

PRESS RELEASE

Erwin Hymer Group and its brands cancel participation in European trade fairs until the end of the year

- Safety and health of visitors, employees and partners are top priority
- Pandemic-related conditions do not allow a meaningful presence at public exhibitions
- Presentation of new products via Europe-wide dealer network and digital channels

Bad Waldsee, May 08, 2020 – The Erwin Hymer Group and its brands Bürstner, Carado, Crosscamp, Dethleffs, Eriba, Etrusco, Hymer, Niesmann+Bischoff, Laika, LMC and Sunlight cancel their participation in all European trade fairs planned for 2020. In view of the high visitor density at trade fairs such as the Caravan Salon Düsseldorf and the measures that are necessary due to the risk of infection by the corona virus, it does not make sense to participate in trade fairs this year.

Martin Brandt, CEO of the Erwin Hymer Group (EHG): “The health of our customers, employees and trade partners is our top priority – we cannot take this responsibility lightly. In the Corona crisis with its special requirements for physical distance and hygiene, a casual atmosphere of information, advice and purchase is no longer a given. However, we regard this as a fundamental prerequisite for a successful trade fair. For this reason, we as EHG together with our brands refrain from participating in the trade fairs planned for 2020 until the end of the year.” This decision also affects the world’s largest leisure trade fair, the Caravan Salon Düsseldorf, which is scheduled to take place at the beginning of September.

With over 1,200 trading partners in Germany and Europe, the Erwin Hymer Group brands have a strong and professional dealer and service network. This allows customers and interested parties to obtain information on products and competent advice directly from their local EHG dealer.

Comprehensive arrangements for contactless sales consulting and the increased use of digital marketing will ensure that the product innovations 2020/21 and the offers of EHG dealers can be experienced throughout Europe in a safe environment.

The EHG Chairman emphasizes that the current cancellation is due to an absolutely exceptional situation: “Caravanning stands for flexible and individual vacations in Germany and all regions of Europe. This will continue to be the case in the future, especially as our customers are less restricted by the current situation due to the self-sufficiency of their vehicles. They automatically keep their distance in their homes on wheels. Many caravanning fans are thus likely to be able to enjoy their holidays this year – even under the current travel restrictions.”

Martin Brandt is optimistic about the caravanning and trade fair season 2021: “The current crisis will further strengthen the trend towards conscious and decelerated travel. Even if we have to cancel our trade fair participations this year, we are already looking forward to presenting our new products and innovations to a wide audience at trade fairs again next year. The enthusiasm for caravanning and slow travel – relaxed and safe travel with motorhomes, caravans and camper vans – will continue to grow.”

ABOUT THE ERWIN HYMER GROUP

The Erwin Hymer Group is a 100% subsidiary of THOR Industries, the world’s leading manufacturer of recreational 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 along with 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 the chassis specialist Goldschmitt; the accessories specialist Movera and the touring portal freeontour all belong to the Erwin Hymer Group. www.erwinhymergroup.com.

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