

AUTOMOTIVE INDUSTRY



DE BOER STRUCTURES IN THE AUTOMOTIVE INDUSTRY

IMPRESSIVE PRESENTATIONS ARE KEY TO SUCCESS

Over the past decades De Boer has been providing temporary accommodation for a variety of markets, including the automotive industry. Experience proves that impressive car presentations aimed at the press, sales people and the general public are essential for successful product launches. De Boer's high-class temporary accommodations will move your automotive product into the centre of attention. Whether you prefer small-sized car presentations or state-of-the-art high-end shows, your guests will witness an unforgettable automotive event. Our multifunctional and modular systems will guarantee a grand yet personal experience, anywhere in the world, in whatever size, environment or ambience you prefer.

A WIDE RANGE OF TEMPORARY FACILITIES

Permanent facilities cannot always provide the tailor-made surroundings you require for your key events. On the other hand, temporary solutions can be constructed to suit your needs at virtually any location. With a choice of over 80 types of structures from a total rental stock of more than 450,000 square metres, De Boer offers a wide range of temporary solutions. Varying from halls to domes, from pyramids to double-deckers and space frames, each and every structure has been carefully designed and thoroughly tested. All structures meet stringent fire and safety regulations and comply with EU and US standards.

FROM SIMPLE CAR STORAGE TO FULLY EQUIPPED CENTRES

Extra presentation space or replacement facilities may be required for a variety of reasons - unique launch events on unusual locations, temporary extra storage or damage to existing facilities caused by fire or natural calamity.

De Boer's flexible solutions include every imaginable application, from car wash centres to extra space through a stylish extension of your showroom or car park for any period of time. Flexible showrooms, press reception areas, fully equipped exhibition or convention centres, restaurants, hospitality areas – the list is endless. If our standard range doesn't meet with your requirements, existing designs will be adapted or entirely new structures will be created.

SERVING ALL WELL-KNOWN AUTOMOBILE MANUFACTURERS

As Preferred or Official Supplier for many automotive brands and groups, De Boer boasts broad experience in providing temporary structures for model introductions, launches, and hospitality purposes. The recognition of our skills and experience has motivated many clients to use our flexible solutions for a variety of events again and again. Over the years we have had the honour of serving virtually all well-known automobile manufacturers.



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PERFECTION IS IN THE DETAILS:

Over 80 different types of tents

Since our portfolio includes over 80 different tent types, your choice is almost endless. Each model has its own look and feel and allows for creating the particular functionality and atmosphere that you require.

Smoked glass panels, rigid walls and cassette flooring

Applying smoked glass panels allows you to create partial and full glass walls, offering a perfect view of the exterior from within. Rigid walls will make a sturdy structure through the use of solid PVC side panels. Hard PVC side panels, soft side walls with arched windows and smoked glass panels can be fitted to our structures offering your guests the best of views.

Interlocking cassette and anti-skid floor systems on aluminium profiles provide a superb foundation for your car event.

Lining and interior decoration for a permanent look and feel

De Boer has access to a select group of long-term partners in the interior design business, enabling us to furnish and decorate the structure any way you like. Any look and feel can be created using a professional team of suppliers for lighting, audio-visual equipment, furniture, lining, interior design, branding, outdoor terraces, plants and flowers, et cetera.

Clean and reliable

Our tents and tent materials are cleaned regularly in-house to safeguard the professional look and spotless appearance. Our structures are designed by our own R&D department and produced by our Manufacturing department.

Rapid delivery and first-rate service

De Boer boasts long experience in shipping tents around the world. And since we have a fleet of trucks at our disposal as well, the time from order to delivery is minimal. Once the tent has been constructed, a 24-hour service is guaranteed in case of problems.

Location, Location, Location

The choice for a particular location may reinforce the impact of your automotive event, especially in the case of exclusive press presentations. Unusual locations are no challenge to us, providing that special touch and out of the way presentation. The quick set-up time in many different configurations allows for an endless range of possibilities.



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WORLD WIDE CREATIVE COVERING

All structures are part of De Boer's World Wide Creative Covering. In fact, the structure is part of the overall service ranging from electricity supply to exclusive decorations – and everything in between such as audio-visual facilities in every conceivable form, furnishing and fittings, interior design and layout, podiums, floor covering, dance floors, luxury sanitary facilities, hot and cold running water, adjustable thermostat-controlled heating systems, air conditioning and electromechanical installations. Whatever the requirements, De Boer will complete your project to your satisfaction, on time and within budget. For more references and pictures please check www.deboer.com

Quality and safety

Typical of all our accommodations is the soundness and safety of the materials and structures used. All structures meet stringent EU requirements, including German DIN standards. All materials meet the highest European standards for fire safety. All structures are wind tested. De Boer ensures reliable and carefree hospitality.

DE BOER COVERS ALL

As the world's largest and Europe's best-known lessor of high-quality temporary and semi-permanent structures and accommodations, De Boer covers five continents. From its Dutch headquarters and offices in the US and Europe, De Boer develops, invents, produces, rents out and puts up temporary structures. Anywhere in the world, for any occasion - De Boer covers all.



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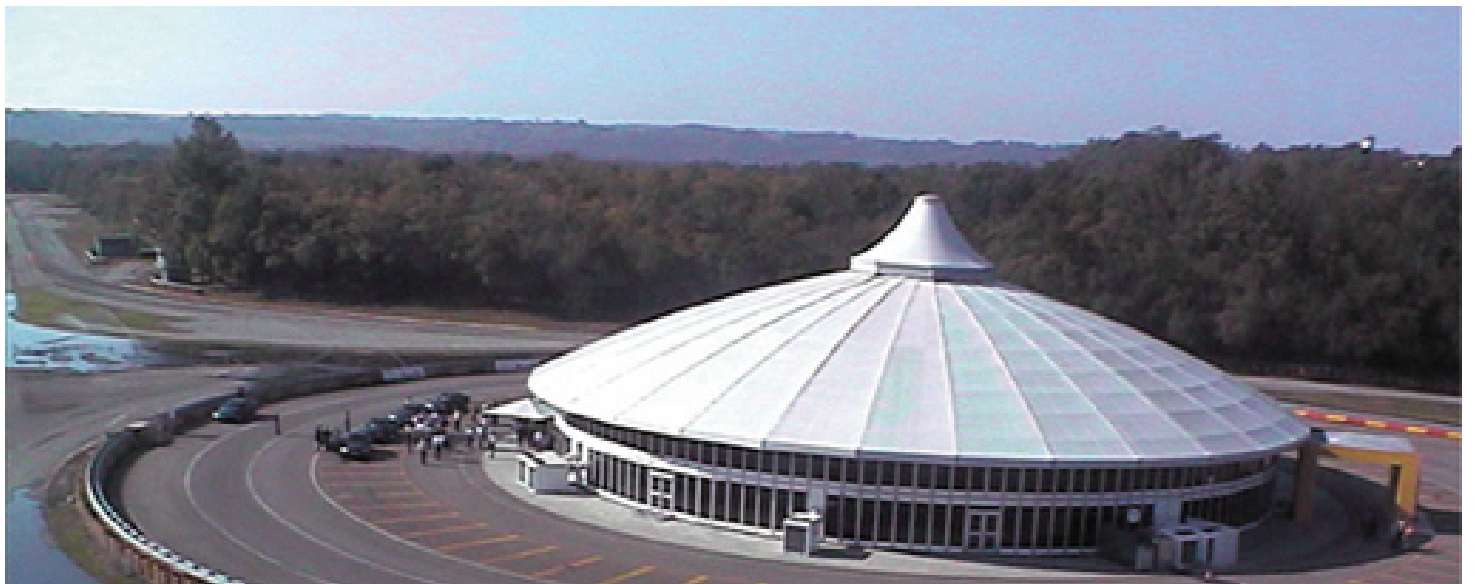
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Audi A6 – International Press Introduction	Italy
Audi A8 – Launch	Italy
Audi TT – Launch – Audi on Ice	The Netherlands
Bentley – Hospitality and hotel Le Mans 24 hours	France
BMW 5 series – Introduction	United Kingdom
BMW 7-series – Introduction	Thailand
BMW Williams – Formula 1 introduction	Spain
Cadillac Northstar LMP – Launch	France
Chrysler Viper – Introduction	France
Daimler Chrysler – Stockholders meeting	Germany
Ferrari Modena – Introduction	The Netherlands
Ford – 100 years Anniversary Ford	France
Ford Focus C-Max – Introduction	France
Maserati	Italy
Mercedes C class – Introduction	United Kingdom
Mercedes E class – Launch	Germany
Mercedes Sports Coupe – Launch	France
Mitsubishi Outlander – Introduction	Spain
New Mini – Launch	Italy
New Mini – Launch	Portugal
Opel Astra – International Dealer introduction	Spain
Toyota Lexus – Presentation	Saudi Arabia
Volvo – International Dealer event	Spain
Volvo XC 90 – Introduction	The Netherlands
24 Heurs du Mans	
Formula 1- Silverstone	
Goodwood Festival of Speed	
German 500 - Lausitzring	
World Rally Championship	
DTM	
BTCC	
MotoGP	
Circuit of Barcelona	Spain
Circuit of Lausitz	Germany
Circuit of Jerez	Spain
Circuit of Le Mans	France
Circuit of Valencia	Spain
Circuit of Zandvoort	The Netherlands
Circuit of Sachsenring	Germany
Circuit of Hockenheim	Germany





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