

PRESS RELEASE

Erwin Hymer Group adopts new digital and trade fair strategy

- Greater flexibility for product launches
- Participation in key trade fairs every two years from now on
- Greater inclusion of dealerships

Bad Waldsee, March 25th, 2021 – The Erwin Hymer Group is increasing its emphasis on new digital and live formats in place of appearances at traditional trade fairs. For the two key shows in particular (Caravan Salon Düsseldorf and CMT Stuttgart), this means the brands from Europe’s leading manufacturer of recreational vehicles will aim for representation there every two years from now on.

“Over the past 12 months, we have experienced very positive outcomes from strategically orienting our sales and marketing initiatives towards digital formats. Our focus in this process is very much on the inclusion of our dealerships and retail partners,” says Martin Brandt, CEO of the Erwin Hymer Group (EHG). “We have successfully used digital channels to attract thousands of new customers and, together with our local retail partners, engaged their enthusiasm for our new products and offerings.”

This increased use of digital marketing gives the brands of the Erwin Hymer Group greater flexibility in how and when they position their latest developments and product launches, and allows them to enter into a more focused and direct dialogue with their target groups. The company anticipates that this approach will achieve greater reach and more effective direct marketing. The primary aim is close collaboration with our more than 1,000 retail partners across Europe to provide them with year-round support and assistance in attracting new customers.

However, appearances at trade fairs will still play a major role in EHG’s sales and marketing strategy. Martin Brandt: “Our aim of participating in the key shows every two years means we will maintain our contact with those customers for whom a visit to a trade fair is an indispensable factor in their purchasing decision. At the same time, we are adopting a rhythm for trade show appearances that has long been standard practice in other sectors. We will be showcasing our new products at the key shows again next year.”

Future participation by the Erwin Hymer Group in trade fairs abroad will be considered on individual merits. This evaluation will then form the basis for deciding whether or not to participate. For example, the company will participate in the Salone del Camper in Parma (I) in September 2021 and in the Caravan, Camping and Motorhome Fair in Birmingham (GB) in October 2021.

About the Erwin Hymer Group

The Erwin Hymer Group is a 100-percent 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, Laika, LMC, Niesmann+Bischoff, 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. More information on www.erwinhymergroup.com.

PRESS CONTACT

Erwin Hymer Group SE
Corporate Communications
Theresa Hübschle
Holzstraße 19 | 88339 Bad Waldsee
T +49 (0) 7524 999-9504
E theresa.huebschle@erwinhymergroup.com