



THE DRIVE

EventLink worked with GM to design a paid admission, automotive performance park located at the Sahara Hotel and Casino. Open 7 days a week, "The Drive" provided an average of 250 daily visitors with an opportunity to drive any of GM's newest product offerings.

SERVICES

- Staff Hiring
- Vehicle Management
- Driving Experience Development
- Track Selection/Development
- Site-specific Handling and Transportation of Assets

62,000

TEST DRIVES

24,000

LEADS GENERATED