

PRESS RELEASE

That's how you tell a story

The Making of INFINITI's latest TV commercial at BILSTER BERG

Bad Driburg, Germany, 6 November 2018 - Have you already seen it? INFINITI's latest TV commercial for its 2018 summer sales campaign, has been airing nationwide in the U.S. over the last few months. In this TV spot, entirely produced at the German state-of-the-art race track, BILSTER BERG, Nissan's luxury vehicle division takes on German car manufacturers in a very funny way: youtu.be/li6AM0k4_mk.

One of the brand's most disruptive spots in recent years, it was produced at BILSTER BERG in two days by a crew of 80. Production included the temporary set up of an auto shop in pit halls and a burning replica on track as special effect. The track's white label principle enabled a production in line with the storyboard and corporate design emphasizing the witty storyline.

Despite having been built by German architect Hermann Tilke, renowned for having constructed numerous Formula One circuits over the last two decades, BILSTER BERG was not built to host motor racing. Its main purpose is that of a test and presentation track. Therefore, it is often used by German car manufactures for product launches and prototype testing.

The 4.2 km (2.6 miles) long circuit features 19 turns, a 26 percent grade and some blind corners, making it a very demanding track, fun to drive and useful for prototype testing. Since its inauguration in 2013, BILSTER BERG has become a sought-after race track for photo and film production thanks to its modern architecture with contemporary aesthetics and unique track topography. As said Rocco Kopecný, the producer of INFINITI's TV commercial: "We have chosen BILSTER BERG because it is the perfect backdrop for an automotive shooting with great service."

But don't take our word for it. Have a look for yourself.

youtu.be/li6AM0k4_mk

About BILSTER BERG

Built on a former Ammunition Depot of the NATO Rhine Army, situated approximately 200 km west of Cologne, BILSTER BERG had its grand opening on June 1st, 2013. After seven years of planning, it was the first time in over 80 years that a new circuit started operations in Germany. Formula One race track architect Herman Tilke and German rally legend Walter Röhrl were both involved in the planning. The project's costs of € 34 million were entirely privately funded with over 160 shareholders who, besides getting a return on their investment, have the opportunity to use the track themselves.

Press Contact

Mr. Steffen Schmitter
Marketing & Communications
T +49 5253 973 90 21
F +49 5253 973 90 22
M +49 174 9 73 26 16
E steffen.schmitter@bilster-berg.de
Bilster Berg Drive Resort GmbH & Co. KG
Bilster Berg 1, 33014 Bad Driburg
www.bilster-berg.de