



# GENERAL MOTORS FLEET & COMMERCIAL

Utilizing the Gaylord Opryland Resort and Opry Mills Mall as the “Midway” for the event, EventLink created an environment that was both comfortable and engaging. Driving experiences included several “lead and follow” activities on the public roads, to educate the driver while experiencing the product. Products like the all-new 2019 Chevrolet Silverado and Silverado Chassis Cab were driven on closed courses setup to show off their key attributes. EventLink managed not only all driving aspects, but the Vendor Expo area as well which included top GM partners and Special Vehicle Manufacturers. Over 11,000 miles were put on over 230 vehicles during this one day event.

## SERVICES

- Course design, planning and development
- Drive management
- GM partner event area management

8,026

TEST DRIVES