

SUCCESS STORY · FIAT PROFESSIONAL × NH MILANO CONGRESS CENTRE

NH HOTELS, THE PERFECT PARTNER FOR THE **AUTOMOTIVE** BUSINESS

FIAT PROFESSIONAL CHOOSES NH HOTELS FOR A TRAINING ON THE NEW RANGE 2016

CLIENT NAME
Fiat Professional

INDUSTRY
Automotive

LOCATION
Italy, Assago, NH Milano Congress Centre

EVENT TYPE
Training Days & Test drive

SIZE AND REACH
About 700 Fiat Professional salesmen from Italy, Holland, UK, Denmark, Norway, Sweden, Switzerland, Russia, Middle East, Baltic and Balkan countries

THE CHALLENGE

Fiat Professional needed to organize the annual Training Days, special appointments dedicated to its salesmen from all over the world to present 3 new lines of professional vehicles – New Fullback, Talento and Fiorino 2016. The challenge was both to find spacious meeting rooms to host and show such bulky products and to enjoy comfortable and easy-to-access outdoor spaces to organize an ad hoc Test Drive.

Another important requirement was that the Test Drive had to be set up allowing vehicles to be tested not only outside of the Hotel but also to be tried for a longer itinerary and on a dedicated off-road area. So, the challenge was also to provide Fiat Professional with a location that could have easy access to suburban roads.





THE SOLUTION

For about one month (from May 16th to June 21st) NH Milano Congress Centre became a great partner for Fiat Professional, providing solutions for everything the automotive company needed to organize comfortable and professional trainings/test drives.

- Spacious and advanced technology equipped meeting rooms.
- Huge and customizable outdoor exhibition spaces.
- Proximity and easy-to-access way to many suburban roads and off-roads area to test vehicles at their best.

NH Milano Congress Centre represented the perfect location to support Fiat Professional in showing 12 vehicles to its guests, thanks to spacious meeting rooms, advanced audiovisual equipment and huge exhibition spaces both inside and outside.







RESULTS

Fiat Professional gave enthusiastic feedback, especially on the great chance to show vehicles inside the training rooms; the powerful wi-fi service; and the overall hotel logistics that allowed Fiat to gain 4,7 points out of 5 in the post-event evaluation/satisfaction form released by guests.

Fiat Professional and its guests demonstrated a great satisfaction for the overall Hotel organization and logistic support. Customization of the spaces and high-quality services had been really appreciated, setting the basis of a positive and effective word of mouth on NH hotels in the automotive sector.

"Training Days are always very intense and full of task appointments, because we need to concentrate a lot of activities in only two days per group of sales, along one month. NH Milano Congress Centre revealed all its potential in the business segment, supporting us with very professional equipment, meeting rooms, spaces and with the fundamental support of its staff, which became for this month part of Fiat Professional Training Team."

"The chance to show vehicles inside meeting rooms was really an incredible added value to our trainings."

DARIO D'AQUINO · FIAT PROFESSIONAL TRAINING MANAGER





ABOUT FIAT PROFESSIONAL

The Fiat Professional name identifies the commercial vehicles produced by FCA Italy S.p.A., a group built on competent and motivated people, professionals serving professionals, and concrete facts. Its extensive and complete range meets every transport need. Fiat Professional vehicles are designed to minimize consumption and running costs while maximizing profitability.

1901 saw the introduction of Fiat's first commercial vehicle. Since then, commercial sales have become increasingly important within the activities of the Fiat Group. Thanks to its wide range, and over one hundred years of experience, Fiat Professional has become a leader in its sector.

Driven by continuous success, Fiat Professional strives to consolidate its leadership by developing an already extensive sales network. Today there are more than 1400 Dealers in Europe and over 7500 service centres.

Fiat Professional vehicles are currently produced in 8 plants worldwide, including the Sevel factory in the Val di Sangro, where the Ducato is produced – the largest light commercial vehicle plant in Europe.

ABOUT MINOR HOTELS

Minor Hotels is a global hospitality leader with a network of more than 660 hotels across six continents. We drive growth through 12 diverse hotel brands – Anantara, Elewana, The Wolseley, Tivoli, Minor Reserve Collection, NH Collection, nhow, Avani, Colbert Collection, NH, Oaks and iStay – and a portfolio of related hospitality businesses. Driven by our entrepreneurial spirit, we create better brands, businesses and partnerships by always focusing on what matters most to our guests, our team members and our partners.

Minor Hotels is part of publicly listed Minor International (MINT) – one of the largest hospitality and leisure companies in the world.

WWW.MINORHOTELS.COM



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