

# PRESS RELEASE

Isny, June 2020

## Camper® with a new look: A fresh wind for the family caravan

### **New interior design – practical improvements in detail – 12 layouts – 8 of which are family layouts**

When Arist Dethleffs invented the original "living car" about 90 years ago, because he wanted to have his family with him during his long business trips, he laid the foundation for a new form of holiday. More than any other caravan series in the Dethleffs model range the Camper® embodies this family idea. Now the "family"-series has undergone a facelift and in the new model year not only gets a new interior but also an upgrading of the children's sleeping areas. But what remains is the multitude of safety components and comprehensive standard equipment that make it so popular. A total of twelve layouts are available, eight of which have bunk beds. But active holidaymakers and couples will also find their favourite in the extensive pool of layouts. The repertoire of layouts ranges from a length of around five to just over eight metres.

### **A fresh wind for the interior**

The interior of the popular Camper® has been redesigned and got a fresh cell cure with the genes of a new Dethleffs design language. Especially the shape of the overhead lockers catches the eye. This design makes the interior appear larger without reducing the storage space significantly. In addition, the revised Camper® is presented in a new light, warm wood tone which merges into a modern, light grey decor in the overhead lockers. There are three new matching upholsteries in blue, grey and anthracite grey to choose from, which perfectly round off the interior appearance according to taste.

# PRESS RELEASE

From the outside the reworked Camper® models with their design rear light mouldings with high-quality integral lights also fit perfectly into the modern Dethleffs model range.

Especially for kids there are now practical fabric bags and visually attractive fabric covers in the bunk bed area. In the course of the rework, the garage doors were also enlarged where technically possible, so that even more bulky holiday utensils can be stowed away. In many layouts, the lowest bunk bed can be folded up and the space below it can also be loaded from outside and used as storage space. The popular Didi lamp is available in the new model year in a 12-volt version and with a practical USB socket for charging the smartphone or tablet.

All other components of the popular Dethleffs series will remain in the well-known form.

## ***Camper® Story***

At Dethleffs the term Camper® has stood for the most family-friendly series of the product range for 60 years: solid, flexible, versatile. With the Camper® the dream of an independent travel experience came true especially for families. The first Camper® went into production in 1952. At that time Dethleffs already had 30 years of experience in caravan construction. Seven years later Dethleffs protected the brand name, which has become a generic term for caravans and partly also motorhomes. A standard camper cost 1.950 Mark. The better equipped export version cost 2.490 Mark. The success concept of Dethleffs has always been what families still appreciate today: high quality manufacturing, stable material and special elements.

From the very beginning, the inventor of the caravan was looking for solutions to comfortably accompany his family on journeys. Until today, the Dethleffs company puts its energy into the constant development of this idea. "The Camper® has been a super solid caravan for decades: proven, successful and well thought-

# PRESS RELEASE

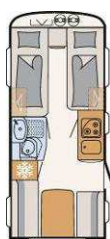
out", product manager Alexander Huber describes the series, which is especially characterised by practical bunk beds and highest safety standards. "Here, the basic needs, especially of families, are absolutely fulfilled - luxury can be easily added by countless options". This is certainly what the inventor had in mind: to make traveling as comfortable as possible for everyone.

## **„Is this your camper?“**

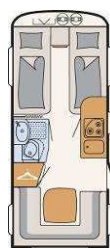
Correctly it should say: "Is this your caravan?", if it is not the family series at Dethleffs. The massive advertising and presence in the media 60 years ago made the term almost a general term for caravans, because actually a camper is the person who operates this kind of holiday. But many people also call their caravan this way, no matter which brand or series it is. When a proper name develops into such an everyday term and is used synonymously with the generic name, it becomes a "deonym". "Arist Dethleffs would certainly have liked it that his Camper is on everyone's lips today when it comes to his own caravan," says marketing manager Helge Vester.

# PRESS RELEASE

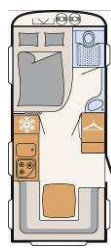
## Overview of layouts



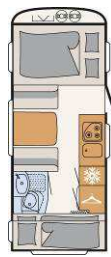
460 EL



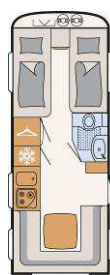
470 ER



470 FR



500 QSK



510 ER



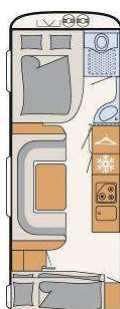
530 FSK



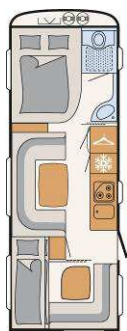
540 QMK



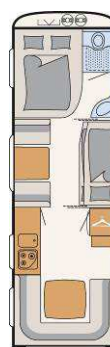
550 ESK



560 FMK



650 FMK



730 FKR



740 RFK

### About Dethleffs

“Not without my family!” This decision taken by Arist Dethleffs in 1931 inspired him to design Germany’s first ever caravan, which he called the “Wohnauto” (original camper) – all because the ski pole and horsewhip maker wanted to have his family by his side when he went on long business trips. Very few people were familiar with the word “leisure” back then; family holidays were a privilege

# PRESS RELEASE

and tourism was still in its infancy. The invention of the Dethleffs caravan marked the beginning of a new era – especially for the company, which eventually devoted itself entirely to the production of caravans, followed by motorhomes.

The pioneering spirit of Arist Dethleffs can still be felt throughout the company to this day. It can be found in the ongoing development of model ranges, in the countless innovations and, needless to say, at the heart of the Dethleffs camping story – the family. The company has had close ties with Isny im Allgäu since the very beginning and, with its position as a “Friend of the family”, has its sights firmly set on the core values of the brand.

In addition to motorhomes and caravans of the Dethleffs brand, camper vans and urban vehicles for the Pössl and Crosscamp brands are also developed and produced in Isny.

## **Erwin Hymer Group**

The Erwin Hymer Group is a 100 per cent subsidiary of Thor Industries, the world’s leading manufacturer of leisure vehicles with more than 25,000 employees worldwide. The Erwin Hymer Group unites motorhome and caravan manufacturers as well as motorhome and caravan accessory specialists, hire and financing services under one roof. The motorhome and caravan brands Buccaneer, Bürstner, Carado, Crosscamp, Compass, Dethleffs, Elddis, Eriba, Etrusco, Hymer, Niesmann+Bischoff, Laika, LMC, Roadtrek, Sunlight and Xplore, the motorhome rental companies McRent and rent easy, and also the chassis specialist Goldschmitt, the accessories specialist Movera and the touring portal freeontour all belong to the Erwin Hymer Group.