

we simply love what we do.

2024

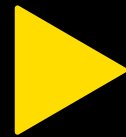
eila.

ABOUT US

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eila.

...in 120 seconds...







EVENTS FÜR KUNDEN  
ADAC, PORSCHE,  
BMW, HYUNDAI,  
AUDI, McLaren  
uvm.

**365+**

EVENTS PRO JAHR AUF DER  
GANZEN WELT

**AUDI, BMW  
& MCLAREN**

INTERNATIONALER  
MOTORSPORT SUPPORT

WELTWEITE  
LOGISTIK  
STANDORTE

**INTERNATIONALES**

NETZWERK AUS PARTNERN UND FACHPERSONAL

MEHR ALS 70  
EINHEITEN IM  
MIETPARK

**250+**

CATERING-EVENTS  
PRO JAHR WELTWEIT

**GRÖßTER**

HOSPITALITY MIETPARK  
EUROPAS

**+ MORE  
TO COME**

eila.

we simply  what we do





## WHO WE ARE – KEY PEOPLE

**Sebastian Eiselt**  
CEO & Founder

**Jean-Paul Hoffmann**  
Roadshow Manager

**Daniel Kurfürst**  
COO



**Nathalie Haub**  
Human Resources

**Lisa Selina Küffner**  
Key Account Automotive

**Luise Haase**  
Head of Project Management

**Jonas Woelk**  
CFO



# eila.

divisionen



**MOBILE  
EVENTLOCATIONS**



**ROADSHOW**



**INTERIOR  
DESIGN**



**AUTOMOTIVE**



**CATERING**



CATERING

AUTOMOTIVE

INTERIOR DESIGN

ROADSHOW

MOBILE EVENTLOCATIONS



mobileeventlocations

# MOBILE EVENTLOCATIONS

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Daniel Kurfürst  
Chief Operation Officer



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# FACTS

## MOBILE EVENTLOCATIONS

Entdecken Sie die unbegrenzten Möglichkeiten unseres Mietparks.

- + eila collection Rental Park
- + Über 300 Events jährlich in mehr als 45 Ländern
- + Full-Service-Logistik- und- Aufbau
- + 70 Hospitality- & Event Units
- + Großes internationales Netzwerk
- + Größter Hospitality Mietpark Europas



VIDEO

- Hyundai Motorsports FIA | World Rallye Championship
- W Series Limited | W SERIES – FIA F1 Paddock
- ADAC | DTM
- Schaeffler | DTM
- LOEWE | IFA Berlin
- Cadillac & Corvette | FIA WEC
- FIA | FIA Formula One World Championship
- ETCR | FIA ETCR

# HIGHLIGHT PROJECTS

## MOBILE EVENTLOCATIONS

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FIA World Rallye Championship  
Hyundai Motorsports

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MIETPARK



MOBILE EVENT LOCATIONS

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HYUNDAI MOTORSPORT



VIDEO





# W SERIES

W Series Limited

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W SERIES™



DRIVERS' ROOM

NO ENTRY

NO ENTRY













VIDEO



DTM  
ADAC

mobileventlocations



MIETPARK



MOBILE EVENT LOCATIONS

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CATERING















1:40.840	12	29:32	0	23
291 1:42.239	13	29:35	0	24
340 1:42.472	12	29:39	0	25
598 1:41.030	11	29:39	0	26
302 1:45.299	13	29:52	0	27
349 1:41.970	11	30:02	0	28
		13:40	0	29
		32:10	0	30
		32:10	0	31

CAR #28 AND CAR #34 REFERRED TO THE STEWARDS

1 00:00 1/1

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- MOBILE EVENT LOCATIONS
- ROADSHOW
- INTERIOR DESIGN
- AUTOMOTIVE
- CATERING





VIDEO

MOBILE EVENT LOCATIONS

ROADSHOW

INTERIOR DESIGN

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CATERING



DTM  
Schaeffler

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MERCHANDISE

SCHAEFFLER

SCHAEFFLER

We pioneer motion



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VIDEO

SCHAEFFLER

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LOEWE  
IFA Berlin

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1923  
Erfindung  
Radio D.S.  
WE AG in  
in-Friedenau.

1931  
Vorstellung  
des ersten  
vorteilhaftesten  
Fernsehgerätes.

1935  
Erster  
Fernsehüber-  
tragungswagen  
der Welt in London.

1961  
Loewe Optacord - Video-  
Tonbandaufnahmen.  
Erstmalig in Europa.

1966  
Loewe Optacord - Video-  
Tonbandaufnahmen.  
Erstmalig in Europa.

1967  
Erster  
Fernsehempfänger  
mit  
Fernbedienung.  
Loewe T5000 Color.

1977  
Loewe Opta  
Parabell. Der  
erste portable  
Fernsehempfänger.  
Loewe Opta  
Parabell. Der erste  
portable color  
television.

1985  
Loewe Art 1  
Erstmalig  
ausgestattet  
mit  
Digitaltechnologie.

1987  
Loewe selbst  
entwickeltes  
Fernsehgerät  
mit  
Digitaltechnologie.

2005  
Der erste  
Fernsehempfänger  
mit  
Digitaltechnologie.

2012  
Loewe selbst  
entwickeltes  
Fernsehgerät  
mit  
Digitaltechnologie.

2012  
Loewe selbst  
entwickeltes  
Fernsehgerät  
mit  
Digitaltechnologie.

1926  
Weltweit erster  
integrierter  
Schaltkreis im  
OE333.

World's first  
integrated circuit  
in OE333.

1933  
Erster serieller  
Fernsehempfänger  
Typ FEB.

First television set  
type FEB ready for  
series production.

1951  
Vorstellung  
des Loewe Iris,  
des ersten  
serienproduzierten  
TV-Geräts.

Presentation of the  
Loewe Iris, the first  
mass-produced  
TV set.

1963  
Loewe Portable  
Optaport 4330S.  
Der erste tragbare  
SW-Fernsehempfänger.

Loewe Portable  
Optaport 4330S.  
The first portable  
SW television.

1973  
50 Jahre Loewe  
und der 16-Fuß  
Stereofernsehempfänger  
Loewe ST 22.

50<sup>th</sup> anniversary  
of Loewe and the  
Loewe ST 22 16-Ft  
stereo receiver.

1981  
Loewe Stereo  
Der erste  
Stereofernsehempfänger  
mit Loewe.

Loewe Stereo  
The first stereo  
television from  
Loewe.

1985  
Loewe CSL. Erster  
rezeptions-  
fähiger  
Fernsehempfänger  
für HD-Video.

Loewe CSL. The  
world's first  
receptable  
television.

2004  
Loewe Optaport  
22. Erster HD-  
Fernsehempfänger.

Loewe Optaport  
22. First HD  
television.

2006  
Erste  
Fernsehempfänger  
mit  
Digitaltechnologie.

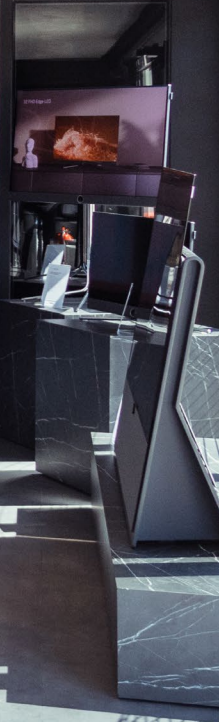
First  
television  
with  
digital  
technology.

2012  
Loewe selbst  
entwickeltes  
Fernsehgerät  
mit  
Digitaltechnologie.

Loewe selbst  
entwickeltes  
Fernsehgerät  
mit  
Digitaltechnologie.

2012  
Loewe selbst  
entwickeltes  
Fernsehgerät  
mit  
Digitaltechnologie.

Loewe selbst  
entwickeltes  
Fernsehgerät  
mit  
Digitaltechnologie.



MOBILE EVENT LOCATIONS

ROADSHOW

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VIDEO

MOBILE EVENT LOCATIONS

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LOEWE.

A Century  
of Excellence.

LOEWE.

LOEWE.

LOEWE.

LOEWE.



FIA WEC  
Cadillac & Corvette

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MIETPARK



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# FIA Formula One World Championship FIA

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VIDEO





FIA ETCR  
ETCR

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ETCR™



MIETPARK



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# FIA ETCR ETCR

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ROADSHOW

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AUTOMOTIVE

CATERING





VIDEO

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ROADSHOW

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roadshow

# ROADSHOW



MOBILE EVENT LOCATIONS

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eila.



roadshow

# ABOUT ROADSHOW



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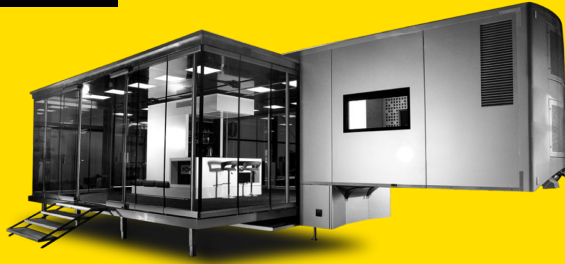
INTERIOR DESIGN

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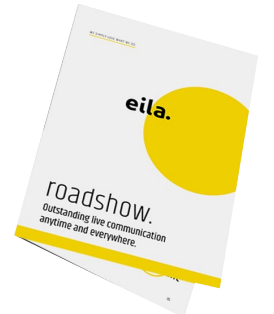
roadshow

# FACTS

## ROADSHOW

Roadshow ist die Messe der Zukunft

- + eila collection Rental Park Catalogue
- + Produkte aus eigener Herstellung
- + Höchste Qualitäts- & Sicherheitsstandards
- + Mehr als 10 Jahre Know-how + Erfahrung
- + Individueller Fahrzeugbau
- + Planung, Logistik und Durchführung



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- DUCATI | Händlertage
  - BMW Motorsport | Fahrzeugpräsentation
  - KYLIE JENNER | Produktvorstellung
  - PORSCHE | Produktaustellung
  - ROCKSTAR | Promotion Tour
- McLaren F1 | Merchandise Store Formula One
  - Alpha Tauri F1 | Merchandise Store Formula One
  - Automobile Pinin Farina | Produktvorstellung
  - DTM Fan Zone | Promotion Tour

# HIGHLIGHT PROJECTS

## ROADSHOW

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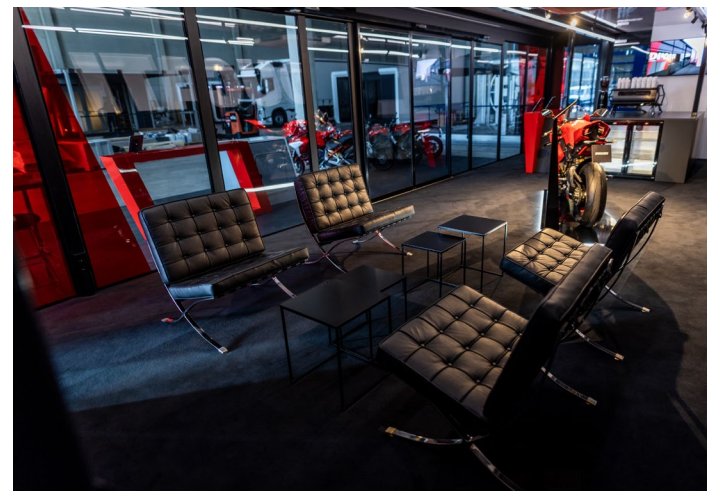
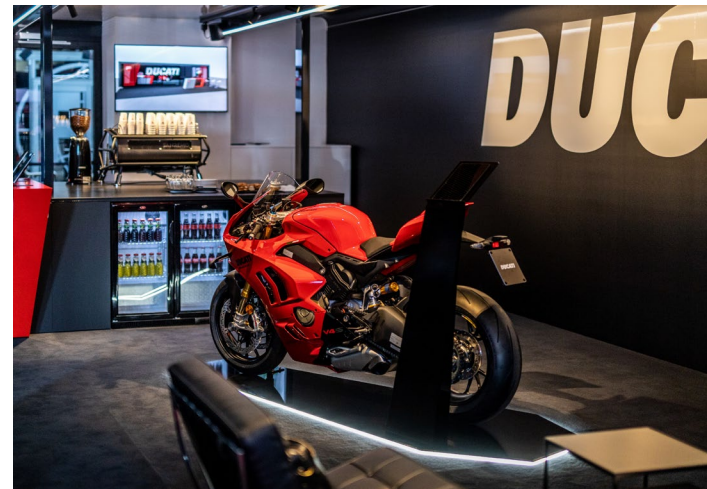


# DUCATI Roadshow

roadshow



VIDEO



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# BMW Motorsport Roadshow M4 GT3

roadshow



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# KYLIE JENNER Roadshow

roadshow



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# AK Europe GmbH Roadshow

roadshow



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# PORSCHE Produktvorstellung

roadshow



VIDEO



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# ROCKSTAR Promotion Tour

roadshow



VIDEO



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# McLaren F1 Merchandise Shop FIA Formula One

roadshow



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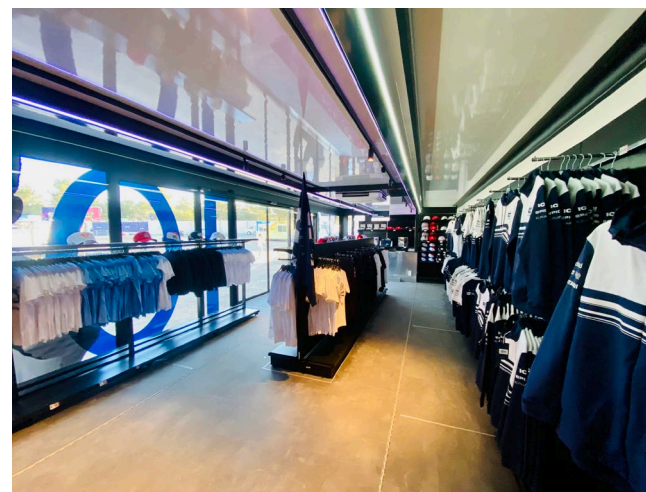
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# Alpha Tauri F1 Merchandise Shop FIA Formula One

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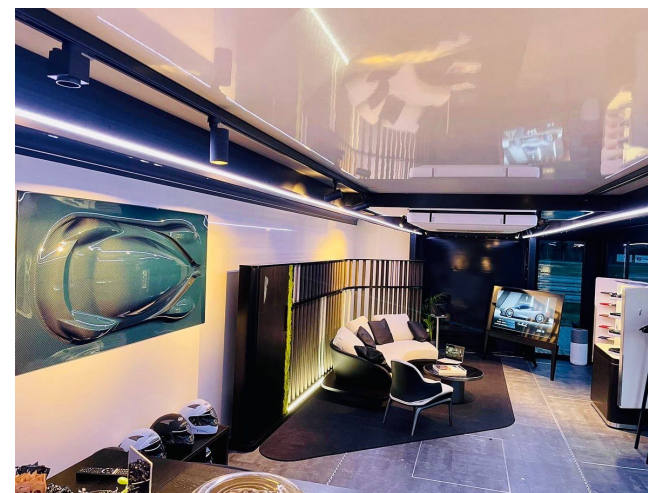
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# Automobili Pininfarina Roadshow Pininfarina Battista

roadshow



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# DTM Fan Zone Promotion Tour

roadshow



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interiordesign

# INTERIOR DESIGN

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INTERIOR DESIGN

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MOBILE EVENT LOCATIONS



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Jens Hübner  
Head of interior design



interiordesign

# ABOUT

## INTERIOR DESIGN

Full-Service - eigene Konzeption, Visualisierung und Realisierung

- + **Einzigartige Designentwürfe**
- + **Perfekte Anpassung an Location und Budget**
- + **Internationale Erfahrung**
- + **Außergewöhnliche Raumkonzepte**
- + **Renderings und 3D Planung**
- + **Messen, Events, Räume und Mehr**



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# Projektbeispiel - PASTABOX Store – Franchise Konzept

interiordesign



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# Projektbeispiel – Phoenix by Sudpfanne Restaurant

interiordesign



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automotive

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INTERNATIONALES TOP-TEAM AUS  
**ERFAHRENEN  
SPEZIALISTEN**



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Lisa-Selina Küffner

Key Account Manager – AUTOMOTIVE



automotive

# FACTS

## AUTOMOTIVE

Lösungen für Logistik und Support in den Bereichen Automobilindustrie und Motorsport.



Mehr als 250 Motor-  
Veranstaltungen jährlich



Individuelle Transport- &  
Logistiklösungen weltweit



Standorte und Partner-  
netzwerk weltweit



Full- Service Support für  
den Motorsportsektor



Spare Parts und Ingenieurs-  
support weltweit



Veranstaltungskoordination  
und Betreuung

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catering

# CATERING

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Zdenek Smely  
Chef de Cuisine



catering

# ABOUT

CATERING

we simply  what we do

MOBILE EVENT LOCATIONS

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# FACTS

## CATERING

### Full-Service-Catering

- + 300+ Events jährlich in mehr als 45 Ländern
- + 20 Event- und Kitchen Units
- + Logistik, Konzeption und Durchführung
- + Geschultes Service- und Fachpersonal vor Ort
- + Internationales Team aus Spitzenköchen
- + Moderne Zentralküche



VIDEO

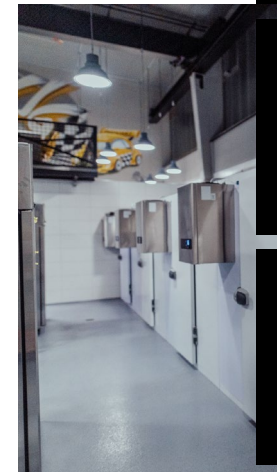
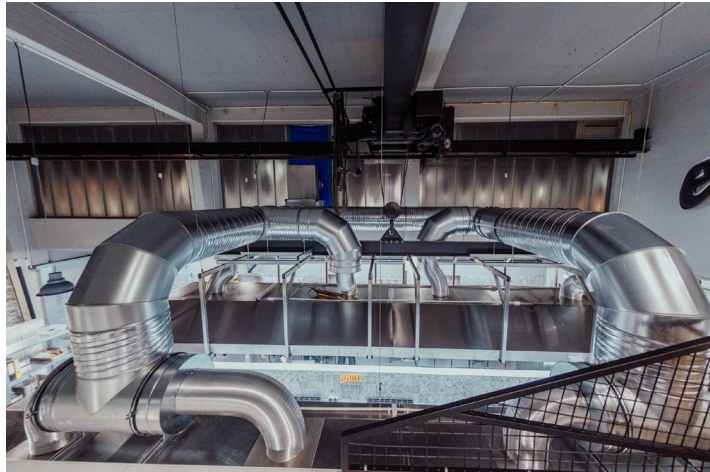




catering



# ZENTRAL KÜCHE



MOBILE EVENT LOCATIONS

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- Bayreuther Festspiele – Festspielrestauration
- BMW Night of Trophies 2022 & 2023
- Official Partner DTM ADAC Catering
- GM (Cadillac & Corvette)
- Schaeffler DTM

# HIGHLIGHT PROJECTS

CATERING

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catering



MOBILE EVENT LOCATIONS

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**FESTSPIEL**  
**RESTAURATION**  
by eila.



AUTOMOTIVE

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catering



VIDEO



FESTSPIEL  
RESTAURATION  
by eila.



MOBILE EVENT LOCATIONS

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# NIGHT OF TROPHIES. 2022



catering

# NIGHT OF TROPHIES. 2022 & 2023



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catering



MOBILE EVENT LOCATIONS

ROADSHOW



INTERIOR DESIGN

AUTOMOTIVE

# NIGHT OF TROPHIES.

2022



VIDEO

CATERING





HAPPY  
CUSTOMERS



eila consulting GmbH & Co. KG

Logistikpark 7a

95448 Bayreuth // Germany

eila.

