

HOBBY WINS THE EUROPEAN INNOVATION AWARD 2024

Huge success for Hobby at the start of the year: the caravanning company from northern Germany won the international European Innovation Award for the third time in a row. This time around, Hobby took first place in the “Overall Concept – Caravan” category with its multifunctional children’s bed concept in the MAXIA 595 KML. The award ceremony was held at this year’s CMT 2024 holiday exhibition in Stuttgart, where Hobby presented its wide range of products and got the year off to a great start.

Hobby was incredibly proud and delighted to receive the European Innovation Award 2024 at the CMT in Stuttgart. The two caravan designers Christoph Semkow and Samuel Salama developed the award-winning multifunctional children’s bed area, which celebrated its premiere at the exhibition in Stuttgart last year. The new family layout has now established itself in the caravanning industry and is incredibly popular with young families.

“Wow, we’re thrilled to have won this international title, which has been awarded to us by the editors of the most important caravanning trade magazines in Europe. This is fantastic recognition of our work. We put our heart and soul into this project, which was all about families with small children and also gave us the opportunity to contribute our own experiences to great success,” says caravan designer Samuel Salama from Hobby.

A detailed presentation of the MAXIA 595 KML can be found on the Hobby website at:

<https://www.hobby-caravan.de/en/the-hobby-maxia-kml/>

Two new motorhomes were another highlight for Hobby at this year’s CMT in Stuttgart: the MAXIA VAN 680 DT camper van on a VW Crafter chassis with a multifunctional sleeping/seating area and the special edition OPTIMA ONTOUR EDITION F on a FIAT chassis, which were presented at the exhibition for the first time and attracted a lot of attention from the trade press and visitors.

Hobby will next appear at the ABF exhibition in Hanover, which takes place from 31 January to 4 February 2024, and the Reise & Camping trade fair in Essen, from 28 February to 3 March 2024. Further information is available from the Hobby press office:

presse@hobby-caravan.de or at mediaportal.hobby-caravan.de/en.