

### Hobby strengthens presence in France

**Hobby is significantly strengthening its future activities in Europe's second largest motorhome market after Germany. In Pierre-Louis Guerineau (51) the North German company has been able to acquire an experienced industry expert and well-versed sales professional to take over responsibility.**

**Düsseldorf, August 2016** – With around 17,000 new registrations per year the French motorhome market is the second largest in Europe. More new vehicles are registered annually only in Germany, with well over 27,000 motorhomes.

In order to participate more strongly in the important French market, Hobby is significantly building up its sales activities in the neighbouring country. The overriding aim is expanding the quantity and quality of the motorhome dealer network. This task will be taken on by Pierre-Louis Guerineau with immediate effect. The 51-year old Frenchman is best equipped to do so. He worked for the Volkswagen Group as the Head of Marketing and Sales in his home country and represented the group brands VW, Audi and Skoda. Pierre-Louis Guerineau most recently worked in the same role for a reputable French motorhome manufacturer. As an active motorhome enthusiast and camper for many years, Guerineau not only knows the market and the sector, but also the needs of his target group.

As the Head of Sales Motorhomes based in Nantes, Pierre-Louis Guerineau will look after these product and target groups exclusively. "My aim is to expand the Hobby dealer network for motorhomes by 25 to 30 retail partners in the next few years," explains Pierre-Louis Guerineau. "Hobby offers the right vehicles for this. Vans in particular are in high demand here in France," knows sales professional Guerineau. The Frenchman in the Hobby team is particularly looking forward to the two new models T65 GQ and T65 HGQ from the Optima de Luxe design line. Despite compact dimensions, they offer a comfortable rear bedroom with a wide queen-sized bed – a layout perfectly tailored to the requirements of French motorhome enthusiasts.

**Press contact company:** Thomas Neubert, Head of Marketing & PR, Telephone +49 (0) 4331/606-631, [presse@hobby-caravan.de](mailto:presse@hobby-caravan.de), Hobby Wohnwagenwerk Ing. Harald Striewski GmbH, Harald-Striewski-Strasse 15, 24787 Fockbek, Fax +49 (0) 4331/606 77 430, [www.hobby-caravan.de](http://www.hobby-caravan.de)

**Press agency:** Joachim Kalkowsky, Telephone: +49 (0) 46 42/92 42 890, [hobby@jotka-medienservice.de](mailto:hobby@jotka-medienservice.de), Redaktionsbüro Kalkowsky, Am Hafen 20 F, 24376 Kappeln