



participation ✦ experience ✦ memories

Company Profile

CORPORATE EVENTS

VEHICLE LAUNCHES

RIDER TRAINING



www.adasa.co.za



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BORN OUT OF PASSION

ADA has been associated with people, their passion and the environment for many years. We are a company that is extremely diverse, covering all aspects of rider or driver training, tours, events and challenges.

ADA came into being in April 2005 to manage the ever successful and long-running Honda Adventure Academy in South Africa.

Since then various other partnerships to provide brand specific solutions have been created and maintained.



ADA's leadership has been actively involved in automotive events, off-road accessories and overland trips for nearly two decades. This experience has been deeply entrenched in the current business model and successes have been delivered.

Our partial client list includes:

- ◆ Honda
- ◆ KTM
- ◆ Land Rover
- ◆ Suzuki
- ◆ Nissan
- ◆ Mitsubishi
- ◆ BMW Bavarian Motorcycles
- ◆ BMW Pretoria Motorcycle Club
- ◆ MOAM Racing Team
- ◆ Individual owners

OUR FLAGSHIP VENUE

We are situated in the heart of the Cradle of Humankind and closely to Hartbeespoort Dam and Lanseria Airport. This location was chosen specifically because it's conveniently close to Johannesburg and Pretoria, but far enough removed to feel like it is off the beaten track.

ADA boasts the following facilities:

- ◆ a tar range for motorcycle training,
- ◆ 4x4 adventure tracks and trails,
- ◆ 1,5 km off-road racing track.
- ◆ dedicated K53 range,
- ◆ a gravel skidpan,

Our facilities can accommodate all kinds of activities such as:

- ◆ Vehicle and motorcycle launch events,
- ◆ Corporate customer days and events,
- ◆ Corporate training for 4x4s, SUVs, and defensive driving,
- ◆ Motorcycle training (on- and off-road),
- ◆ Club skills challenge days,
- ◆ Individual training (beginner to advanced skill levels).

PRODUCTS & SERVICES

ADA distinguishes itself in the field of experiential driver development and product related events. We serve corporates, individuals, formal & social groups, racing teams and clubs.

ADA has highly experienced facilitators and instructors. We also have an excellent no. of training day's incident and accident free record.



Rider and Driver Training

From beginner to advanced level, we offer various courses in experiential driving including 4x4, SUV, defensive driver courses, as well as on- and off-road motorcycle training.

Vehicle and Motorcycle Launches

Follow in the tracks of leading brands and let us host the launch of your new motor vehicle or motorcycle, where the refreshing air and natural surroundings will form the perfect backdrop.

Corporate Team Building Events

Dare to be different with your team building events and hit the track! Learn new motorcycle riding and vehicle driving skills while learning more about your courageous colleagues. It's a great way to build confidence on the road and build a spirit of camaraderie.

IN SUMMARY

As a company, **we are very concerned about the impact we have on the environment and the communities with whom we make contact.** Our guided tours allow us to experience some of the most beautiful places in Southern Africa, interacting with fascinating and diverse cultures, and laying a foundation for your own further travels.


Participation in navigation, learning packing techniques, getting involved in basic technical activities and enjoying the camaraderie within the group, this all adds up to an amazing experience.



We are involved in community projects, exposing school children to responsible bike riding attitudes and techniques, then aiding them through the K53 test.

On-road training is an extension of this, producing capable and safe riders.

Together in partnerships with corporates, clubs and other groups, we have presented many professional vehicle and motorcycle launches, team or product development, club members fun and skills events.



We thank you for your time and we are ready to
answer your questions.

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