

BORA Truck Tour 2025: the revolution is touring Europe

This year, the BORA brand is directly addressing end customers with a Truck Tour: from events to trade fairs, cycling tours to dealer days, the iconic glazed BORA Truck will tour through 12 countries over the course of the year to inspire people with the innovative premium built-in kitchen appliances – yet another pioneering initiative in the kitchen industry.



The aim of this year's Truck Tour is for BORA to be experienced live and with all the senses – at events and trade fairs, and always with outstanding end-customer proximity.

Permanently on board: innovative technology, emotional highlights and fresh stimuli for the kitchen as a living space.

Photos: BORA

Show chefs will present a cooking experience supported by the BORA product range. Freshly prepared tasters will tantalisingly showcase the innovative technologies. This will offer inspiration and raise direct awareness of the BORA brand ready for future kitchen purchases – establishing it as the LoveBrand#1 with genuine customer benefits: fresh air and a clear view, intuitive operation, top performance, simple cleaning and an iconic design that perfectly fits any kitchen.

The BORA Truck Tour embodies the dynamic nature of the international company: encounters in buzzing locations, impressive settings and the chance to experience BORA live and with all the senses. Now, prospective customers can gain a first-hand experience of what they had previously seen on TV adverts: cooktops with an integrated extractor. The Truck will also showcase new products such as the BORA X Pure cooktop extractor system with the all-new matt glass surface and the BORA X BO, a professional steam oven for the home that offers incomparable performance.

Ten months of live brand experiences across Europe

The tour will kick off in Germany in February, with the BORA team at the head office in Raubling wishing the BORA Truck and its driver well on their way with a launch party. After detouring towards Poland and Slovenia, BORA will tour through Italy, Slovakia and Austria before returning to Germany and making its way to Finland. At almost 30 hours, the ferry journey to Helsinki will be far from short, but nothing compared to the subsequent transfer from Finland to Ireland, which will give the truck and its driver an almost seven-day break from events. From December, the 19-metre ensemble will travel through Great Britain and France before returning to the company's head office in the foothills of the Bavarian/Austrian Alps.



The BORA Truck will appear at prestigious trade fairs, captivating cycling events and exclusive cooking events. Around 45 events in 12 countries are planned for 2025 in cooperation with local organisers or regional BORA retail partners. Equipped with a quality sound system, colourful beach flags and deckchairs plus always accompanied by a local BORA chef, the Truck not only offers BORA product knowledge but also, and above all, conveys the special lifestyle enjoyed by the young brand. Whether at a kitchen retail partner or a public festival, wherever the LoveBrand#1 of the kitchen industry appears, prospective customers can enjoy live and simple access to the BORA experience – in person, with no need to register, and with tasty snacks and a friendly smile every time.

In today's world, do top products alone suffice or does the brand itself matter?

Creating the right mix puts you ahead of the pack. "Only those who are inquisitive, question the status quo and courageously strike out in new directions can achieve genuine progress", emphasises Willi Bruckbauer, visionary and founder of BORA. As a result, this year's tour is not only focused on innovation but also on interaction: BORA listens carefully. The company is consciously seeking out direct dialogue with end customers. Many suggestions from these kinds of conversations have already been incorporated into product development activities. The BORA Truck is once again on the road to show that there are ways of questioning the status quo with creativity and courage.

A powerful sales tool for BORA retail partners

Specialist kitchen retailers can book exclusive BORA Truck Experiences to impress their customers with custom-designed product presentations. Experienced BORA chefs provide live demonstrations of the many ways in which the BORA systems can be used. During their time in the Truck, cooking sessions enable prospective kitchen customers to get hands-on and try out features such as the intuitive operation or connectivity. Retailers' sales consultants are often on hand to answer their prospective customers' questions. The positive response to these unique events, which often take place as part of kitchen retailers' open days, is clear: "Great experience, great environment, great people, wonderful systems" summarised one participant. The national retailer added: "The presentation by the BORA team was excellent and made a huge impression on my customers – I'd highly recommend using the Truck to improve customer retention and boost sales."

Why cycling sponsorship and why a truck?

BORA regularly receives questions about its brand communications and its employees are happy to answer them in person. "We bring together what belongs together: sport, health, a cosmopolitan outlook, team spirit and healthy eating – values that are deeply anchored in the BORA DNA", states Willi Bruckbauer, a qualified joiner who is an athlete himself and passionate about free-spirited thinking. As an ambassador for this philosophy, the Truck will bring the BORA Live Experience to numerous cities.

Since its première in 2015, the glazed BORA Cooking Truck has already travelled many miles along Europe's roads. With a length of 19 metres, 10 wheels and a total weight of 32 tonnes, it combines impressive design with practical functionality. The glass cube and trailer act as a mobile event space that is often extended into the outside area through high tables and beach flags. In 2024, the truck drove 22,000 kilometres, impressed at 151 event days and visited 10 countries.

Even 10 years ago, the company set new standards for brand communication with its special format 'BORA in the Air' – and the crane lift is still exciting people today: the glass cube with room at the table for up to 14 people floats at lofty heights in extraordinary locations – a culinary experience with lasting impact.

Several highlights of the BORA Cooking Truck 2025

- 05 – 09/03/2025 Sejem Dom in Ljubljana, SVN
- 12 – 16/03/2025 Internationale Handwerksmesse in Munich, DE
- 12 – 15/06/2025 Taste of Dublin in Dublin, IR
- 13 – 17/08/2025 SAIL in Bremerhaven, DE

BORA and retail partner events can be easily found using the area-based search function at

www.bora.com/events

For questions about the BORA Truck or to make a booking, please contact cookingtruck@bora.com

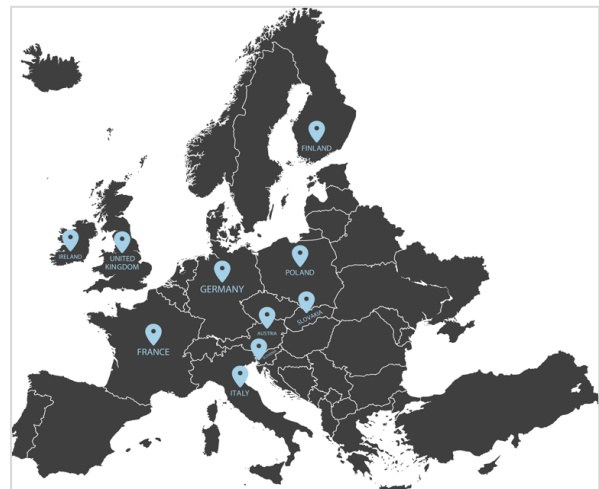


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About the company

BORA develops and produces innovative premium built-in kitchen appliances with impressive design standards. The German-Austrian company group positions its portfolio internationally with the claim 'More than cooking'. Since Willi Bruckbauer founded BORA in 2007, the company has been committed to questioning the ordinary. The mission: We are revolutionising the kitchen as a living space. With extraordinary products for extraordinary experiences.

The story began with the innovative cooktop extractor systems, which use intelligent technology to draw cooking vapours downwards and are continually developed through BORA's own drive for perfection. The product portfolio has since been expanded to include steam cooking and baking systems, followed by refrigeration and freezing systems as well as cleaning and washing-up systems. The product ranges and live experiences undergo ongoing development to ensure that BORA fans and customers can continue to enjoy the very best cooking experiences. BORA products are characterised by outstanding performance, simple cleaning and simple operation. Thanks to their timeless design, they fit perfectly into any kitchen, where they provide fresh air and a clear view.

BORA employs over 750 people worldwide, primarily at its sites in Raubling, Niederndorf and Sydney as well as in its flagship store in Herford and sells its products in more than 40 countries all over the world. The BORA company group is a multi-award-winning and attractive employer, whose products have received multiple internationally renowned design awards.

Contact for press enquiries

Fiona Pavely
fiona.pavely@shelan.co.uk

Shelan Communications Ltd.
 Basmead Barns Farm, Moor Road 1
 Cambridgeshire PE19 5BJ
 Great Staughton, St Neots, UK



bora.com