

SUCCESSFUL CMT WITH MANY AWARDS FOR HOBBY

Hobby can reflect on a highly successful holiday exhibition in Stuttgart having received many awards for its model range and marketing campaigns. The family-friendly models in particular went down especially well with the numerous visitors to the CMT exhibition. The new 595 KML layout featuring children's beds from the popular Maxia caravan range was also in high demand.

Hobby has returned from Stuttgart to the company headquarters in northern Germany with three awards in tow. The Maxia 495 UL received the DCC Safety Award during the Hobby press conference at the CMT, one day before the official opening. The caravan experts and safety advisers from the German Camping Club (DCC) spent several months reviewing the nominated products before making their decision.



From left to right: Uwe Hoffart (Federal Caravan and Motorhome Expert), Holger Schulz (Hobby Managing Director) and Dieter Albert (DCC President)



Presentation of the "Caravan of the Year" award to the ONTOUR model range

On the opening Saturday, Hobby was delighted when the ONTOUR model range was named the "Caravan of the Year" once again. In the "Motorhome of the Year" award, which was also voted for by the readers of Promobil and Caravanning magazines, the Optima Ontour Overcab took a very respectable third place.

For the second year in a row, the company's marketing received the European Innovation Award in the "Best Marketing and PR Campaign" category. The campaign for the launch of the Maxia VAN impressed the jury, consisting of 17 editors from the most important caravanning magazines in Europe.

“The awards, the positive feedback from our sales partners and the many people who visited our exhibition stand in particular have far exceeded our expectations. This is even further proof that Hobby is on the right track. I’m incredibly proud of the entire team and all the things that we’ve achieved together in recent years,” says Hobby Managing Director Holger Schulz.



Many people visited the Hobby exhibition stand to find out about the company’s wide range of models

Hobby will next appear at the ABF exhibition in Hanover, which takes place from 1 to 5 February 2023, and the Reise & Camping trade fair in Essen, from 22 to 26 February 2023. Further information is available from the Hobby press office: presse@hobby-caravan.de or at mediaportal.hobby-caravan.de/en.