



# Driving Brand Moments in Automotive

Where Innovation, Experience, & Engagement Accelerate Success

In today's dynamic automotive landscape, every event is a strategic opportunity to connect, inspire, and drive brand loyalty. From high-profile vehicle launches to immersive dealer experiences and milestone celebrations, Encore transforms automotive events into unforgettable moments that set new industry benchmarks.



## Experiences That Move Markets

At Encore, we understand that automotive events are more than just showcases - they're pivotal brand touchpoints that influence perception, build excitement, and foster lasting relationships. Our team partners with manufacturers, dealerships, and industry leaders to deliver events that blend creativity, technology, and flawless execution.



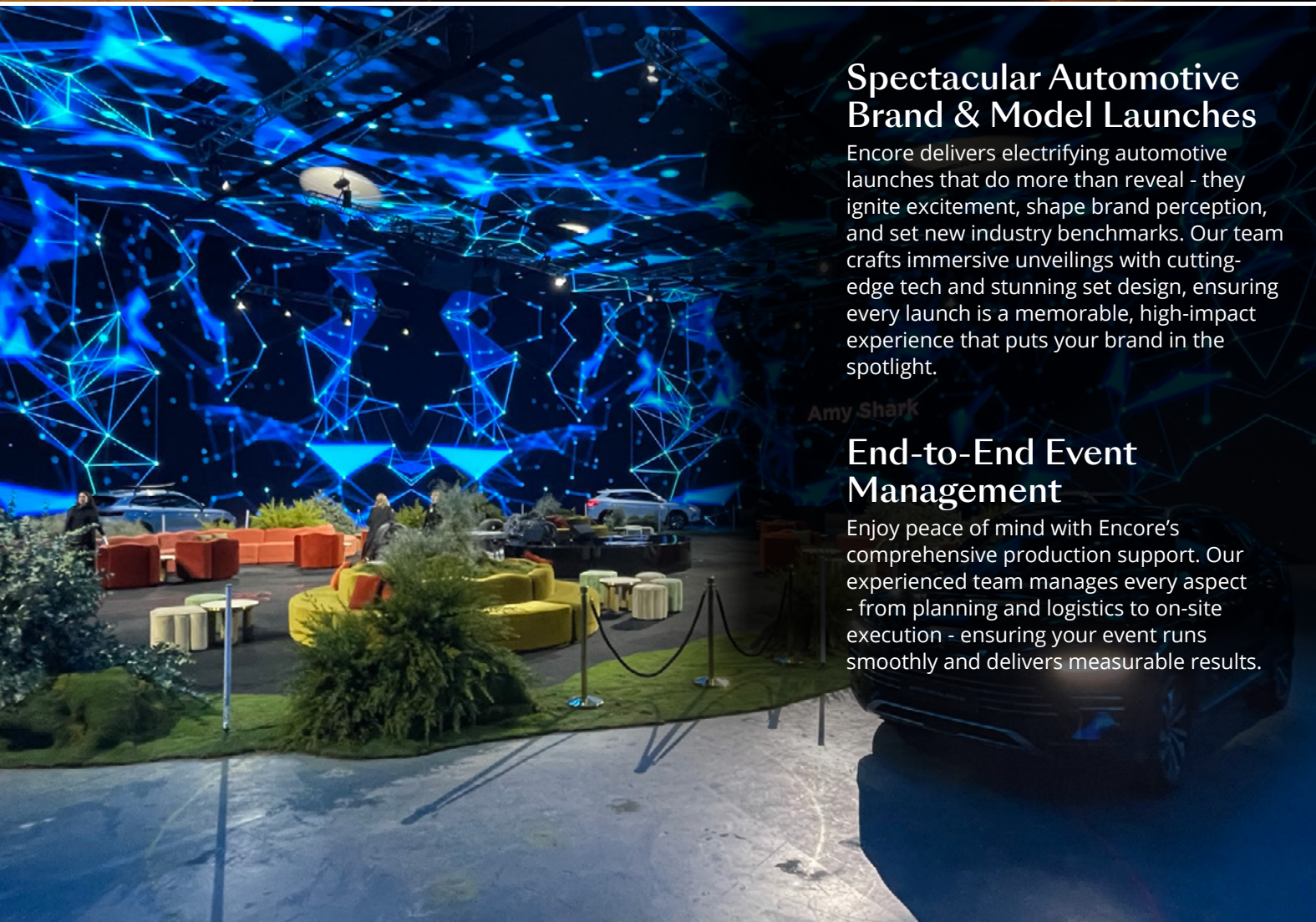
“Encore provides state-of-the-art audio visual equipment and technical support to enhance your event.”

## Spectacular Automotive Brand & Model Launches

Encore delivers electrifying automotive launches that do more than reveal - they ignite excitement, shape brand perception, and set new industry benchmarks. Our team crafts immersive unveilings with cutting-edge tech and stunning set design, ensuring every launch is a memorable, high-impact experience that puts your brand in the spotlight.

## End-to-End Event Management

Enjoy peace of mind with Encore's comprehensive production support. Our experienced team manages every aspect - from planning and logistics to on-site execution - ensuring your event runs smoothly and delivers measurable results.



## Creative Event Design & Theming

We collaborate closely with clients to develop unique concepts that capture the essence of your brand. From bold stage designs and immersive environments to bespoke theming and multimedia storytelling, we ensure every detail reflects your vision and values.







## Advanced AV & Technical Production

As leaders in event technology, Encore delivers state-of-the-art audio, video, lighting, LED walls, and projection mapping. Our technical expertise ensures seamless, high-impact experience - whether it's a dynamic vehicle reveal, interactive product showcase, or a hybrid launch event.

## Hybrid & Virtual Event Platforms

Extend your reach and engage audiences worldwide with our digital solutions. From live streaming and interactive content management to virtual showrooms and global launches, we connect your brand with customers and partners wherever they are.



## Why Automotive Brands Choose Encore

**Award-winning creativity:** Recognised for innovative concepts and transformative experiences.

**Technical excellence:** Flawless delivery using the latest event technology.

**Integrated solutions:** Creative, technical, and production expertise under one roof.

**Scalable delivery:** From boutique launches to large-scale conventions and global activations.

**Trusted partnership:** A collaborative approach that puts your goals at the centre of every event.



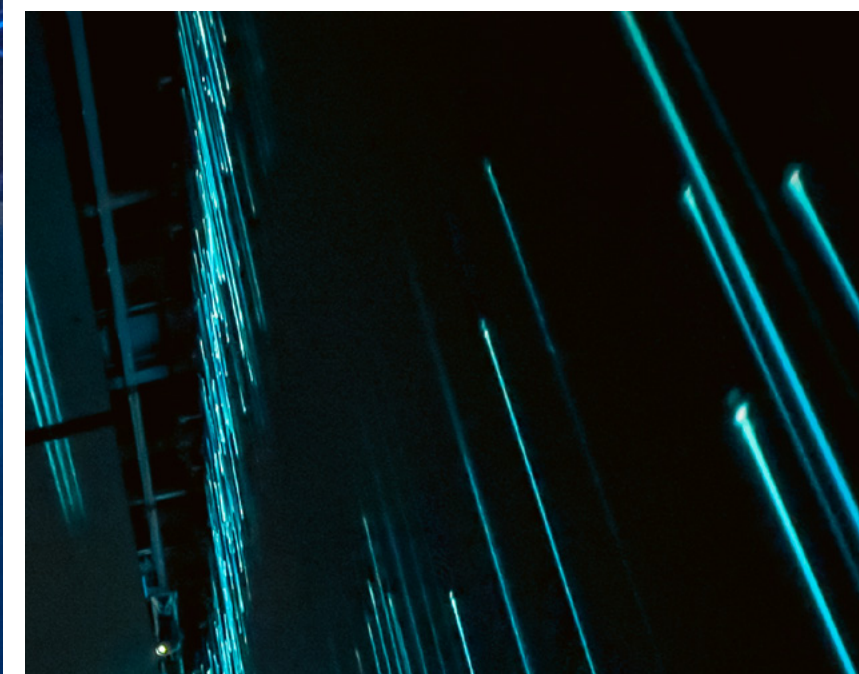
## Let's Create Your Next Iconic Event

Encore is ready to partner with you to deliver automotive events that inspire, engage, and drive results. From the showroom floor to the global stage, we bring your vision to life - creating experiences that move markets and accelerate your brand's success.

Connect with me and discuss your venues needs  
[info@encore-anzpac.com](mailto:info@encore-anzpac.com)





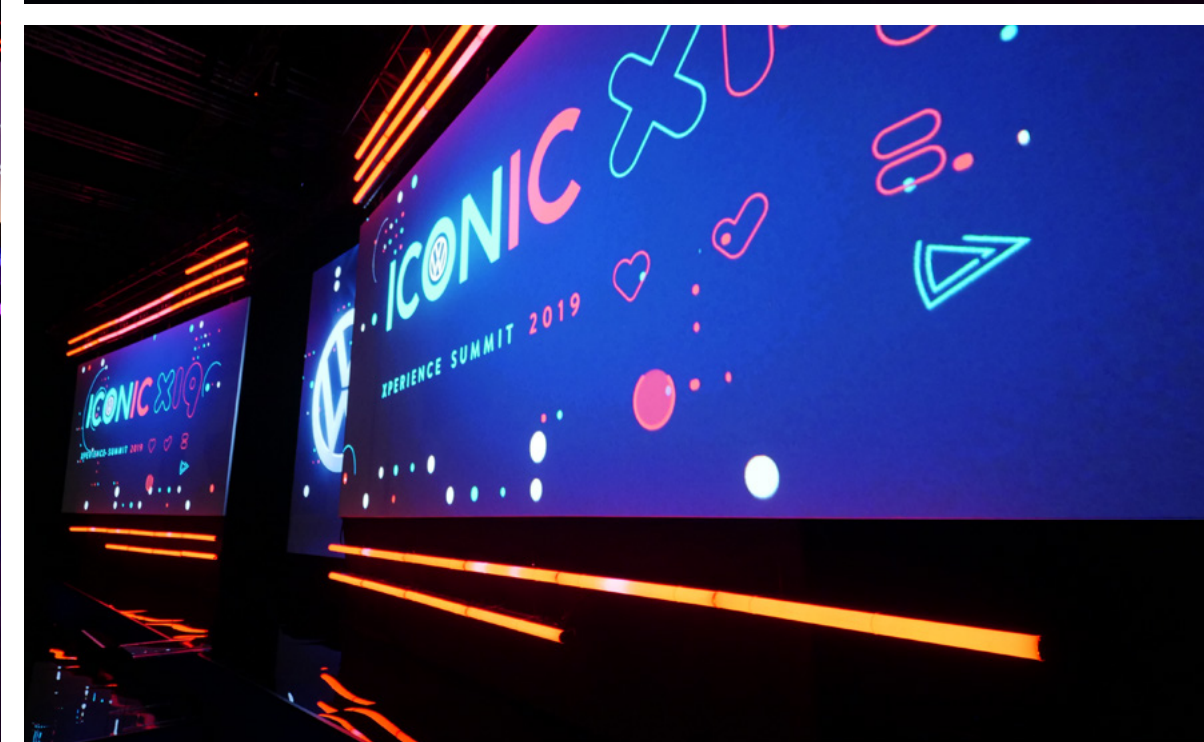


# A Benchmark for Automotive Unveilings

The BYD SEALION 6 launch set a new standard with an immersive LED wall experience and flawless execution. The event featured the largest LED studio in the southern hemisphere, delivering stunning visuals and seamless technical precision. Our team executed with precision and exceeded client expectations - creating a lasting impact and widespread media buzz. By blending creativity and technical mastery, Encore played a pivotal role in positioning the SEALION 6 as a cutting-edge vehicle and redefining automotive launches.







# Volkswagen Xperience Summit

## A STAGE LIKE NO OTHER

Encore delivered a breathtaking, high-tech stage for Volkswagen's Xperience Summit, welcoming 800+ delegates. A massive 48m-wide screen – featuring five seamless borderless screens and two curved edges – framed a sleek 28m acrylic stage. Over 150 pixel-mapped LED neon tubes created a futuristic ambiance, while circular platforms showcased Volkswagen's latest models. Dynamic visuals, immersive lighting, and dramatic speaker entrances further elevated engagement. The evening gala escalated with pyrotechnics, streamers, and CO2 blasts, delivering an electrifying climax. Encore's seamless execution set a new benchmark for large-scale automotive events, making a bold and lasting impression.





DEEPAL

# ENCORE REVS UP

FOR THE DEEPAL S07 LAUNCH EVENT



To mark Doltone House's 55th anniversary, Qantas hosted 100 Platinum Members at Darling Island Wharf for an unforgettable evening of personalisation and storytelling. The event theme, "Ancient soils. Ancient culture", honoured Australia's land and Indigenous heritage through immersive design, fine dining, and cutting-edge technology. Guests were welcomed with a kinetic LED installation and live violin before entering a dining space transformed by sunrise lighting, wave-like LED walls, and personalised table projections. A five-course menu by Indigenous Chef Mark Olive, paired with Munda Wines, was enriched with cultural narratives and sensory effects. The night concluded with a stirring performance of "I Still Call Australia Home". The result: a masterclass in creativity, connection, and the uniquely Australian spirit.







# STARRAY in the Spotlight

A DAZZLING LAUNCH EXPERIENCE FOR GEELY

Encore brought Geely's STARRAY EM-i launch to life with a dazzling, immersive experience in the Hunter Valley. From a scenic drive to interactive lifestyle vignettes powered by the car's own tech, every detail was designed by Encore to showcase innovation and adventure. The reveal was pure spectacle—lasers, LED floors, dramatic lighting, and synchronised effects created a visual symphony that wowed media and influencers. Encore's creative production, technical mastery, and seamless event management turned a challenging brief into an unforgettable launch, proving why we're the go-to for automotive events that demand imagination and impact.





# Mercedes-Benz

## CIRCLE OF EXCELLENCE AWARDS

In 2025, Mercedes-Benz Australia honoured its top-performing retailers at the prestigious Circle of Excellence Awards. These awards celebrated the outstanding achievements and commitment of Mercedes-Benz retailers across the country. The event recognized both Metro and Rural Circle of Excellence winners, highlighting their dedication to delivering exceptional customer experiences and sales performance.

Encore Event Technologies took on the challenge of delivering a seamless and memorable event experience for Mercedes-Benz Australia. As the end-to-end event production partner, Encore managed every detail from airport logistics and accommodation coordination to advanced audio-visual production, ensuring a high-quality experience for all attendees.

