

VOLVO CHALLENGE – A STORY ABOUT ADVENTURE AND SPONSORING

- Esquire, Magazine
- Hi, Magazine
- ThaiSri Insurance

The whole story started with a phone call from one of our customers (Mr. Joachim Schulz, Restaurant “Niu’s on Silom”) on 27th July 2009. He told me, that a guest, who is often visiting his restaurant in the past few days, is looking urgently for car insurance for his VOLVO. No problem, I thought first, but then we met the driver and his friend in this restaurant on Wednesday Evening, and the result was that Mr. Lukas Baumann, the owner of the car, and his friend, Sebastian Wernli, are on the way from Zurich (Switzerland) to Melbourne (Australia)! They needed insurance coverage just for the time whilst driving in Thailand (max. 1 month, only third party coverage & compulsory). We agreed to issue 1 month-third party-policy together with a 1 year compulsory policy, and also to sponsor these policies.

In total 17 persons were attending this event, taking photos, interviews, etc.



The group attending this event. 5th from left: Mr. Lukas Baumann, 6th from left: Mr. Joachim Schulz

It was a very successful event, as we will have a meeting with Volvo Thailand about how our two companies can work together concerning insurance for new cars (like e.g. Benz), and got some good contacts with the media.



The car with a tent on the roof, in case they don't find a hotel.

At his stage, we decided to organize a media event, inviting newspapers, magazines, TV and radio stations. As Mr. Schulz has very good relations to these media, it was no problem to set up this evening on Friday, 7th August, 2009. The event started at 7.00 pm at “Niu’s on Silom” and the following media and sponsors were present:

- VOLVO Car (Thailand) Ltd.
- Wearnes Automotives (Authorized Volvo Dealer)
- “Niu’s on Silom”, Mr. Schulz
- Bangkok Post, Newspaper
- Radio 98.5



The two drivers: Lukas Baumann (left) and Sebastian Wernli (right)

A few facts about their journey from Switzerland to Thailand:

They already drove through 14 countries, with 21'400 km. There are still approx. 8'500 km to go until they arrive at their final destination Melbourne.

They passed the following countries until now:

Switzerland – Liechtenstein – Germany – Austria – Hungary – Romania – Bulgaria – Turkey – Iran – Pakistan – India – Nepal – India again – Bangladesh – Thailand.

It's the first VOLVO Polar station wagon automatic, year 1996, rear wheel drive, doing this trip.

It took them about 4.5 months to get to Thailand. As they are not speeding and enjoying the beautiful scenery of each of the countries, it certainly takes a longer time to finish this trip. But it's a "once in your life-time"-experience and you have to enjoy it.

If you want to know more about this adventure (incl. pictures, additional information, a blog and the entire route description), please visit the following web-site:

www.lcbdirect.ch

Some more pictures:



Lukas Baumann (left) and Daniel Wyss (ThaiSri)



Lukas Baumann (left) and Joachim Schulz (Niu's on Silom)



From left: Joachim Schulz, Khun Intira Thepsittawiwat (Int.Sales Manager, Warnes Automotive), Sebastian Wernli, Lukas Baumann



"The Car"

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