



participation ✦ experience ✦ memories

## COMPANY PROFILE

Corporate Events | Vehicle Launches | Vehicle Training

# IGNITE PASSION, INSPIRE ADVENTURES



# 1. INTRODUCING THE PIONEER: ADA

The **pioneer** in Experiential Rider and Driver Development in **South Africa**.

Rev your engines because ADA is more than just a company. We're the heartbeat of adventure, adrenaline, and unforgettable experiences. Our Experiential Driver Development Academy has not only been at the forefront of driver training but has solidified our position as a leader, boasting an accident-free record and delivering exceptional service to the corporate sphere.



## Our Mission:

Ignite passion, inspire adventures.



## Our Vision:

To redefine training standards, foster a culture of adventure, and deliver impactful, unforgettable experiences to the corporate landscape that transcend the boundaries of conventional learning.



## Our Values:

- Precision
- Innovation
- Adventure
- Safety
- Excellence
- Collaboration
- Responsibility
- Integrity

# FASTEN YOUR SEATBELTS



## 2. **OUR JOURNEY:** **WHERE PASSION FUELS INNOVATION**

Born out of a fiery passion for people and the great outdoors, ADA has been blazing its trail for almost two decades. We're not your run-of-the-mill company; we're a vibrant tapestry of rider and driver training, national and international tours, corporate events, launches and challenges.

Heine Engelbrecht founded ADA and has earned widespread respect for his extensive training and evaluation services for esteemed brands like Bridgestone, Mitsubishi, VW, Land Rover, Nissan, Suzuki, Honda, and KTM, notably contributing to the 50th-anniversary campaign of Land Rover and international launches for Honda and KTM in Morocco.

Our inception began with the successful management of the Honda Adventure Academy. In 2005, we expanded our horizons by incorporating the Harley Davidson Riding Academy into our operations and in 2022 the Nissan Adventure Club was also born. Since then, we've continuously developed strategic partnerships, delivering brand-specific solutions that resonate with adventure seekers.

## 3. **EXPERTISE BEYOND MEASURE:** **WHERE VISIONS SHIFT INTO GEAR**

At ADA, we don't just create events; we engineer them. From precision-crafted launches and corporate events to bespoke Diesel and Dust adventures and tours, we have been redefining corporate excitement and excellence for over two decades.

### **Accreditations & International allocates:**

Our TETA-accredited instructors, boasting international training with industry giants like Harley-Davidson and Honda, signify our commitment to top-tier expertise. We transcend borders, conducting impactful driver training on-site across South Africa and other countries like Mauritius, South Sudan, Japan, Botswana and America.

### **Adventure Beyond Borders:**

ADA extends beyond training; it's an expedition into the heart of Africa. Through True Adventure Africa, our subsidiary, we've facilitated 4x4 safaris and motorcycle excursions across the continent. Our handpicked safari venues are tailored to showcase vehicle capabilities from numerous manufacturers that provide an authentic 4x4 adventure.





### Multi-disciplinary Excellence:

Our crew has orchestrated countless corporate events, product launches, and experiential rider and driver training for esteemed organisations such as Eskom, Tshwane Metro Police Department, Netcare 911, and the Mpumalanga VIP Reaction Unit. We've also navigated the intricacies of truck launches and dealer training for Hino and Iveco, showcasing our versatility and precision in the corporate realm. Our accolades extend to military-style training for the South African National Defence Force (SANDF), showcasing our adaptability and precision in diverse training environments. Our Experiential Driver Development programmes transform participants into track masters, while team-building sessions maximise corporate potential we've also extended our expertise to include motorcycle training, with a focus on motorcycle delivery training. Noteworthy clients in this realm include TakeaLot, Sixty Sixty, Uber Eats, and more.

## 4. OUR TEAM: MEET THE ARCHITECTS OF ADVENTURE

Our team isn't just knowledgeable; they live and breathe adventures on machines in motion. ADA is more than an academy; it's a collective of passionate pioneers, merging dynamic, youthful energy with decades of experience to ensure adrenaline-packed corporate events, launches, training programmes and bespoke tours.





## 5. OUR COMPETITIVE ADVANTAGE: WHY CHOOSE US?

- Wide range of services
- State-of-the-art facilities
- Exclusive partnerships
- International presence
- Corporate focus
- Experienced team
- Community engagement
- TETA accreditation
- International training
- Experienced team



## 6. TRUSTED BY GIANTS: OUR ESTEEMED CLIENTS





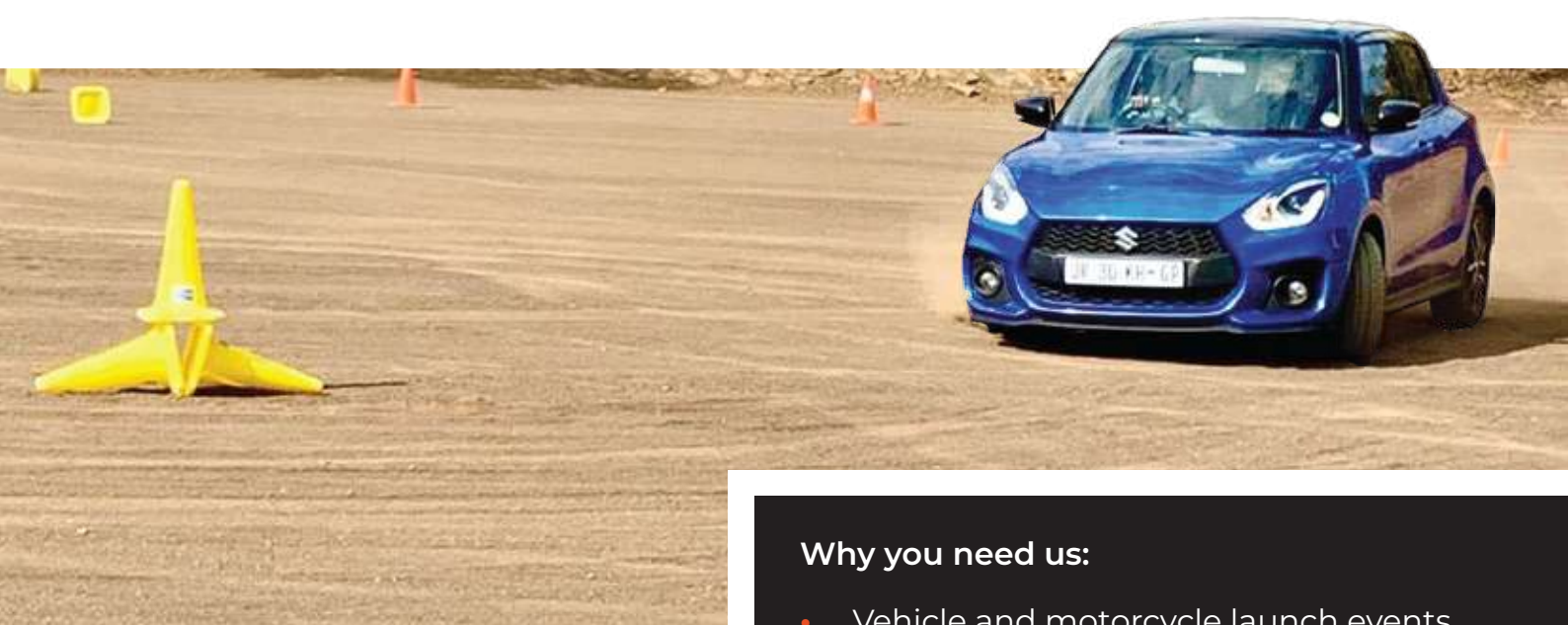
## 7. OUR FLAGSHIP VENUE & FACILITIES: WHERE ADVENTURE MEETS REALITY

ADA's home is the heart of the Cradle of Humankind, an oasis near Hartbeespoort Dam and Lanseria Airport. We carefully selected this location for its proximity to Johannesburg and Pretoria, yet far enough from the city to ensure a true off-the-beat-en-track experience.

Our playground boasts a Tar range for motorcycle training, thrilling 4x4 tracks and trails, a 1.5 km rally track, a dedicated K53 range, and a gravel skidpan. These facilities cater to an array of activities, from vehicle and motorcycle launches and events to corporate training, club challenges, and individual training. We also have a full conference facility that can be used as a vehicle showroom and it also has access to our exclusive Cradle Gin Bar.







### ADA boasts the following facilities:

- A tar range for motorcycle training
- 4x4 adventure tracks and trails
- 1,5 km off-road rally track
- Dedicated K53 range
- A gravel skidpan

### Why you need us:

- 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)

## 8 THE WORLD OF ADA: PRODUCTS AND SERVICES

ADA isn't just an experience; it's a way of life. Our distinction lies in Experiential Driver Development and product-related events that cater to corporations, individuals, groups, racing teams, and clubs. Our experienced facilitators and instructors uphold an impeccable safety record.

### Rider and driver training:

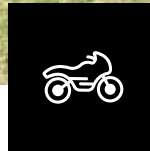
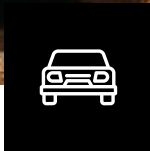
We offer a wide range of beginner to advanced courses, including 4x4, SUV, defensive driver courses, and on- and off-road motorcycle training.

### Vehicle and motorcycle launches:

Join the ranks of leading brands as we set the stage for your motor vehicle or motorcycle launch. Choose from our versatile launch settings like our indoor showroom facility, complimented by our Gradle Gin Bar or amidst the pristine backdrop of the great outdoors.

### Corporate team-building events:

Rev up your corporate team-building events with ADA's specialised services. Learn beginner or advanced driver and training skills, bond with your colleagues, and build camaraderie like never before. Elevate your experience with our exclusive Cradle Gin Bar and flexible indoor/outdoor setups. We also offer comprehensive event services, ensuring your team a unique and unforgettable journey.



### Vehicle and Driver Courses:

- Driver Resresher Course (DRC)
- On-Road Defensive Driving Course (DDC)
- Driver Assessment Course (DAC)
- Anti-Hijack Course (AHC)
- 4x4 Driving Course (4x4)
- Advanced 4x4 Driving Course (ADV4x4)
- Advanced Driving Course (ADC)
- Courier, Government and Parastatals Training

### Motorcycle Courses:

- New and Young Rider Motorcycle Skills Course (NYR)
- Off-Road Rider Skills Course (RC)
- Dual Purpose Skills Course (DP)
- Dual Purpose 1 Skills Course (DP1)
- On-Road Motorcycle Rider Skills Course (MRC)
- On-Road Experienced Rider Skills Course (ERC)
- Heavy Motorcycle Training Course (HMC)
- Wheelie Course (WC)

## 9. THE ADA LEGACY: ADVENTURE, CONSERVATION, AND COMMUNITY

We are deeply committed to our impact on the environment and the communities we connect with. Our guided tours allow us to experience some of the most beautiful places in Southern Africa, interact with fascinating and diverse cultures, and lay a foundation for our future travels.

Participating in navigation, learning packing techniques, getting involved in basic technical activities, and enjoying the camaraderie within the group are all part of the amazing experience that will create lasting memories.

Through community projects, we educate school children in responsible riding practices and K53 test preparation. On-road training extends this legacy, producing capable and safe riders.

**In partnerships** with corporations, clubs, and other groups, we have presented many professional vehicle and motorcycle launches, team or product development, and club member fun and skills events.





# ADVENTURE





# EMBRACE THE THRILL

## JOIN ADA TODAY!

This is not just a company profile; it's where precision meets exhilaration.  
Your journey awaits – join ADA today and experience the  
extraordinary world of adventure.

## CONTACT US:

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[www.adasa.co.za](http://www.adasa.co.za)



Buckle up, and let ADA take you on a ride you'll never forget.  
Your adventure begins now.

