

RECORD ATTENDANCE FOR HOBBY AT THE CMT HOLIDAY EXHIBITION IN STUTTGART

For Hobby, the new year is off to a sensational start following a hugely successful exhibition in Stuttgart. What's more, the readers' poll of one of the largest German trade journals has confirmed that Hobby's extensive model portfolio is proving to be a big hit. Two of the north German manufacturer's model ranges have done exceptionally well in the rankings: the entry-level caravan ONTOUR came out on top in the lower mid-range segment, while the PREMIUM came second in the upper mid-range segment. The family-friendly caravans in particular went down very well with the exhibition visitors.

The north German manufacturer Hobby is starting the new caravanning year 2020 with a hugely successful exhibition at the CMT in Stuttgart. "The huge number of visitors and numerous deals that were done reinforce our view that we're on the right track with our brand development at Hobby," says Hobby Managing Director Holger Schulz. Whether young or old, couples or families – every day of the exhibition, from the first day to the last, vast numbers of visitors flocked to the Hobby stand to find out about our products, or ideally even to buy themselves a new Hobby caravan or motorhome. Above all, customers appreciate our wide range of products, the modern design and the unbeatable value for money compared to other manufacturers.

At this year's CMT exhibition, the numerous caravans with family-friendly layouts and children's beds were in particularly high demand.

The two entry-level ranges OPTIMA ONTOUR and OPTIMA ONTOUR EDITION were well-received in the motorhome segment. Fully equipped and offering unbeatable value for money, the two models really caught the attention of Hobby customers. "The OPTIMA ONTOUR EDITION was unveiled at CMT 2019 and has become a bestseller within a very short period of

time. We're also incredibly proud of the European Innovation Award we received this year for the best Europe-wide marketing campaign for the market launch of the new motorhomes. This is fantastic recognition of our work," says Holger Schulz.

Hobby will next appear at the ABF exhibition in Hanover, being held from 29 January 2020 until 2 February 2020. Further information is available from the Hobby press office: presse@hobby-caravan.de or at www.hobby-caravan.de/en.