

**ICONIC.
INDEPENDENT.
YOURS.**

PRODUCT LAUNCHES

**From stage
to spotlight.**

**Plymouth Arena is a canvas
for your ambition, a stage for
your innovation. Make your
launch bigger, bolder, and
unmistakably yours.**



PLYMOUTH ARENA

YOUR EVENT. YOUR RULES.

Where bold ideas meet bold execution.

For brands ready to make a statement that sticks, Plymouth Arena provides a dramatic, unforgettable backdrop for your product launch. From the moment your guests arrive, they experience a space designed to impress: spacious, adaptable, and fully equipped to bring your vision to life.

With direct vehicle access via our loading bay, you can move large products or displays effortlessly into the venue. Custom lighting can be tailored to match your brand colours, creating a mood and atmosphere that reflects your identity. Sound and projection technology ensure every reveal lands with maximum impact, leaving your audience engaged and inspired.

Whether you're planning jaw dropping automotive showcases, high tech unveilings, or lifestyle launches, every element can be customised to your specifications. Our in-house team of experts can provide staging, creative production, and technical support, ensuring your launch runs seamlessly from start to finish.

Every detail is carefully considered so your launch is not just an event, but a moment that resonates long after it ends.

**“OUR MOST SUCCESSFUL
CAR LAUNCH TO DATE,
DRIVING A SIGNIFICANT
INCREASE IN SALES.”**



PLYMOUTH ARENA

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