



BLYTHSWOOD SQUARE

Glasgow

May 2010

Blythswood Square Host Alfa Romeo Media Launch

Glasgow's latest luxury 5* hotel recently hosted the media launch of the new Alfa Romeo Mito MultiAir.

As the former home of the Royal Scottish Automobile Club it was the perfect venue for the car manufacturer.

Anna Angelini, Alfa Romeo's PR Manager, said it was the grandeur and style of the building, together with the location, which combined to make Blythswood Square perfect for them. 'Our guests were some of the UK's most revered motoring journalists and we were sure they would appreciate being amongst the first to experience the new hotel.

'We also loved the painstaking way the history and tradition of the building had been acknowledged. Lovingly restored with original materials yet achieving a truly contemporary feel, including state of the art technology, in addition to the excellent cuisine and customer service.

'In fact, it was such a perfect fit for us that we decided to hold one large event in Glasgow rather than two smaller ones in Glasgow and the South of England!'

Two highlights for both Alfa Romeo and the team at Blythswood Square were firstly displaying a car in the hotel lobby for the week-long duration of the event. As the main entrance sits at the top of a block of steps off the street it was a feat in itself getting the car into the building – it was definitely worth the extra effort as guests stopped to look at the shiny, well-lit vehicle.

Hans Rissmann, Managing Director of Blythswood Square, said: 'It was a privilege for us to be able to host this prestigious event so quickly after opening. Getting the car located in our lobby was certainly the biggest challenge we faced in the short time since opening – a real team effort!'

Secondly, the hotel further assisted Alfa Romeo by securing all the street parking spaces along the front of the building in order that the test drive cars could be lined up – a true spectacle each morning when journalists arrived.

No event of this nature is completely successful however without offering guests some first class hospitality. Here again the hotel triumphed according to Anna. 'I would have to commend the hotel on the fabulous menus everyone enjoyed. Executive Chef Dan Hall certainly created some perfect dishes for us.

'Feedback from everyone has been positive, particularly on the uniqueness and history of the building. A real treat to experience – and we're delighted to have been the first

automotive manufacturer to use Blythwood Square. Definitely one to consider for the future for any events.'

Hans Rissmann continued: 'Alfa Romeo was the first full-house event we'd hosted and we're obviously delighted that they received such great feedback from their guests. For us, it demonstrated that we're well placed to host similar events and that we'll work with our clients to ensure that they all have a unique experience and leave with memories of a truly successful event.'

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Further information:
Elaine Howie PR Ltd.
T: 0131 622 3113 E: elaine@elainehowiepr.co.uk