



**Influence your most valuable prospects !
Impress your most important customers !
Motivate and reward your most loyal staff !**

Discover your own potential.

Extreme Promotion is a new and exciting branch of marketing. Extreme Promotion makes use of the innovative concept of '*Perception Economy*' whereby initiatives are developed that form the basis of a spectacular increase in economic productivity.

By experiencing a spectacular adventure, you explore the boundaries of your own power and potential.

And you don't just discover your own potential, you also discover the hidden talents of your employees.

Or enter into an ultimate challenge together with your business partners! And show them the extremes you go to in your service to him!

The back-to-basic concept shows you how to return to the basics. You learn to fathom the '*far and wide*' of your products, your customers, your company and your markets. Explore your boundaries. And discover your own potential and that of your company.

Discover your own power and potential.

By experiencing personally what life has to offer, you will learn how to make the most of the opportunities that are met by your company. You will discover new possibilities, trends, target areas, markets, extremes and products. Your creativity and enterprising mind will be working at full speed again! Discover your own potential and that of your company.



Discover hidden talents.

A powerful team spirit will grow among your employees. A team spirit that will continue far into their working relationship. They will learn how to develop their own initiatives within the team, and to value those of their team mates. As a team, their productivity will reach record highs. And this effect will linger for a long time to come! Discover the hidden talents of your employees.



Demonstrate the extent of your service.

Like a spider in the web, you will move among your most valued business relations. You will convince them of the fact that you can think along with them and empathise with them, in a way that will help them survive in their increasingly competitive market places. Together with them, you look for ways that will take them to their highest goals. Discover – together with your customers – the strong bonds of your cooperation.

Explore the possibilities of Extreme Promotion.

Extreme Promotion helps you to discover your own potential, and that of your employees, your company, your products, your customers and your markets. You will discover, or rediscover, your basic targets. By physically exploring the right route, the right course of action, and the right cooperative ways, you will learn how to apply these techniques in the business world, in order to make the right decisions and achieve your goals.

Discover! Experience! Survive! Learn! Create! Win!!

Below we give a few examples of Extreme Promotion.

Monaco special

From one of the world airports, you and your guests fly – by private jet – to Nice, France. At Nice, you are transferred to helicopters. You will make a breathtaking air trip along the coast of Monaco, where you will land on the roof of one of Monte Carlo's hotels. Here you will enjoy a festive diner, followed by an after-dinner party. You will spend the night in luxury suites. Next morning, you will depart from the harbour of Monte Carlo, to explore the depths of the Mediterranean – from a submarine! At the end of this adventure you will return to Nice and fly back to your home country.

Iceland special

From one of the world airports, you will fly – by private jet – to Reykjavik. Here, you and your guests are transferred to 4x4 vehicles to explore the wilds of Iceland. Along the way, you will meet with numerous challenges, such as trial riding, ice climbing, mid-night golfing, glacier golfing, a Viking night, a whale safari, and you will relax in the Blue Lagoon. After this exiting discovery tour you will fly back to your home country. This special offers a great variety of exciting possibilities.



Finland special

From one of the world airports, you and your guests fly – by private jet – to Northern Finland. You are transferred to shuttles to continue your trip to Lapland. Here, you will embark on a survival tour, which includes a number of snow scooter driving tests. After these extreme endurance tests, you will fly – safe and sound, and extremely pleased with yourselves – back to your home country.



Motorsport *incentives*

Our motorsport incentives offer you many active ideas and exciting places to meet with your employees and business relations. The programs may cover one full day, or take up a number of days. You may choose from various competitive elements and you will receive professional guidance by racing drivers and instructors. The package may be completely tailored around your own wishes, including lunches, dinners, and hotel stays.

Various *specials*

There are endless possibilities. A few of these we indicated above. Below, you will find a few more ideas. If you have a wonderful plan yourself, we can help you put together a complete programme for it.

Australia – white shark experience, Coober Pedy

Dubai – 4x4, hovercraft, dune cart, ultra light, camel tour

Miami, Bahamas – offshore powerboats, marlin fishing

Amsterdam – around the world in 40 days by train

Moscow – fly Mig 25 over Moscow, the ultimate speed kick

Aruba – carting, golfing, diving, kite surfing, jet ski

Indonesia – racing training plus license for Sentul

Scotland – whisky tour

USA – route 66, burning man

Our motorsport incentives offer you many active ideas, incentives and exciting places to reinforce the bond between you, your employees and your business relations.

Drive a racing car or a sports car yourself:

Formula 1, Ferrari, Donkervoort, etc.

Drive along with an experience racing driver.

Skid course and driving-proficiency test on the track:

Quad, carting, off-the road, ice driving, etc.

Full-day programme with various competitive elements and a fabulous lunch. Professional guidance for all activities.

Package can be tailored around your own ideas and wishes.

Visit Formula 1 races, Ferrari galleria, Spyker factory.

Racing-driver training: Nurburgring, Rockingham, Zolder.

3-day course, instructions by experience racing drivers/instructors. Learn to drive according to the rules of the international FIA, and take the first step towards becoming a racing driver (including licence).



Many other possibilities upon request.



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