

PRESS RELEASE

Erwin Hymer Group receives the German Brand Award for brand management

Bad Waldsee, June 22nd, 2018 – The Erwin Hymer Group has received the renowned German Brand Award 2018. At a gala reception at the Römischer Hof in Berlin, the company from Bad Waldsee was honoured in the category “Brand Strategy” for its exceptional brand management. The Design Council and the German Brand Institute give away the prestigious award each year for successful brand management and sustainable brand communication.

With the presentation of the award, the jury, led by Andrej Kupetz, Managing Director of the Design Council, acknowledges the marketing management approach introduced in 2017 by the Erwin Hymer Group. It combines instruments like the Limbic Target-Group Model from the Nymphenburg Group, the Erwin Hymer Group Brand Study, and design-thinking methods for the control and optimization of brand experiences. Erwin Hymer Group’s brand portfolio comprises 24 brands worldwide and extends from motorhome and caravan manufactures to accessory suppliers, all the way to rental and financing services.

The starting point for brand management are detailed target-group profiles and instruments for brand positioning that allow for the precise and differentiated positioning of the brands by means of sociodemographic data, motives, and preferences. For example, the brand Sunlight addresses values like “freedom” and “adventure”, while the brand Dethleffs positions itself as a “family friend”. The values and needs of the respective target groups determine the offer, content, and tonality of all touch points with the brand.

A fundamental element of the award-winning approach is permanent success measurement. From brand awareness to user recommendation – with the help of a comprehensive brand study, the Erwin Hymer Group Brand Study, the Erwin Hymer Group brands continue to receive feedback on their performance and perception in direct comparison to competitors.

This enables brands to gear themselves precisely towards the needs of target groups as well as to continuously and measurably increase brand performance and brand relevance. The target-group data provides a guiding principle for the development of products, services, and design studies.

Stefan von Terzi, Head of Marketing & Communications at the Erwin Hymer Group: “We are thrilled about the German Brand Award and see this distinction as a confirmation of our strategy. We want to make unique travel and mobility experiences possible for people all around the world. Our approach helps us to achieve this more quickly and efficiently and to thus meet more of the needs of our customers.”

Image caption:

Erwin Hymer Group Winner of the German Brand Award 2018

Stefan von Terzi (left), Head of Erwin Hymer Group Marketing & Communications

Andreas Ortlieb (right), Erwin Hymer Group Marketing Operations

Photo: Lutz Sternstein/GBA

About Erwin Hymer Group

The Erwin Hymer Group unites motorhome and caravan manufacturers, motorhome and caravan accessory specialists as well as hire and financing services under one roof. In financial year 2016/17, the Group achieved a turnover of 2.1 billion euros with more than 6,000 employees world-wide and around 55,000 recreational vehicles.

The motorhome and caravan brands American Fastbacks, Buccaneer, Bürstner, Carado, Cliffride, Compass, Dethleffs, Elddis, Eriba, Etrusco, Hymer, Niesmann+Bischoff, Laika, LMC, Roadtrek, Sunlight and Xplore, the motorhome hire companies Best Time RV, McRent and rent easy, the chassis specialist Goldschmitt, the accessories specialist Movera, the trailer tent manufacturer 3DOG camping and the touring portal freeontour all belong to the Erwin Hymer Group.

www.erwinhymergroup.com

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