

HOBBY GETS THE 2020 CARAVANING SEASON OFF TO A SUCCESSFUL START AND STRENGTHENS ITS POSITION OVERSEAS

Hobby successfully started the first weekend of the Caravan Salon in Düsseldorf. Whether young or old, motorhome or caravan, the leisure vehicles of the North German manufacturer are very popular with customers all over the world. New doors are opening for Hobby in the Asia-Pacific region: A contract with a new trading partner in China was officially signed at the Hobby trade fair stand.

Camping is booming, and the Hobby stand is naturally the first stop for many interested visitors. Hobby vehicles stand out in particular for their modern, homely interior and top price-performance ratio. This was confirmed by readers of the trade magazine "Camping, Cars und Caravans". They voted the North German manufacturer to No. 1 in the "price-performance-ratio" category. The certificate will be officially presented to Hobby during the "König Kunde" ("Customer is King") award ceremony. "We're delighted to receive such an endorsement from readers this year again, and to know that they consistently rate our products highly", says Head of Marketing Thomas Neubert.

The Hobby brand is also very popular in the Asian region. To meet demand, the company has expanded its dealer network by the successful trading partner New Gonow in China. The official contract was signed by both parties at the Hobby trade fair stand. "We feel honoured and proud to be able to start this long-term cooperation with Hobby, Europe's leading caravan manufacturer. We are confident that our longstanding experience and future efforts will help us establish Hobby as the market leader on the young and dynamic Chinese caravanning market. This will allow Chinese consumers to discover and enjoy this great form of holidaying", said Xuezhong Miao, CEO of Zhejiang New Gonow Group.

In future, the new trading partner will exclusively distribute Hobby caravans produced at the North German location of Fockbek for the Chinese market. “We’re very much looking forward to our joint and exclusive cooperation. This is a further strategic step in our long-term strategy of expanding our brand also in the Asia-Pacific region“, says Division Manager Manfred Taedcke.

New Gonow already operates an extensive network and draws on longstanding experience in the sale of electric and leisure vehicles.

Further information is available from the Hobby press office:

presse@hobby-caravan.de or at www.hobby-caravan.de/en.