

HOBBY MANAGING DIRECTOR BERND LÖHER: TURBULENT START AND HUGE POTENTIAL

Back in February, Bernd Löher took on a new position of responsibility as the Managing Director of Hobby, the north German manufacturer of leisure vehicles. The chief priorities of the 50-year-old family man include getting to know employees and understanding Hobby. In addition to the general management of the company, Mr Löher will focus on managing the Commercial Division, as well as Production, Development and Materials Management. As a further Managing Director, Holger Schulz is responsible for Sales, After-sales and Marketing.

The new Managing Director Bernd Löher started his “first 100 days” at Hobby in exceptional circumstances: “When I joined the company, I was accompanied by Storm Sabine, and then the coronavirus took over. It couldn’t have been any more turbulent. But regardless of that, the first few weeks were incredibly exciting and I received a very warm welcome from the Hobby family,” says Bernd Löher.

The industry expert was already very familiar with his new employer from the supplier side, enabling him to quickly settle into his new job. His strategic focus is on the customer, and issues such as product management and product development will be reorganised and stepped up. In the long term, Bernd Löher would like to consolidate Hobby’s position as the European market leader for caravans and further expand the development of the motorhome division.

“We already cater for all areas of “mobile” travel with our products. Hobby has a high degree of vertical integration, and that makes us independent and flexible should market conditions change. We have huge potential here in Fockbek, and I’m delighted to be taking the company to the next level with such a fantastic team,” says Bernd Löher.