

HOBBY STARTS THE 2022 SEASON WITH NEW MODEL RANGES AND A NEW DESIGN LANGUAGE

From the ONTOUR to the design-conscious EXCELLENT EDITION and the stylish top model range MAXIA – Hobby is presenting a product portfolio with an entirely new strategic focus for caravans in the 2022 season. When it comes to motorhomes and vans as well, Hobby continues to offer its successful combination of Scandinavian design and Nordic cosiness. The diverse array of new products will be showcased for the first time at the Caravan Salon in Düsseldorf in Hall 9.

CARAVANS

New model ranges, new interiors, a new look and feel. It is with great enthusiasm that the northern German company Hobby is starting the 2022 caravanning season and showcasing its broad array of innovations at the Caravan Salon in Düsseldorf. The fresh programme of models is aimed at a very wide audience, from design-conscious, trendy campers to young families and ambitiously athletic couples.

In the new EXCELLENT EDITION model range, six layouts are available specifically for young families, with Hobby offering bunk beds for little campers in four of the models. The modern combination of bright colours and straight lines is accentuated by striking LED lighting. Hobby demonstrates its Nordic aspiration with a clear and functional design language in the new top model range MAXIA as well. Perfectly coordinated colours, an open layout and a stylish interior create a boundless feeling of complete relaxation and cosiness. The successful ONTOUR, DE LUXE, EXCELLENT and PRESTIGE model ranges have been structurally redesigned. Further visual modifications to the new Hobby design in combination with an abundance of features and equipment mean the caravans deliver significant added value even in the basic portfolio.

The Hobby portfolio is enhanced by the new entry-level brand BEACHY, which perfectly completes the beginning of the programme. For more information, go to: www.beachy.de

MOTORHOMES/CAMPER VANS

The new exterior design of Hobby motorhomes and camper vans is dynamic and trendy in the 2022 season. The sporty décor of all six model ranges expresses the new, modern design language of Hobby's motorhome range. Having been completely revamped, the top model range OPTIMA DE LUXE is truly eye-catching thanks to its stylish roof scoop with LED position lights and its sporty rear light moulding. The tried and tested interior of the successful OPTIMA ON-TOUR model range on a Citroën chassis remains young and sporty in the 2022 season.

Hobby is launching the latest generation of its modern motorhome interior in the OPTIMA DE LUXE. The Hobby designers have skilfully blended Scandinavian design with the Nordic concept of 'hygge'. In the new caravanning year, the model range offers five different layouts to choose from: four single bed and one double bed solution.

Thanks to the CITROËN chassis, the new VANTANA ONTOUR EDITION is the perfect introduction to the world of camper vans. The young model range is complemented by further equipment highlights that come as standard. The layout of the model with single beds has been significantly improved and offers a comfortable bed on the passenger side measuring more than two metres in length.

The VANTANA DE LUXE, with its panoramic roof vent as standard, remains the top model range among the camper vans. Based on the new FIAT DUCATO chassis, it will be available with a choice of two stylish furniture finishes in the upcoming season: a warm wood finish with bright magnolia accents or a modern monochrome interior design.

Further information about the extensive range of innovations in the 2022 season is available from the Hobby press office: presse@hobby-caravan.de or at mediaportal.hobby-caravan.de.