dealer customer promotion, training, launches, team building days and just chilling out. Except for the training and events venue we also have access to an additional 780 ha for fantastic outrides on the farm.

The area lends itself to fantastic ride and drive-outs with well-maintained tar roads and some excellent gravel roads.



## IN SUMMARY

As a company, **we are very concerned about the impact we have on the environment and the communities with whom we make contact.** Our guided tours allow us to experience some of the most beautiful places in Southern Africa, interacting with fascinating and diverse cultures, and laying a foundation for your own further travels. Participation in navigation, learning packing techniques, getting involved in basic technical activities and enjoying the camaraderie within the group, this all adds up to an amazing experience

**We are involved in community projects,** exposing school children to responsible bike riding attitudes and techniques, then aiding them through the K53 test. On-road training is an extension of this, again, producing capable and safe riders.

**In partnerships** with corporates, clubs and other groups we have presented professional product launches, team/product development, club member fun and skills events.



### PARTIAL CLIENT LIST

- ✓ Honda
- ✓ KIA
- ✓ Land Rover
- ✓ Suzuki
- ✓ Nissan
- ✓ Mitsubishi
- ✓ BMW Bavarian Motorcycles
- ✓ BMW Pretoria Motorcycle Club
- ✓ MOAM Racing Team
- ✓ Individual owners of vehicles and motorcycles

## AFRICAN DREAM ADVENTURES (ADA)

68 25<sup>TH</sup> Street  
Menlo Park  
0102

Contact us:

- ✓ Heine: 083 226 1494
- ✓ Email: [info@adasa.co.za](mailto:info@adasa.co.za)
- ✓ Call Centre: 086 146 6328