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THE FAB

CASE STUDY

PINNACLE EXHIBITS

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CAMPAIGN: SF MOTORS GLOBAL BRAND LAUNCH
CLIENT: SF MOTORS
EXHIBIT BUILDER: PINNACLE EXHIBITS

In true Silicon Valley fashion, a garage served as an unexpected launching pad for SF Motors, a brand new, innovative Electric Vehicle (EV) company with a noble mission to transform human mobility through intelligent electric vehicles. Thrilled to share their mission, technology and products with the world, SF Motors looked no further than Pinnacle as their trusted partner to bring this momentous event to life in a big way.

Together, we needed to introduce SF Motors to the world, while capturing consumers' attention in an already competitive EV landscape. Pinnacle worked tirelessly to make the creative vision a reality. Our close partnership with SF Motors and their event production agency, Sila Sveta, enabled us to pull off countless ambitious elements that culminated in an unforgettable brand launch event.

Appropriately set at SF Motors' headquarters in the heart of Silicon Valley, we transformed their 16,000 sq. ft. parking garage into a theatrical brand experience where over 300 VIPs from around the world were immediately immersed in the SF Motors brand with a truly VIP red-carpet welcome. Despite facing numerous logistical challenges along the way, our talented team consistently identified solutions to ensure the venue was event-ready.

The Pinnacle team worked hand-in-hand with SF Motors' product engineers to create impactful ways to showcase their innovative battery and engine technology – while delivering a thoughtfully-curated and immersive attendee experience along multiple touchpoints throughout the event.

High-tech luxury juxtaposed with organic elements bridged SF Motors' advanced technology with humanity. From reception, guests were whisked through an electrifying light projection hall transitioning them to a sleek cocktail reception. Now AMPED UP, attendees made their way to the main stage where they marveled at the world's first look at SF Motors' two stunning new flagship electric vehicles, the SF5 and SF7. The on-stage events were translated and live-streamed to audiences worldwide. To close the evening, guests were invited to experience tomorrow's EV technology, today—connecting with the people behind its development.

As a result, the world knew: *Driven by our experiences, SF Motors is on a mission to connect us to the people, places and moments that matter most.*

