

Experiential

# Camping event boosts Nissan auto showcase

Augeo elevates product showcase, spotlighting Nissan vehicles and capabilities across two overnight camping excursions for an exclusive media audience.

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Augeo successfully orchestrated two exclusive events for Nissan. The first event, Nissan Vacation on Wheels, showcased the towing capabilities of Nissan vehicles in the breathtaking settings of the Grand Canyon and Yosemite National Park. The second event, Nissan Titan Adventure, introduced the new Destination Frontier truck near the Grand Canyon.

Meticulous planning and execution ensured seamless experiences for attendees and clients, offering luxurious camping, gourmet meals and thrilling adventures.

