

Jan Kalmar
BEYOND ADVENTURE



SPIRIT of SPEED
by Tom Kristensen

Kalmar
AUTOMOTIVE



**Pärnu has much to offer- make it
accessible and get local government
support for it!**



Jan Kalmar

Danish car enthusiast with a lifelong passion for travel exploration.

An adventurer, petrol head and extreme driver who is constantly exploring the planet on four wheels. His lifelong passion has led to an extensive network. Jan has bent the limits for automotive challenges for over 20 years and even set World Records in the process.

Founder and Owner of the three companies registered in Estonia:

Jan Kalmar Beyond Adventure OÜ in Tartu

Kalmar Automotive OÜ in Pärnu

Kalmar Holding OÜ

These sister companies are strongly connected, and their goals and business development and models overlaps.

Jan Kalmar Beyond Adventure OÜ – created and founded by Jan Kalmar and run by automotive and event enthusiasts, executing events with an individual service ready to take on all challenges.

High-end adventures and trips with unique experiences that money cannot buy.
The price range of our trips is from 8.000euro to 120 000 euro per person.

The vehicles used on Jan Kalmar Beyond Adventures are fully prepared and maintained by KALMAR Automotive.



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The Spirit of Speed - Conceived by Tom Kristensen to offer the best performance-oriented driving experiences on Track, Ice and Sand.

A lifelong experience from the highest racing scene with a second to none racing CV including 9 times overall 24 H Le Mans victories does talk its own language.

The price range for participation in one of the programs starts from 5 000 euro per person



KALMAR Automotive OÜ – Is a unique automotive company with a great Danish heritage bringing together decades of experience in the automotive and motorsport industries.

Ultimate Porsche customization with the price level of 500 000 euro + per car

Hand-build in Pärnu, Estonia.



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The Story of “Muhammad and the Mountain”

Tallin to Pärnu

1h

Warsaw to Pärnu

2h

Paris to Pärnu

3h

Barcelona to Pärnu

4h

Lisbona to Pärnu

5h



The door-to-door time is crucial, therefore promote the newly restored airport heavily.

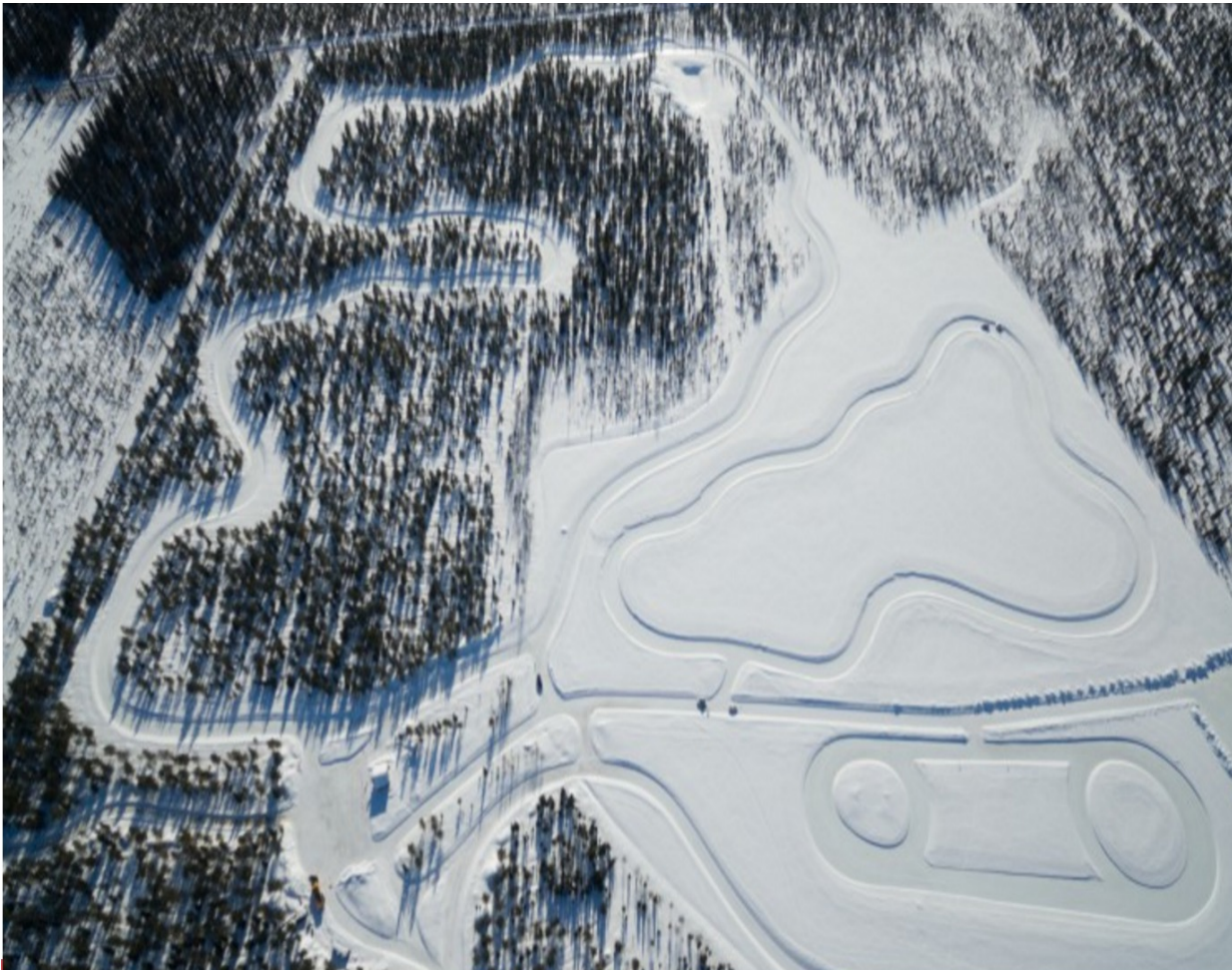
Charter planes - be prepared with cost estimates.

Tourism or Industry?

Does Pärnu need more tourists in high season?

For me it's all about cars
and there is a lot of money in cars

Levi, Finland – Area X



AREA X LEVI



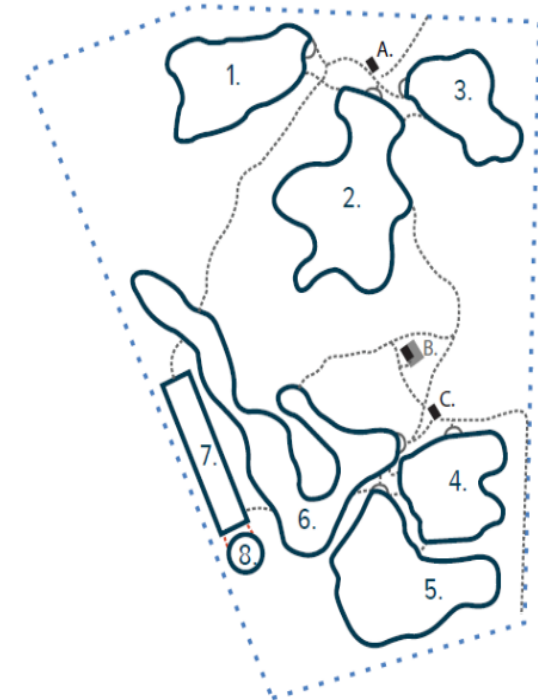
NORTH

- 1. HANDLING TRACK (1200/10m)
- 2. HANDLING TRACK (1700/12m)
- 3. HANDLING TRACK (1050/10m)

- A. COFFEE HOUSE
- B. WORKSHOP / PARKING
- C. RESTAURANT

SOUTH

- 4. HANDLING TRACK (1000/10m)
- 5. HANDLING TRACK (1200/10m)
- 6. HANDLING TRACK (3050/20m)
- 7. OPEN ICE HANDLING (300/60m)
- 8. CIRCLE (Ø70m)



Track layouts presented are approximate. For the final track layouts, please contact our Sales department.



Logistics = Airport

Accommodation = Hotels with needed availability 100.000 Room nights

Facilities = Constructive local government as 5 km² was need

Result

20 000 visitors each paying an average of 5 000 euro

Porsche On Track Pärnu became Porsche Experience Center

PORSCHE EXPERIENCE



Pärnu needs to promote it's uniqueness

Pärnu's Pro's and Con's In my view !

PRO's:

- Price level
- Infrastructure
- Safety / security
- A story to tell
- Environmental / nature
- Used to be solution orientated

CON's:

- Perception
- Accessibility
- Believing in own skills
- Not always thinking “western”
- Turning very commercial
- Will it survive Corona ?

Action Plan in my view!

- Team Up so Pärnu becomes “easy”
- Fill pre and post season periods, forget about high season, suits international events
- Coordinate sales efforts toward international agencies if you want industry not “just” tourists
- Believe in own skills and capabilities, but deliver what the customers wants
- Understand often ridiculous demands
- Offer “Tailor- Made” as this is the new black....
- The perception of price / calibration of price perception
- Change of mindset, as uniqueness is a luxury that can easier be afforded in Pärnu area
- Get the local government on the team – they will profit from

Questions?