**PRESS RELEASE**

**Dual distinction: Hobby boss Harald Striewski honoured with two awards for his life's work**

**Double acknowledgement: At this year's ‘Caravan Salon’ in Düsseldorf, Hobby founder and proprietor Harald Striewski (78) received two honours for his life's work, from both the German Caravanning Retail Association (DCHV) and the magazine 'Auto Bild Reisemobil'. An entire industry shows its appreciation for the achievements of the successful businessman.**

**Düsseldorf, September 2015 –** There is no greater tribute to one's efforts than to be acknowledged for one's life's work, and this great honour was bestowed on Hobby proprietor Harald Striewski for his unique entrepreneurial achievements twice. At this year's Caravan Salon Düsseldorf, the 78-year-old founder of the Hobby Company received the LUPO 2015 for his life's work from the German Caravanning Retail Association (DCHV). Two days later, Harald Striewski was honoured yet again when he received the same accolade a second time, this time presented by the magazine 'Auto Bild Reisemobil' at the awards ceremony for the 'Goldenen Reisemobil 2015'.

The awarding of the prize to Harald Striewski, acknowledging him as one of the most important pioneers in the caravan industry was an emotional moment, not only for the man himself, but also for the numerous guests who attended the two events. The entire caravan industry rose from their seats and accompanied the presentation of the prize to Harald Striewski with an endless standing ovation. However, the prize giving was also accompanied by a touch of sadness: 'It is a pity that my wife is unable to be here to share this wonderful moment with me, but unfortunately she is in hospital right now,' said Harald Striewski.

However, the Hobby boss expressed his pleasure with the great success of his new Optima motorhome series, which achieved second place in the Auto Bild Reisemobil readers' awards. For a newcomer in the field, this provoked an absolute sensation in such an important competition.

Hobby was also able to achieve a top result at this year's Caravan Salon in Düsseldorf (29 August – 6 September 2015). Its sales figures – for both caravans and motorhomes – were considerably higher than in previous years.

'This shows us that we are moving in the right direction with our new range and that our leisure vehicles are very popular with customers,' explains Hobby CEO Harald Striewski with great satisfaction.

Hobby currently offers three series of motorhomes: the Vantana van, the vans and semi-integrated vehicles of the Optima series, and the

Siesta Alkoven range. As for caravans, Hobby customers can choose their favourite model from seven series and more than fifty model variations.

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**The following motifs in 300 dpi resolution are available for you to download from the press portal at www.hobby-caravan.de:**

**Dual distinction: Harald**

**Striewski is recognised for his life's work by the German Caravanning Retail Association (DCHV) and the magazine 'Auto Bild Reisemobil'.**