

Successful season start for Hobby at the Caravan Salon

Hobby is very happy with this year's Caravan Salon in Düsseldorf. At the world's largest trade fair for recreational vehicles and caravans, the northern German brand set a new sales record with its RVs.

Fockbek, September 2016 – 203,500 visitors attended the 5th Caravan Salon (August 27 through September 4, 2016) – more than ever before. But not only Messe Düsseldorf could rejoice about records; RV manufacturer Hobby set a record as well. From day one of the Salon, Hobby's main booth in hall 9 and the special campervan booth in hall 15 were packed with visitors. All new models, caravans and RVs alike, were on display and could be scrutinized by the visitors, while our experts were happy to answer any questions and provide detailed information at any time.

The great interest in the new Hobby vehicles, paired with the best sales results in ten years, made the 2016 Caravan Salon a perfect success for Hobby, especially in the caravan sector. The newly designed top-end Premium series shared centre stage with the top-selling De Luxe, De Luxe Edition, Excellent, and Prestige series. Hobby caters to all caravanning needs with its seven model ranges and a total of 57 different models – from the agile Ontour travelling caravan all the way to the large "Landhaus" caravan. Demand was particularly high for the family models with kid's beds, but also for caravans designed for couples with single and double beds. Especially the new models with huge bathrooms aft of the bedroom were instant bestsellers.

Hobby is also very pleased by its RV sales. Thanks to the newly introduced and immensely popular standard full equipment package HobbyKomplett, sales even exceeded the already excellent results of last year's Salon. The sales price of an Optima De Luxe includes 10,000 Euro's worth of equipment right from the factory; a Siesta De Luxe comes with about 9,000 Euro's worth of equipment.

Hobby's Vantana series, introduced only two years ago, has already become a staple of the campervan sector. All seven models of this series were on display in **hall 15** in Düsseldorf, which had been set aside especially for campervans. The new designs with a compact lateral bathroom (K60 Fs and K65 Es) were especially successful in this important sector, as was the new refrigerator design made by Hobby and Dometic exclusively for the Vantana series: The SlimLine fridge is shaped like a standard hanging cabinet and boasts 90 liters capacity on a width of 1.40 metres – a true world premiere!

Press contact company: Thomas Neubert,
Head of Marketing & PR, Telephone +49 (0) 4331/606-631,
presse@hobby-caravan.de, Hobby Wohnwagenwerk Ing. Harald Striewski GmbH,

Harald-Striewski-Strasse 15,
24787 Fockbek, Germany
Fax +49 (0) 4331/606 77 430,

www.hobby-caravan.de

Press agency: Joachim Kalkowsky, Telephone: +49 (0) 46 42/92 42 890,
hobby@jotka-medien-service.de, Redaktionsbüro Kalkowsky,
Am Hafen 20 F,
24376 Kappeln, Germany