

HOBBY SEASON MODEL PRESENTATION 2019

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IMAGES

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CARAVAN INNOVATIONS FOR THE 2019 SEASON

A WIDE-RANGING SELECTION

Hobby is starting the 2019 season with six model ranges and a total of 56 model variants. The selection begins with the agile starter models ONTOUR and is completed by the lavish models in the luxury caravan category PREMIUM. DE LUXE and EXCELLENT are the brand's most comprehensive ranges, with each offering a selection of 13 models. DE LUXE continues to focus on family-friendly layout solutions with children's rooms, while EXCELLENT offers a selection to please caravan connoisseurs who know exactly what they want. A similar target group is appealed to in the 2019 season by the newly designed PRESTIGE. It covers the high-end segment and meets the highest demands made on mobile comfort with its comprehensive selection of 12 models. The model range clearly focuses on larger scale caravans with models 560 to 720. A special role is played by the DE LUXE EDITION. It embodies the dynamic and sporty design found in the entire selection offered by Hobby.

NEW LAYOUTS

With a total of 56 model variants and 39 different layout solutions, Hobby's six model ranges meet every demand made by modern caravanning. Three new layouts have been added in the 2019 season: the DE LUXE 515 UHL, the PRESTIGE 720 WLC and the 540 FU, which is available as EXCELLENT or PRESTIGE. With the new model 515 UHL, an additional van has joined the DE LUXE model range which also offers a drop-down bed like the 515 UHK. The 540 FU stands out due to its generous washroom area with a separate shower cubicle. A comfortable rear washroom which spans the entire width of the caravan is offered by the large PRESTIGE 720 WLC, which also provides a luxurious couch seating area at the front as an additional highlight of its elegant interior design.

HOBBYKOMPLETT ALL-INCLUSIVE PACKAGE – ON HOLIDAY FROM THE GET-GO

Simply hook up your caravan and hit the road without any costly extras or special accessory packs! It's easy with the unique HOBBYKOMPLETT ALL-INCLUSIVE PACKAGE, which ensures all of the brand's caravans are ready to go as soon as they leave the factory. That means there are no obstacles to enjoying your holiday without a care in the world. The abundance of premium detailing on the exterior and interior design not only guarantees comfortable travelling, but also ensures optimal driving safety. For example, a stabiliser hitch and overrun brake system with automatic adjustment are already part of the standard HOBBYKOMPLETT ALL-INCLUSIVE PACKAGE for all models. Almost all of the caravans also include a 140-litre Slim Tower or 150-litre Super Slim Tower refrigerator as standard equipment.

FOCUSED MODEL UPDATES

Every model range boasts numerous detailed improvements and innovations – both externally and internally. Both have a particular impact on the handling and practical use of a caravan. The new fresh water tanks are now much easier to empty, and it is now also possible to install the convenient manoeuvring system EasyDriver from Reich in the large tandem-axle models. The popular family caravans 545 KMF and 560 KMFe can bear an impressive gross weight of two tonnes, which gives both a significantly higher amount of spare payload. The interior space has primarily been optimised in terms of seating and sleeping comfort as well as the utilisation of storage space. Last but not least in the 2019 season, Hobby continues to highlight its leading role in the fields of digitalisation and networking with an update to the innovative on-board management system.

MODEL RANGES IN DETAIL

ONTOUR – COMPACT UND AGILE

The name speaks for itself: ONTOUR is made for touring – as a couple or with your children. In addition to models with a single and double bed, the 470 KMF also counts as a genuine kid's van. Regardless of which layout is selected, the ONTOUR always delivers with its total width of 2.2 metres. None of the models in the entry-level range measure more than seven metres in length. That makes driving a pleasure even on tight roads with plenty of bends. A compact car is also sufficient as the towing vehicle since the agile ONTOUR range begins with a total weight of just 1,200 kilos for the 390 SF model. Both of the "large" models, the ONTOUR 470 UL and 470 KMF, also only weigh in at a total of 1,350 kilos.

DE LUXE – EVERYTHING A FAMILY NEEDS

All parents love it, and kids love it even more! That is not surprising considering that DE LUXE is the most family-friendly model range by Hobby. Five of the 13 layouts in the DE LUXE program have a children's section on board. In addition to children's beds, last season's new addition DE LUXE 515 UHK also offers a drop-down bed to provide a total of seven berths at a total width of only 2.3 metres. That is a use of space that even impresses large families.

In the 2019 season, it has been joined by the DE LUXE 515 UHL as an additional model with a drop-down bed. Like its sister model 515 UHK, the bed is located over the u-shaped seating area at the back, while two comfortable single beds are installed at the front. If the u-shaped seating area is converted, the DE LUXE 515 UHL provides six berths for adults.

DE LUXE EDITION – SPORTY TRAVELS

Five of the eight models in the sporty and dynamic model range DE LUXE EDITION belong to the caravan category up to model 495. That makes these models genuine touring caravans – perfectly suited to their modern interior design which is distinguished by the furniture's light maple finish, anthracite elements and the Avus upholstery combination with its bold red piping. With the models 545 KMF, 560 KMFe and 650 KMFe, the range also offers three full-fledged family caravans with a total width of 2.5 metres.

EXCELLENT – ELEGANT AND ATTRACTIVE

The EXCELLENT range has been one of Hobby's best-sellers for many years. With a total of 13 model variants, it offers the most diverse selection in addition to the DE LUXE range. It does an excellent job covering the middle range – from 460 UFe to 560 WFU. For the 2019 season, a new and attractive layout has been added with the 540 FU. Thanks to a large u-shaped seating area at the front, plenty of room to move in the middle section with a side-mounted kitchen, a French double bed at the back and a comfortable washroom area including a separate shower cubicle, the EXCELLENT 540 FU impresses on all levels with its generous floor plan. It is the ideal travel companion for discerning couples who know exactly what they want.

PRESTIGE – STYLISH TRAVELLING AND DWELLING

In the 2019 season, the eternally young classic in Hobby's selection impresses with numerous innovations. That includes two new layouts: 720 WLC and 540 FU, which is also available in the EXCELLENT range. Ten of the twelve PRESTIGE models are in the weight category from 1,600 kg to 2,200 kg with a body width of 2.5 metres. The furniture finish in a combination of Chesterfield Oak and Magnolia adds premium accents to the new interior design. The pleasant contrast between dark and light surfaces accentuates the exclusive atmosphere of the new PRESTIGE, making it a preferred travel companion for individuals with high demands. The new back section of the PRESTIGE range is particularly eye-catching with its distinctive edge trims, chrome manoeuvring handles and especially its elongated tail lamps, which virtually melt into the contours of the lower back section.

PREMIUM – ELEGANT AND LUXURIOUS

Entering the premium class of caravans with Hobby begins with the PREMIUM 495 UL, which has single beds at the front and a u-shaped seating area at the back. The larger PREMIUM models – whether with single beds, a French double bed or a wide queen size bed – are also specifically designed to meet the needs of comfort-conscious couples. An exception is made in the fleet of six variants by the PREMIUM 650 UKFe, which includes an additional bunk bed for children.

When it comes to the equipment package, the PREMIUM range even tops the lavish HOBBYKOMPLETT ALL-INCLUSIVE PACKAGE in a number of aspects. For example, a TFT control panel, single-post lift table and alloy rims are already included as standard features. When selecting upholstery as well, PREMIUM customers are able to choose between two options free of charge, thus adding an individual touch their luxurious living quarters.

OPTIONAL EXTRAS

Despite the HOBBYKOMPLETT ALL-INCLUSIVE PACKAGE, some caravanners would still like to add some extras. And they have plenty of optional extras to choose from. Whether it's a roof-mounted air conditioning unit, satellite system, an ETS PLUS stabilisation system, the HobbyConnect on-board technology app, a manoeuvring system, hot water and underfloor heating system, smoke detector or sound system – the extensive selection of attractive extras provides a comprehensive assortment and a multitude of options for adapting your caravan to meet your individual leisure and travel needs. It is all in line with the concept that even excellent things can still be improved!

ADDITIONAL INFORMATION

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MOTORHOME INNOVATIONS FOR THE 2019 SEASON

2019 HOBBY PRODUCT PORTFOLIO

Hobby is kicking off the 2019 season with six model ranges. Its portfolio covers semi-integrated and alcove motorhomes as well as vans. As always, the semi-integrated motorhomes are available as OPTIMA PREMIUM and OPTIMA DE LUXE variants. Hobby is significantly expanding its selection of compact vans. The VANTANA range will now be divided into three different lines: the affordable entry level option is the VANTANA ONTOUR, while the VANTANA DE LUXE and VANTANA PREMIUM represent the mid-range segment and luxury class of Hobby's popular van segment.

IT'S ALL INCLUDED! – THE “HOBBYKOMPLETT” ALL-INCLUSIVE PACKAGE

Motorhomes by Hobby are equipped with the unique “**HOBBYKOMPLETT**” ALL-INCLUSIVE PACKAGE, which means they come ready to hit the road. There is no need for Hobby customers to invest in expensive extras or special accessory packs, because premium quality components worth over 10,000 euros are already included in the basic price. The all-inclusive package also really does deliver, as it covers the entire vehicle – from the chassis to the body and even the interior design. It includes a roof awning, a navigation system with a reversing camera plus the Hobby CI-BUS on-board management system with a TFT control panel and much more. The motorhome segment at Hobby goes by the same philosophy: simply climb on board, take off and enjoy your holiday from the very beginning!

MODEL RANGES

An attractive selection of models with 15 different layout solutions and space concepts provides 27 different model variants which span all model ranges. With the OPTIMA DE LUXE T 70 GQ and T70 HGQ, two new variations have been added to the semi-integrated selection. With the VANTANA van, customers now have the option to select between two layouts for all three VANTANA model ranges; either with two single beds or one installed double bed at the back. As always, the family-friendly alcove motorhomes in the SIESTA DE LUXE model range are kicking off the season with three differently sized models.

NUMEROUS DETAILED IMPROVEMENTS

In the 2019 season, Hobby's motorhomes feature numerous constructive and technical innovations. The design engineers particularly focused on targeted optimisation of practical details. For instance, the gas bottle pull-out shelf has been improved, the entrance doors have been equipped with new door catches and warm air circulation in the rear washroom has been optimised.

The most eye-catching alteration of the season has undoubtedly been made to the OPTIMA DE LUXE model range. It now boasts a completely redesigned rear section.

MOTORHOME MODEL RANGES IN DETAIL

OPTIMA DE LUXE – MODERN, STYLISH, TIMELESSLY ELEGANT

These terms are best suited to describe the semi-integrated OPTIMA DE LUXE model range. With its ten models, OPTIMA DE LUXE is the most multifaceted model range offered by Hobby. Two new models with attractive layouts have been added in the 2019 season with the T70 GQ and T70 HGQ. On-board features include a large queen-size bed which slides lengthwise and also adjusts in height if desired, an open-plan bathroom with a separate shower cubicle and a face-to-face seating area in the front section. The T70 HGQ also includes a two-person drop-down bed.

A particularly head-turning aspect of the OPTIMA DE LUXE range is the beautifully redesigned rear area with a distinctive rear spoiler on the upper portion and attractive rear light moulding with high-tech tail lights. The most striking detail is added by the dynamic LED sweeping blinkers.

OPTIMA PREMIUM – PURE LUXURY

The luxuriously equipped OPTIMA PREMIUM is available in eight variants with single beds, French double beds or an additional drop-down bed. As with the OPTIMA DE LUXE, the exterior design has also been slightly modified with sweeping silver-grey detailing on the front portion of the sides of the body. The exclusive interior is distinguished by an elegant furniture finish in the combination Bronze Metallic/Stone Grey Metallic.

In the 2019 season as well, it is possible to customise the white front end paint finishes of the OPTIMA PREMIUM and OPTIMA DE LUX models with the colours Slate grey or Black.

SIESTA DE LUXE – WITH FAMILY-FRIENDLY ALCOVES

The three family-friendly alcove layouts in the SIESTA DE LUXE model range offer even more comfort in their “nooks” in the 2019 season, as both the alcove beds and central seating areas have been optimised. Every one of the three models offers at least four berths and up to six seats.

The SIESTA DE LUXE A65 GM even features its own children’s bunk bed at the back. The generous space concept, spacious rear garages and comprehensive “HOBBYKOMPLETT” ALL-INCLUSIVE PACKAGE make the SIESTA DE LUXE an ideal family vehicle with a clear focus on practicality.

MOTORHOME OPTIONAL EXTRAS

With additional accessories, every motorhome can be specifically customised to suit your individual needs. Hobby offers a wide range of useful components to do just that. That might include new rear bicycle racks, double-glazed framed windows, a mounted or removable trailer hitch, a complete KATHREIN satellite system, or perhaps interior details such as bed extensions, an ALDE hot water heater, a gas alarm or an additional on-board battery. Some models even feature a convenient oven for baking. And if you plan to have your motorhome equipped with a solar power system or roof-mounted air conditioning unit in the future, the necessary components can already be factory-installed.

VAN INNOVATIONS FOR THE 2019 SEASON

VANTANA – A SPEEDY NEW TRIO

The van VANTANA is available in three variants in the 2019 season: as VANTANA ONTOUR, VANTANA DE LUXE and VANTANA PREMIUM. What they all have in common is their compact design and the high level of travelling and daily convenience that design provides. There are no differences in the layouts. All three model ranges in the K60 FT version offer a layout with a double bed at the back, and the K65 ET version has two single beds at the back. The design of the new compact washroom is also the same. The minimal floor space provides the highest degree of washroom convenience.

The VANTANA ONTOUR, VANTANA DE LUXE and VANTANA PREMIUM differentiate from one another much more in terms of engine specifications, equipment packages and exterior design, and each suits a different target group. That also becomes apparent when considering the starting prices. The VANTANA ONTOUR starts at less than 40,000 euros, while the list price for the VANTANA DE LUXE comes in at around 46,000 euros or 48,000 euros for the VANTANA PREMIUM.

VAN MODEL RANGES IN DETAIL

VANTANA ONTOUR – THE ENTRY LEVEL ONE

Even the cost-effective entry level VANTANA ONTOUR is a vehicle that is ready to hit the road and travel straight from the factory. The practical interior includes a side-mounted kitchen unit with a stainless steel sink, double-burner hob and a 70-litre compressor refrigerator. The beds are equipped with comfortable cold foam mattresses, while the entire body is finished with B6 high-performance insulation along with XPS foam to provide exceptional insulation even in the entry level model. Built on a 3.3 tonne Fiat base chassis, standard equipment for the VANTANA ONTOUR includes robust steel rims, which can be replaced with alloy rims if desired. White is offered exclusively as the colour scheme for the exterior design.

VANTANA DE LUXE – THE ALL-ROUNDER

With a 130-PS engine, 16-inch alloy rims and the **“HOBBYKOMPLETT”** ALL-INCLUSIVE PACKAGE, the all-rounder VANTANA DE LUXE is ready to go. Its standard equipment includes a 90-litre compressor refrigerator, which can also be replaced with an 80-litre absorber refrigerator if desired.

For its exterior design, the VANTANA DE LUXE is available in white or the special option of a Metallic Silver exterior finish. The bumpers are painted to match the colour that has been selected for the vehicle.

VANTANA PREMIUM – THE PREMIUM CLASS

As with the VANTANA DE LUXE, the VANTANA PREMIUM impresses with its comprehensive **HOBBYKOMPLETT ALL-INCLUSIVE PACKAGE**, 130-PS engine and 16-inch alloy rims. Its standard equipment also includes a patented 90-litre SlimLine refrigerator, which has been optimised even further for the 2019 season. With the HobbyConnect on-board technology app, the innovative refrigerator can be adjusted remotely. For the models in the VANTANA PREMIUM top range, customers have an even broader assortment of colours to select from for the exterior design. In addition to a standard white exterior finish, it is also possible to order the VANTANA PREMIUM in three additional colours, namely Slate grey, Metallic Silver or Black.

VAN OPTIONAL EXTRAS

The vans in the three VANTANA model ranges can also be upgraded with special extras to specifically suit your personal needs. This is an aspect which is of particular interest to customers purchasing a VANTANA ONTOUR. One option would be to order the entry-level model with the chassis package, which offers an array of equipment details that are already included in the standard package for the VANTANA DE LUXE und VANTANA PREMIUM, such as LED daytime running lights and alloy rims. Additional options that are available for all VANTANA models include extras such as a wireless alarm system with a gas alarm, extra cushions for converting the seating area into a bed or an additional side window in the rear sleeping area.

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HOBBY FACTS & FIGURES

BRIEF PROFILE

The Schleswig-Holstein company Hobby is in Europe the biggest manufacturer of caravans, a pioneer in innovations in the caravan and motorhome industry and a flagship company in the business location of Fockbek near Rendsburg.

PRODUCTS

Caravan and motorhome construction

Product range 2019:

- 56 caravan models in six series
- 27 motorhome models in six series

COMPANY

- The mid-sized company has been Europe´s market leader in caravan manufacturing for many years
- Company form: GmbH
- In Germany, Hobby has a 21,1 per cent share of the caravan market, Fendt has a 17,1 per cent share (April 2018)
- Established in 1967 by engineer Harald Striewski
- Managing directors: Harald Striewski, Michael Striewski and Holger Schulz

TURNOVER

Season 2018

- Total: rd. 275 Mio. € (+10%)
- Caravans: rd. 190 Mio. €
- Motorhomes: rd. 85 Mio. €

PRODUCTION FIGURES

Season 2018

- Caravans: rd. 12.000 units
- Motorhomes: rd. 2.000 units

LOCATION

- Schleswig-Holstein (Fockbek near Rendsburg)
- One caravan factory and one motorhome factory
- Business area: 260.000 m² of which 65.000 m² is built up

EMPLOYEES

- 1.200 employees
- One of the biggest employers in North Germany

DISTRIBUTION

- More than 350 appointed dealers throughout Europe
- represented in all European countries by importers / agents

EXPORT WORLDWIDE

Export share:

- 46 per cent of caravans
- 47 per cent of motorhomes

INNOVATIONEN

Developed many innovations which were trend-setting for the whole industry:

- automatic reverse for caravans
- hot-dip galvanised chassis
- fixed built-in toilets with removable tanks
- Slim Tower refrigerator which enabled totally new floor plans
- SlimLine-refrigerator

AWARDS

- European Innovation Award for the Caravan Industry (2011, last 2017 for Vatana & Marketing)
- Caravan van het Jaar in the Netherlands (incl. 2009, 2011)
- winner of the Supplier and Partnership Oscar of the German Caravan Trade association LUPO (2011)
- Caravaning Design Award (2012)
- German Design Award Nominee (2013)
- CTJ Meilenstein (2014)
- AutoBild motorhome “best-price-winner“ (2015)
- AutoBild motorhome “Das goldene Reisemobil“ (2016)
- German fairness award (n-tv 2017)

COMPANY GROUP

- Hobby-Wohnwagenwerk GmbH, Fockbek (Schleswig-Holstein)
- Fendt-Caravan GmbH, Mertingen (Bavaria)
- Rendsburger Feuerverzinkerei, Rendsburg (Schleswig-Holstein)
- Formlight GmbH, Warburg (North Rhine-Westphalia)

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