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Grande Turismo Launches All-in-One Platform to Revolutionize Car Event Planning and Discovery

Grande Turismo, an innovative new platform for car enthusiasts and event organizers, has launched to streamline how automotive events are managed, promoted, and discovered.

Designed to be the “GetYourGuide for car events,” Grande Turismo simplifies event planning and brings together a vibrant community of car lovers in one place.

With car events surging in popularity, enthusiasts are increasingly seeking dynamic experiences where they can engage with the latest innovations in the automotive industry, explore new trends, and connect with fellow car lovers. However, discovering these events—or successfully organizing them—often means navigating multiple platforms, which can be inefficient and time-consuming. Grande Turismo changes this by providing a centralized space catering to both event seekers and organizers.

Simplifying Automotive Events

For attendees, Grande Turismo offers an easy-to-navigate platform where they can browse a wide range of upcoming automotive events—from local gatherings to high-profile expos—without the hassle of searching across multiple sites.

For organizers, the platform provides a seamless, end-to-end solution to host, promote, and manage car events. They can sell tickets, coordinate logistics, and track attendee engagement, all from one convenient dashboard.

“By combining my expertise in product design, 15 years of experience in the automotive industry, and my love for cars—I hope to build the platform where all car lovers can unite and help the community to foster and grow—not only locally in Switzerland but also the worldwide.”—Marko Peric, Founder & Head of Design at Grande Turismo.

Ready to Experience Grande Turismo?

Grande Turismo is now live at grandeturismo.com, offering immediate access for anyone to explore upcoming automotive events. Organizers interested in a simplified event management experience can sign up to use the platform for free, with additional features available at different pricing tiers.

For additional information, press inquiries, or platform demos, please contact:

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About Grande Turismo

Grande Turismo is a pioneering event platform—created to simplify automotive events for car enthusiasts and organizers alike. By offering a centralized space for event browsing, ticketing, and promotion, Grande Turismo brings the excitement of car culture to a broader audience, one event at a time.