MARC TRAUTMANN

DANIEL SIEGLER

FRAME

MALLORCA · AUTOMOTIVE PARTNERS · IN BRIEF



Range Rover Sport. **Photo: Marc Trautmann**

Campaign-grade content of your fleet, co-developed with you on the island's best roads.

PARTNER PROPOSAL · 2026

LUXURY CAR RENTAL

WHY IT WORKS FOR YOU

Premium rentals are chosen on images. *Make yours unforgettable.*

Your clients book a feeling before they book a car: the road, the coast, the arrival. Too often a fleet is shown in stock images or quick clips that undersell it.

FRAME is a content camp in Mallorca. Small groups of guests learn inside a real production, and your cars can be at the centre of it, with a professional crew and talent.



Bentley Flying Spur. **Photo: Marc Trautmann**

For your booking site.

Hero stills and films of each model, where your clients will drive them.

For social and campaigns.

A steady flow of fresh, vertical-first content from every edition.

For reach.

Affluent, car-loving guests and talent who create and publish.

HOW IT WORKS

One way of working. *Three ways to start.*

BARTER

Vehicles for shoot days and guest drives.

Campaign-grade content of your fleet in return.

COMMISSION

A dedicated production for your brief.

Built around your models, calendar and channels.

BOTH

Fleet access and budget combined.

More cars, more locations, more formats.

One integrated team

Idea, casting, production, edit and delivery from one team, so there is one plan, one contact and nothing extra for you to organise.

Talent from any world

Creators, athletes, chefs, musicians, artists, designers or models, cast to your goal and shot at campaign quality, to carry your brand into new audiences.

Marc Trautmann shoots for the world's leading car and lifestyle brands. Daniel Siegler has thirty years in creative direction and international production, and lives in Mallorca.



Range Rover Sport. **Photo: Marc Trautmann**

THE OUTCOME

A creative partner, *not a supplier.*

WHAT YOU GAIN

Campaign-grade content
Stills and film of your fleet, by a photographer trusted by the leading car brands.

Fresh concepts
New ideas for your cars, audience and season, every edition.

Reach
Guests and talent who carry your fleet into new audiences.

Visibility
Credited as FRAME's automotive partner.

HOW WE START

01	A short introductory conversation
02	Your brief, then our first concept
03	Agree scope, rights and the exchange
04	First production in Mallorca

No fixed packages: barter, commission or both, shaped around your requirements, budget and goals.



Bentley Continental GTC. **Photo: Marc Trautmann**

BRANDS WE HAVE WORKED WITH

PORSCHE · MERCEDES-BENZ · BENTLEY · HERMÈS · AUDI · BMW · RED BULL · GENESIS · TOYOTA
TESLA · FERRARI · LUCID · LAND ROVER · VOLKSWAGEN · ASTON MARTIN · HILTON · JAGUAR

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FRAME

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