

# FACTS AND FIGURES

## BRIEF PROFILE

HOBBY, the north German manufacturer of leisure vehicles, is one of the world's biggest producers of caravans, a champion of innovation in the mobile leisure industry, and a model company located in the centre of commerce and industry of "Central Holstein".

## PRODUCTS

Caravans and motorhomes; all-inclusive strategy = comprehensive standard equipment packages that are ready to hit the road and represent exceptional value for money; positioned in the mid-price range with a particular focus on affordable quality; series manufacturer.

Product range for 2020:

- In total: 58 caravan models in six model ranges; from caravans with a body length of 4.60 m or over to large tandem-axle vehicles with a body length of up to 7.90 m; particular focus on family-friendly layouts (14 models with children's beds and various equipment packages)
- In total: 26 motorhome models in three model ranges; vans, semi-integrated vehicles in the entry-level and mid-range segments, vehicles with overcab

## COMPANY

- A medium-sized, family-run enterprise with over 50 years of experience in the leisure vehicle industry
- Production takes place exclusively in Germany at the site in Fockbek (near Rendsburg) in Schleswig-Holstein
- Founded in 1967 by the engineer Harald Striewski
- Family-run: Managing Directors Harald Striewski and Michael Striewski;  
Operations Manager: Holger Schulz

## HOBBY TURNOVER

2019 season

- In total: approx. €290 million, comprising:
  - Caravans: approx. €230 million
  - Motorhomes: approx. €60 million

## PRODUCTION CAPACITIES

- Caravan production: between approx. 10,500 and 13,500 caravans per season
- Motorhome production: between 1,000 and 2,800 mobile homes per season

## LOCATION/PRODUCTION

- Schleswig-Holstein (Fockbek near Rendsburg)
- Up to four assembly lines, flexible according to the demand for caravans and/or motorhomes, modern prefabrication area, high degree of vertical integration, in-house carpentry workshops, upholstery production including sewing room, PU production and large training workshop; annual seven-figure investments in machinery, systems and buildings.
- Company premises: 260,000 m<sup>2</sup>, 65,000 m<sup>2</sup> of which has been built upon

## EMPLOYEES

- Over 1,200 employees, including 36 apprentices in the industrial and commercial fields

## SALES

- Over 350 authorised dealers across Europe
- Represented in all European countries by importers or agents
- Sales agencies in Chile, Japan, New Zealand, South Korea and China

## EXPORT WORLDWIDE

Share of exports:

- Approx. 42 percent for caravans
- Approx. 42 percent for motorhomes

## INNOVATIONS

Creator of many innovations that are blazing a trail for the whole industry, such as:

- Automatic reversing system for caravans
- Galvanised chassis
- Built-in toilet with removable tank
- Slim Tower refrigerator has enabled entirely new layout designs
- Wall-mounted SlimLine refrigerator for vans

## GROUP OF COMPANIES

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

## ADDRESS

Hobby-Wohnwagenwerk, Ing. Harald Striewski GmbH

Harald-Striewski-Straße 15, D-24787 Fockbek

Phone +49 (0) 4331 / 606 – 0, fax +49 (0) 4331 / 606 77 430

[www.hobby-caravan.de](http://www.hobby-caravan.de), e-mail [presse@hobby-caravan.de](mailto:presse@hobby-caravan.de)

Contact for Corporate Communication: **Cilia Eckrich**

Last updated: June 2019