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## **1. HYMER, economic group and recreational vehicle manufacturer**

- **Development of turnover and orders despite stagnating market environment significantly above previous year**
- **Half-year figures confirm sustainable return to the profit zone**
- **Concentration on own product strength, implementation of customer requirements**

The HYMER Group continues the positive business development begun in the last fiscal year of 2009/2010. In the first half of the current fiscal year (1 September 2010 - 28 February 2011), for example, the leading manufacturer of recreational vehicles in Europe was also able to record an increase in incoming orders, turnover and results which was significantly above the level of the previous year despite generally stagnating markets.

Incoming orders of the HYMER Group were 35 per cent higher in the first half-year of 2010/2011 than the same period of the previous year and orders on hand increased accordingly by 37 per cent. This positive development was due in particular to the brands HYMER, Bürstner, Carado and Laika. At HYMER, the rapid growth even leads to temporary delivery bottlenecks as a result of the strained skilled worker situation at the Bad Waldsee site, although the workforce was already increased again in the spring season by 100 employees compared with the previous year. In the whole HYMER Group, around 210 more employees were employed at the end of the first half of the fiscal year than on the previous year's closing date.

The turnover of the HYMER group also increased significantly compared with the same period of the previous year. In the first half of the fiscal year, the Group achieved a total turnover of EUR 373.8 million compared with EUR 303.7 million in the same period of the previous year. This is an increase of 23.1 per cent. The HYMER Group continued to operate in an uneven market environment which was not yet able to match the level of the previous year again. Whereas new registrations of recreational vehicles in Germany increased compared with the same period of the previous year, other important markets such as

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France, Italy, the Netherlands and Scandinavia saw a decrease on the whole. In total, new registrations were stagnant in the above-mentioned markets in the period under review. In view of this development and the much stronger reference period in the second half of the previous year, the rates of increases in incoming orders and turnover so far cannot be extrapolated to the current fiscal year under any circumstances.

Corresponding to the good business development, the results achieved also improved. The Group result before income tax after the first six months of the fiscal year increased by more than more than EUR 21 million compared with the same period of the previous year and is now + EUR 5.7 million. The Group result after income tax is + EUR 3.9 million (the complete half-year financial statement of the HYMER Group is available on the company website at "www.hymer.com").

The Board of Directors is generally satisfied with the development of the fiscal year so far. However, this is no reason to relax. The Head of Sales, Hermann Pfaff: "Competition is becoming increasingly stiff. For the Management and the workforce of the HYMER Group, this is all the more of an incentive to defend our leading role in the market and further strengthen it as far as possible."

For the year as a whole, the Board of Directors stands by its forecast so far of a clearly positive Group result after taxes. The brands Bürstner, Laika and Carado make an above-average contribution to this pleasing development. In addition, the Board of Directors sees good opportunities for further profitable growth of the HYMER Group. In the current fiscal year, the HYMER Group will again make investments in the double-digit million Euro range. These reports of success are confirmation for HYMER but above all an incentive to continue the recently adopted financial, marketing and product policy in future.

The investment in the product policy has already clearly paid off, as in the current poll for the motorhome and caravan of the year 2011, 23,224 readers of the trade magazines "promobil" and "Caravaning", there was a clear vote in favour of the motorhomes and caravans of HYMER.

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More prizes were awarded to HYMER than any other competitor. A total of eight awards, three 1st places, four 2nd places and one third place, went to motorhomes and caravans of the premium manufacturer from Bad Waldsee.

The successful Hymermobil B-Class range is unrivalled in the industry, which has now been voted motorhome of the year for the 24th time in a row by motorhome enthusiasts (due to different model versions with 28 individual awards in fact).

In the category of "Camping buses under EUR 40,000", the HYMER Car won second prize. First prize was awarded to the HYMER C-Class for family-friendly "Alcove motorhomes over EUR 50,000". The Hymer Van was awarded second place for "Semi-integrated vehicles under EUR 50,000". In the class "Semi-integrated vehicles over EUR 50,000", the HYMER T-Class SL came second. The HYMER B-Class in the category "Integrated vehicles under EUR 70,000" and the HYMER B-Class SL in the category "Integrated vehicles above EUR 70,000" each secured a safe first place.

The HYMER Nova S achieved a respectable third place for absolute premium caravans in the segment of EUR 20,000 and above.

The success of this company philosophy is confirmed by another statistic: HYMER is the company in the caravanning industry which won by far the most awards in the last 25 years in which the promobil poll took place. In all, HYMER caravans and motorhomes won 65 awards. The competitor in second place only received 21 awards and the third-placed 17.

With this clear triumph, HYMER underlines the fact that the company from Bad Waldsee is one of the best in Europe, not only in terms of the product range but also in terms of quality. This success of HYMER is based not least on its 50 years of experience in the production of motorhomes. In addition, according to Bernhard Kibler, HYMER's Marketing Manager, this is due not only to the endeavours of the HYMER engineers to comply with the latest technical standards but above all to the fact that HYMER listens to the customers, respects their requirements and also meets them.

## 2. Anniversary: "50 years of HYMER motorhomes"

HYMER, Europe's leading manufacturer of recreational vehicles, celebrates a major anniversary: 50 years of motorhomes. Even if the company is not the oldest in the industry from a historical point of view, it is undisputedly the one which is most steeped in tradition, the most innovative and over the years the most successful. What also makes HYMER unique is that the well-known company name is also connected with a unique personality and a true pioneer who has left his mark on the whole industry: Erwin Hymer.

Now 80 years old, Erwin Hymer, who devoted his whole professional life to the development of caravans and motorhomes as well as the leisure activity of caravanning in general, nowadays prefers to spend most of his free time with his wife and family, as well as on his hobbies, such as playing golf and travelling. In addition, today he is also still interested in technical innovations for recreational vehicles and the further development of the companies in general. His business empire in the recreational vehicle industry includes HYMER AG, with its subsidiaries Bürstner, Laika and Niesmann+Bischoff and the accessories company Movera, Dethleffs, LMC and TEC as well as the brands Carado and Sunlight under the company name of Capron.

This wide range of companies developed over the last 50 years – at least in the motorhome sector. When he designed and built the first motorhome, the Caravano on a Borgward chassis in 1961 – at this time HYMER was already producing 1,131 caravans a year – nobody could anticipate the success story he would write with it. The start was difficult at first. Three vehicles were built. Due to the bankruptcy of Borgward, the lack of adequate chassis and perhaps because Erwin Hymer was already somewhat ahead of his time then, production was stopped again. In 1971, as the journalist Randolph Unruh writes in his HYMER chronicle, Hymer took a bold step which took his company in a new direction. Ten years after building the first motorhome trio, the first Hymermobil was produced in 1971. According to Erwin Hymer, this happened because he was dissatisfied with the hotel accommodation on a family holiday on the Côte d'Azur. At first the Hymermobil was made to order on a Mercedes chassis. In 1974/75, Hymer started series production. This was based on the next major decision with which Hymer caused a sensation: the development of integrated

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motorhomes with complete incorporation of the driver's cabin in the living space and the company's own design of the vehicle front. A total of 237 Hymermobils roll off the production line in the first year. In 1976 the motorhome achieved the breakthrough: the Bedford Blitz chassis enabled HYMER to offer motorhomes at an extremely attractive price of approximately DM 35,000 at that time (around EUR 17,500). Demand rocketed and therefore motorhome production at HYMER quadrupled to 1,086 units in 1978 after only two years.

1981 brought another superlative achievement. At that time, Hymer was developing today's HYMER B-Class, which became the best-selling motorhome in Europe in its various model versions in the last 30 years, in Germany the most successful motorhome of all time, which was voted "Motorhome of the year" 24 times in a row and the Hymermobil is a German standard which is synonymous with motorhomes in general. The long-time automobile and caravanning journalist Randolph Unruh documented the extraordinary creativity of Erwin Hymer and his company with many expert employees in his two books "50 Jahre HYMER, Die Chronik" ("50 years of HYMER, The Chronicle") and "25 Jahre Hymermobil B-Klasse" ("25 years of Hymermobil B-Class").

Not only these books show what the success of HYMER is based on: the exemplary, innovative energy and meticulous which Erwin Hymer as the "father" applied to the development and production of recreational vehicles together with many of his long-term employees with a unique level of commitment. In reply to the question as to how many patents and technical ideas Erwin Hymer has developed for motorhomes (and caravan) which have left their mark on the whole industry and its products, the pioneer finds it difficult to find an appropriate answer. They are countless – and the time limits on patents do not make it easier either. In a typically Upper Swabian manner, Erwin Hymer names only three examples: the fold-down bed, the wheel arch refrigerator and the winding roof vent. The HYMER double floor, the HYMER-PUAL body shell and the HYMER bonding technology bring the list of examples up to date. In addition to his inventiveness, Erwin Hymer's improvisational skills and entrepreneurship are fascinating and nothing throws him off course. Even a major fire which reduced his complete production facilities to ash and rubble in 1968 could not stop him. The business and production continued almost uninterrupted –

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partly in the open air. Within three months, Erwin Hymer erected new and simultaneously bigger production facilities. Today, in 2011, HYMER owns the most modern recreational vehicle production facilities in the whole of Europe with a maximum annual capacity for 15,000 caravans and motorhomes. His unusually personal manner, his entrepreneurial skills and his responsible, down-to-earth lifestyle won Erwin Hymer many awards. In particular, his "Verdienstkreuz am Bande des Verdienstordens der Bundesrepublik Deutschland" ("Order of Merit of the Federal Republic of Germany") (in 2000), the "Gründerpreis des Landes Baden-Württemberg" (Business Founder Award of Baden-Württemberg") (in 2004) and the "Wirtschaftsmedaille Baden-Württemberg" ("Enterprise Medal of Baden-Württemberg") (in 1991) stand out.

His company HYMER, since 1990 an "Aktiengesellschaft" (joint-stock company), has managed, as the only recreational vehicle manufacturer in the industry, to offer a full range of motorhomes on the market in terms of in-house production. In the best years, customers were able to choose between ten model ranges with more than 50 versions from a camping bus, compact models, alcove motorhomes and semi-integrated to integrated models from the mid-range class to the luxury segment.

This was and is in line with the philosophy of Erwin Hymer, who once described his success as follows: "I always built what the customers wanted". HYMER AG has returned to this motto today. All employees at HYMER are again concentrating very much on what the customers want. However, the basis for every successful HYMER model remains the unique experience of "50 years of HYMER motorhomes" in the industry.

To keep these many years of experience accessible to the general public and for posterity, the Erwin Hymer Museum will be opened in Bad Waldsee in late summer 2011. Among other things, it offers a unique tour of discovery through history, the present and the future of camping and caravanning with a large number of historic exhibits.

## 3. Motorhomes

<b>HYMER Car</b>	<b>HYMER Van</b>	<b>HYMER T-Class CL</b>	<b>HYMER T-Class 2x2</b>	<b>HYMER T-Class</b>
HYMER Car 322	HYMER Van 512	HYMER T-Class 614 CL	HYMER T-Class 2x2 614	<b>HYMER T-Class 578</b>
HYMER Car 322 GT	HYMER Van 562	HYMER T-Class 654 CL	HYMER T-Class 2x2 654	<b>HYMER T-Class 594</b>
		HYMER T-Class 674 CL	<b>New: HYMER T-Class 2x2 674</b>	<b>HYMER T-Class 598</b>
		HYMER T-Class 698 CL		<b>HYMER T-Class 678</b>

<b>HYMER Exsis-i</b>	<b>Hymermobil B-Class</b>	<b>Hymermobil B-Class SL</b>	<b>Hymermobil B-StarLine</b>	<b>Hymermobil S-Class</b>
Hymer Exsis-i 512 (Ford)	Hymermobil B 504	Hymermobil B 514 SL	<b>New: B-StarLine 580</b>	Hymermobil S 800
Hymer Exsis-i 562 (Ford)	Hymermobil B 514	Hymermobil B 524 SL	<b>New: B-StarLine 585</b>	Hymermobil S 830
	Hymermobil B 534	Hymermobil B 614 SL	<b>New: B-StarLine 590</b>	Hymermobil S 840
	Hymermobil B 544	Hymermobil B 654 SL	<b>New: B-StarLine 595</b>	
	Hymermobil B 554	Hymermobil B 674 SL	<b>New: B-StarLine 680</b>	
	Hymermobil B 578	Hymermobil B 694 SL	<b>New: B-StarLine 690</b>	
	Hymermobil B 594	Hymermobil B 698 SL		
	Hymermobil B 598			
	Hymermobil B 678			
	Hymermobil B 694			
	Hymermobil B 698			

## 3.1. The motorhome range in model year 2012

In the 2012 model year, HYMER continues to concentrate on its current formula for success, producing motorhomes which customers want and which can be successfully positioned on the market. Against this background, HYMER continues to promote expansion of the leading position with integrated vehicles. The new HYMER B-Class continues the successful times. Within half a year, 1,111 new vehicles were sold and the award of “Motorhome of the year 2011”, which this model range has now won 24 times in a row, supports this product policy. In this context, the premiere of the HYMER B-Class StarLine on a Mercedes chassis without and for the first time also with a double floor is consistent and logical.

In order to make HYMER motorhomes not only safer but also to allow them unrestricted travel on all roads, from model year 2012 only Fiat chassis and engines will be used at HYMER which comply with the Euro-5 standard. The new Fiat engines stand out thanks to environmental friendliness, economy and high performance ranging from 115 to 177 hp. It should be noted in particular that all HYMER motorhomes (apart from the HYMER Car) are equipped as standard with the 130 hp Fiat engine.

With its high standards of innovation and quality, the company ensures that the model range continues to be designed successfully in the vehicle segments offered by optimising numerous layouts, technical details and furnishing versions. The range of layouts for the 2012 season was therefore streamlined so that the brand and the successful models are continually strengthened in their individual market positions. In model year 2012, HYMER’s motorhome spectrum encompasses a total of ten ranges with 45 individual models.

Product photos updated on an ongoing basis are to be found online at [www.hymer.com](http://www.hymer.com) - Company - Press + News – Press Photos. Regularly updated technical data and layouts of the new motorhomes and caravans (German/English) are available at [www.presse2012.hymer.com](http://www.presse2012.hymer.com).

## 3.2 Camping bus model range: HYMER Car

In the new season, in accordance with its product philosophy of concentrating intensively on the most successful models, HYMER is at first only offering the basic version and the "GTLine" version of the HYMER Car 322 model of the camping bus range.

### **HYMER Car 322**

The HYMER Car 322 on a Fiat Ducato chassis with a maximum permitted laden mass of 3.3 tonnes is powered as standard by an environmentally friendly (Euro-5 standard) and economical 2.0 litre Multijet engine with 115 hp or optionally with 130, 148 or 177 hp.

In terms of exterior paintwork, the customer can choose from all of the colour shades offered by Fiat. The tinted and visually elegant windows additionally give the HYMER Car 322 an attractive dynamic appearance. The compact dimensions of 5.99 x 2.08 x 2.62 metres (L x W x H) also contribute to this.

The interior is something else as HYMER provides close-to-perfect, all-round solutions in confined space conditions by implementing the latest findings in motorhome – more specifically, camping bus – construction. The proven layout with semi-dinette, kitchenette, washroom and rear bed boasts a host of ingenious technical features giving a sense of spaciousness never experienced before on this footprint. The dining table is sectioned longitudinally, folding away to afford convenient access to the seating group. The furnishing scheme, with rearwardly tapered cupboards, is designed to give as much space for movement as possible. The HYMER Car 322 has a remarkable amount of storage space. ample storage areas with easy access through folding and sliding mechanisms are provided in the seating group area and in the floor.

The kitchen is again very generously dimensioned, featuring mod cons such as a stainless steel sink, two-burner hob and four drawers in the floor unit. The optionally available 97-litre refrigerator (70-litre as standard), fitted in the side unit directly next to the kitchenette, also provides ample capacity.

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The fully appointed, spacious washroom is accessed by way of a tambour door which does not take up any floor space as it is opened. The angular design of the washroom layout widens the convenient entrance to the rear area and to the bed. Featuring a high-quality foam filling, the bed measures 1.50 metres throughout its width and nearly two metres in length – an amazing expanse in this class. An extending step integrated in the bed frame makes for easy access while providing additional storage area. The bed folds away in no time to provide a very large storage and luggage space. There are four lashing eyelets on the floor for securing luggage, bicycles or the like. A net attachable at half height in the passageway between wardrobe and washroom ensures additional safety.

The HYMER Car 322 is also available with a pop-up roof and a maxi double bed with a sleeping area of around 2.00 x 1.50 metres. This bed is under a specially produced roof shell which is raised by a scissor jack mechanism not only at the front but also at the rear, ensuring comfortable freedom of movement.

The HYMER Car 322 is a motorhome suited for use on an everyday basis, even in winter. This is also enabled by the underseat Truma Combi 4, providing warmth in both the living area and the driver's cabin thanks to a cleverly devised system. In this way, hot air is supplied to the driver/passenger area by nozzles in the B-pillar. The well insulated body shell consists of 10 millimetre thick PE foam in the roof and wall area. The floor is foamed with 20 millimetres of the same material. A ten-litre boiler provides hot water. The fresh water and waste water tank each have a capacity of 100 litres. An insulated, heated waste water tank is available at extra cost.

### **HYMER Car 322 GT**

The HYMER Car 322 is also available in an exclusive, trendy sport version GTLine with an all-in-one equipment package, including the following: Fiat Ducato 3.5 tonne chassis with a 130 hp engine (Euro-5), exterior paint finish in slate grey metallic, chrome bar on the front spoiler, LED daytime running lights, passenger airbag, engine-operated air-conditioning unit with a pollen filter, cruise control, electric, heated exterior mirrors, 17-inch aluminium rims with wide tyres and widened wheel arches, 120 litre tank, driver's cabin seats (with adjustable height and inclination, rotatable with two armrests each) in leather GT design,

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leather pebble furnishing in the living area in special GT design, side windows and front windscreen insulating roller blinds, pre-installation of radio, 17-inch TFT monitor/mount including cables and DVD player and double navigation system and lots more besides.

## 3.3 The compact model ranges: HYMER Exsis-i, HYMER Van

### HYMER Exsis-i

In strict accordance with the current product policy of concentrating on the company's strengths such as the integrated models, the compact (integrated) model range Hymer Exsis-i, which has an unbeatable cost-benefit ratio in the industry, was updated.

HYMER currently offers two models on a Ford chassis as standard with a 2.2 TDCI engine and 115 hp (optionally 140 hp): the Hymer Exsis-i 512 with a rear double transverse bed and the Exsis-i 562 with twin beds, which both have the proven, familiar furnishing of the current season. The new features are rear and front mud flaps as standard and the option of a HYMER panorama roof vent (80 x 50 millimetres) with LED lights. The optional, largest fold-down bed in the industry with a maximum sleeping area of 2.00 x 1.80 metres is unique on these models.

The HYMER Exsis-i 512 presents a layout with a semi-seating area, lengthwise bench seat and transverse bed at the rear, while the HYMER Exsis-i 562 has a layout with a semi-seating area, lengthwise bench seat and twin beds at the rear. From the point of view of furnishings, the Lugano pear wood furniture finish is just as successful as the furnishing with the Almeria style collection supplied as standard with both models. The living-area scheme with elegant furniture flaps and handles, the kitchen worktop finish, lighting elements, the cosy upholstery and the way it is crafted with high seating comfort as well as the PVC flooring in Ravel design – all are very popular.

In the Exsis-i 512, a wardrobe is situated in the garage area at the rear, with easy access thanks to the upwardly folding rear bed – an elegant and space-saving solution. In the Exsis-i 562, a wardrobe based on the same principle is situated under the twin beds.

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### **HYMER Van**

The compact class at HYMER also includes the semi-integrated Hymer Van models. For the 2012 season, HYMER offers the Hymer Van 512 with a semi-seating group and a lengthwise bench seat as well as a rear transverse bed and the Hymer Van 562 with a semi-seating area and a lengthwise bench seat as well as twin beds at the rear.

Both models are on a Ford Transit chassis with a 2.2 TDCI engine and 115 hp; also available with a 140 hp engine. These models are now fitted as standard with rear mud flaps. Front mud flaps are also available as an optional extra. On request, HYMER also offers a garage door on the left in the direction of travel with the same design as the version on the right in the direction of travel. In addition, the Hymer Van models can also be equipped with an exclusive pop-up roof and a comfortable maxi double bed with a sleeping area of around 2.00 x 1.50 metres as an optional extra. The new optional extra is the HYMER panorama roof vent (80 x 50 millimetres) with LED lights.

The Van models are available with the WhiteLine equipment package. In this version, the driver's cabin is blue and the side walls are white with special decals. Generally, the package contains a comprehensive range of convenient features such as an engine-operated air conditioning system, passenger airbag, central locking system, concertina darkening system for the driver's cabin, mosquito net blind for the living area door, an 89-litre refrigerator and three-burner hob, an audio system 6000 with CD player and remote control on the steering wheel and much more besides.

In the 512 models a wardrobe is situated in the garage area at the rear, with easy access thanks to the upwardly folding rear bed – an elegant and space-saving solution. In the 562 models a wardrobe of the same principle is situated under the twin beds.

## **3.4 Semi-integrated model range: HYMER T-Class, T-Class CL, T-Class 2x2**

### **HYMER T-Class**

For the new season, as part of the "50 years of HYMER motorhomes" anniversary, HYMER is offering four special HYMER T-Class "Premium 50" models. In detail, these are the T-Class 578 with an L-shaped seating group and twin beds, the T-Class 594 with an L-shaped seating group and rear double bed and the T-Class 598 with a comfortable queen-size bed and a spacious washroom with separate shower. The premium furnishings also include an open living area with a couch/seat ensemble for cosy hours. The quartet is completed by the T-Class 678 with an L-shaped seating group and twin beds.

The vehicle chassis is a Fiat Ducato with its environmentally-friendly (Euro-5), economical 2.3 litre Multijet engine and 130 hp or optionally 148 or 177 hp. For the 177 hp version, automatic transmission is also available as an optional extra. The hot air flow for the driver's and passenger's seat as well as the rear mud flaps are fitted as standard.

The exterior of the special models has an anthracite driver's cabin, a white body shell and special decals. In the interior, the very elegant furniture finish Umbria Select and the fabric/leather combination Cremona are shown to advantage. In the version with twin beds, a pull-out ladder is offered at no extra cost in order to make a comfortable reclining area.

In line with the title "Premium 50", absolutely premium standard equipment is offered: the exterior design includes an anthracite driver's cabin, a white body shell and special decals. Standard equipment also includes a driver and passenger airbag, cruise control, an engine-operated air-conditioning unit with a pollen filter, electric windows and central locking as well as electric, heated exterior mirrors. Also included are driver's cabin seats adjustable in height and inclination, upholstered in living area material with two armrests as well as a folding darkening system for the driver's cabin and a manual panorama roof above the driver's cabin. The luxury entry door is fitted with a window, darkening roller blind and mosquito net roller door. The luxury L-shaped seating group is inviting with its cosy lounge upholstery as well as a table which can be moved longitudinally and transversely. Two

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integrated three-point seatbelts are also installed in this area. The platform of the seating group is heated with hot air. A pleasant climate and atmosphere are provided by the double glazed HYMER panorama roof vent with LED lights and the microfibre lining on the side and rear walls of the sleeping areas. The kitchen is equipped as standard with a 160 litre refrigerator. In the sleeping area, a pull-out ladder and an additional cushion enables conversion to a large reclining area.

For the special models, optional extras available include the hot air thermal floor and the hail-proof GRP roof design.

### **HYMER T-Class CL**

With the semi-integrated T-Class CL models, HYMER has very successfully established itself in the mid-price vehicle segment. These motorhomes are offered at a moderate price while providing recognised high HYMER quality and an attractive HYMER design.

The HYMER T-Class CL model range of the previous year is retained: the HYMER T-Class 614 CL with transverse bed at the rear, the HYMER T-Class 654 CL with a fixed bed measuring 1.45 metres in width at the rear, the HYMER T-Class 674 CL with twin beds at the rear and the exclusive HYMER T-Class 698 CL with queen-size bed at the rear.

All the vehicles have an all-white paint finish as standard. A champagne paint finish with white driver's cabin or an all-silver paint finish is available as a colour option. From the 2012 season, the CL models will have a Fiat Ducato chassis with a Euro-5 compliant economic engine: 130 hp as standard or optionally 148 or 177 hp.

The interior scheme of the T-Class CL models is graced by the Merano pear wood furniture finish and the Almeria style collection as standard. Cupboards and furnishing elements in the entrance area are designed to ensure the best possible freedom of movement. This also applies to all the other furniture, such as bench seats or overhead storage cupboards, which give maximum leg and headroom. The very comfortable L-shaped seating groups in these models have proved successful by virtue of increased seat depth, improved backrests and a

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longer L-side which offer even greater seating comfort. An extra bed can be made on all models using an optionally available collapsible table and additional cushion.

The new luxury bathrooms in the T-Class 614 CL and T-Class 674 CL offer extra luxury with a separate shower, an optional wooden grid and a convenient bench toilet. Similarly, the T-Class 654 CL Vario luxury washroom - with separate shower at the rear next to the fixed bed - provides a lot of space and convenience. The T-Class 698 CL has an en suite washroom partitioned from the living area by a sliding door. Situated in front of the queen-size bed, this spacious washroom features a large, separate shower also with an optional wooden grid and a wooden seat and offers generous room for movement. It provides ample freedom of movement, which can be enlarged yet further by effortlessly pushing the bed as much as 30 centimetres back.

In accordance with the HYMER philosophy of offering customers an extremely attractive package of comprehensive optional extras, the range is now available with a HYMER T-Class CL ExclusiveLine Package at an almost unbeatable cost-benefit ratio. It includes cruise control, heated electric exterior mirrors, a passenger airbag, a mosquito net roller blind and window for the living-area door, a large HYMER panoramic roof vent, a heated and insulated waste water tank as well as a 150-litre refrigerator with a separate freezer compartment. A feature included in the package that is especially worth mentioning is the new platform heater which heats the living-area floor with hot air.

### **HYMER T-Class 2x2**

These semi-integrated models have been available at HYMER for two years now, which true to its name "2x2" also offers ideal accommodation for four people thanks to the fold-down bed.

The new feature is the use of the Fiat chassis with the economical engine, which complies with the environmentally-friendly Euro-5 standard. 130 hp is available as standard, and as an option 148 or 177 hp. The HYMER T-Class model 2x2 674 is also new, which in addition the above-mentioned fold-down bed also has twin beds at the rear.

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In addition, as in the previous year, there are two models: firstly the T-Class 2x2 614 with a double bed at the rear. Secondly, there is the T-Class 2x2 654 with a fixed bed. The highlight of all models is the optional comfortable fold-down double bed. With a reclining area of 1.95 metres (long) by 1.40 metres (wide), it folds away to give headroom of 1.85 metres. Incidentally, the fold-down bed can also be power-operated on request. The entire vehicle with 2.09 metres headroom is ergonomically designed with a view to maximising freedom of movement. This also applies to the compact L-shaped kitchen which can be used even when the fold-down bed is in its lowered state.

The new luxury bathroom in the T-Class 2x2 614 again offers plenty of space with a convenient bench model toilet and a separate shower. In the T-Class 2x2 654 the washroom is at the rear and takes the form of a Vario washroom with bench model toilet and a separate shower made possible by a swivel wall mechanism. The comfort of both showers is enhanced by an optional wooden grid integrated in the shower tray.

The attractively priced HYMER T 2x2 ExclusiveLine package includes cruise control, heated exterior mirrors, passenger airbag, a mosquito net roller blind and window for the living area door, a large HYMER panoramic roof vent and a 150-litre refrigerator with separate freezer compartment. A hot-air thermal floor available on request provides special luxury.

## 3.5 Integrated model range: Hymermobil B-Class, B-StarLine

### Hymermobil B-Class

In unveiling the new B-Class, HYMER is celebrating the premiere of the year. The new model range will cause a stir and provide new impetus throughout the industry. The foremost considerations in the comprehensive redesign of the Hymermobil B-Class were - besides offering a competitive price/performance ratio – layouts geared to campers' requirements, functionality tailored to caravanning needs and the best possible quality of materials and workmanship. The success was overwhelming. Within six months, 1,111 new HYMER B-Class models were sold.

A total of eleven layouts will be offered in 2012. The paintwork will be in Carrara white as standard or in champagne on request. The chassis used will be the wide track, low frame Fiat Ducato and a 130 hp engine in compliance with the Euro-5 standard. 148 or 177 hp engines are also available as options. The reinforced VA springs from Fiat are new, which ensure a very smooth ride.

In terms of equipment, the following new features were introduced for the 2012 season: In the driver's cabin, the dashboard is heated with hot air when stationary. When equipped with hot water heating, this is done accordingly with convectors. The luxury bathrooms and the spacious washroom versions are equipped with COOL-Glas washbasins, made from mineral glass material. In addition, the spacious bathrooms have a newly optimised layout with larger access.

In addition to these new features, the current eleven layouts are geared primarily to customer requirements and offer many individual options:

The most compact model is the HYMER **B 504** which is approximately 5.94 metres in length and has a large garage. The interior equipment includes the lounge seating group, the large fold-down bed, an approximately one metre

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wide single transverse bed at the rear as well as a Vario bath and a generous lengthwise kitchenette.

The HYMER **B 514** is approximately 6.49 metres long and, in addition to a large garage, it features a lounge seating group, lengthwise kitchen, Vario washroom, fold-down bed and double bed at the rear.

Over a total length of 6.50 metres, the basic version of the **HYMER B 534** has a kitchen, washroom and wardrobe as well as two seats (driver's cabin) and a very large U-shaped seating group at the rear. The three large windows there, on the right, left and rear wall, ensure a unique atmosphere and excellent views. In addition to extraordinary conversion options in this range, the absolute highlight is the option of two additional seats with seatbelts and therefore roadworthy in the area of this U-shaped seating group. For this, two mechanical seats are integrated into the two boxes under the seats. These can be folded out as required and offer two safe seats in the direction of travel for transportation of additional people in accordance with the regulations. A unique highlight of this model in the industry is also the possibility of raising the transverse bed at the rear electrically and thus creating a convenient garage space.

Again 6.49 metres in length, the **HYMER B 544** has a "classic layout" with a luxurious salon suite, corner kitchen with optional TecTower, luxury washroom and fold-down bed.

The **HYMER B 554** is approximately 6.90 metres long. In addition to the fold-down bed, this area has a 1.45 metre wide fixed bed at the rear. This includes a luxury Vario washroom with a very large shower. A corner kitchen with optional TecTower and a spacious seating group in the living area put the finishing touches to this layout.

With a length of approximately 6.99 metres, the **HYMER B 578** has twin beds at the rear. In addition to the compulsory fold-down bed, this model has a luxury washroom including a separate shower, a lengthwise kitchenette with optional TecTower and a lounge suite.

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The **HYMER B 594** has a layout that is unique in the industry. Measuring approximately 6.99 metres in length, it provides a double bed at the rear in addition to the fold-down bed. Furthermore, it has a comfortable living-area seating arrangement, a corner kitchen with TecTower option and a luxurious en suite washroom.

The **HYMER B 598 model offers** luxurious comfort over less than seven metres with a comfortable queen-size bed and a luxury washroom with a separate shower. The premium furnishings also include an open living area with a couch/seat ensemble for cosy hours.

The **HYMER B 678** offers a very popular 7.44 metre long layout. Besides the fold-down bed, two twin beds at the rear provide a comfortable sleeping area. Furthermore this model has a comfortable living-area seating arrangement, a corner kitchen with TecTower option and a luxurious en suite washroom.

Again approximately 7.44 metres in length, the **HYMER 694** has a very large garage under the rear double bed which, just like the fold-down bed, is 1.50 metres wide. The floor plan of this layout again excels with a luxurious en suite washroom, corner kitchen with TecTower option and a cosy living-area seating arrangement.

The **HYMER B 698** also has a fold-down bed and a luxurious queen-size bed with a reclining surface of 2.00 metres x 1.40 metres also over a length of 7.44 metres. The uniquely comfortable spacious bathroom also complements the equipment in this model. Putting the finishing touches to this premium equipment are a corner kitchen with TecTower option and a spacious living-area seating group.

In addition to this attractive layout range, HYMER has again set new standards in the caravanning industry with a 10 point programme of the best concepts in this market segment in terms of insulation, body shell technology, driving technology, safety, living area, kitchen, sleeping area and storage space design as well as in the areas of heating and maintenance. With this model range, HYMER has secured a significant competitive advantage in the segment of integrated motorhomes with a double floor.

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### **Hymermobil B-Class SL**

The Hymermobil B-Class as a model range has held the title of “Europe’s most successful range” and “Motorhome of the Year in Germany” for some time now and has just had this status reaffirmed for the 24th time in a row. In addition to the "new" HYMER B-Class, this is also guaranteed by the models of the model range HYMER B-SL.

The HYMER B-SL models are built as standard on the low frame Fiat Ducato AL-KO chassis and equipped with a 2.3-litre Multijet engine (Euro-5) and 130 hp, or optionally with 148 or 177 hp. Here too, the VA springs of Fiat ensure increased driving comfort. This is reinforced by an optional 4-channel full air suspension and the AL-KO rear axle air suspension. As standard, these chassis have mud flaps at the front and at the rear.

Seven models will be offered for the 2012 season. The following bed versions are available: with rear double beds (514, 614, 694), with bunk beds (524), with fixed bed (654), with twin beds (674) and with queen-size bed (698). Depending on the models, they are equipped with a luxury washroom, which now has a COOL-Glas washbasin; in each case with a separate shower and wooden grating as standard. The B SL 698 model has the luxurious, spacious washroom.

As usual, all the models in this range have the new L-shaped seating group, which has been designed to provide much better seating comfort and gives a very pleasant cosy atmosphere to the living area as a whole. The luxury table, which not only turns in all directions through 360 degrees but also has an integrated drinks holder, ensures extra convenience.

The side walls, the rear wall and the roof area are equipped with a microfibre covering and an additional foam-padded polyester fabric. In combination with the flocked dashboard in the driver’s cabin, this ensures good sound absorption. The fact that the above-mentioned microfibre covering creates a very cosy atmosphere is an intentional, pleasing side-effect.

With practicality in mind, a shoe locker next to the entrance is fitted as standard in this model range. The top-quality lighting system is optimised by separate and independent light control for the living and sleeping areas, allowing the user to save individual light scenarios. Another

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(optionally selectable) luxury feature is the very large panoramic skylight, which is available depending on the model. Extending from the central passageway to over the rear bed, the skylight can also be opened.

Various B-SL Star Edition packages provide numerous combinations of optional extras at an extremely attractive total price.

### **Hymermobil B-Class StarLine**

After the successful introduction of the new HYMER B-Class on a Fiat chassis, the new HYMER B-StarLine range on a Mercedes chassis with Euro-5 approval – and for the first time in this chassis version also with HYMER's own double floor concept – was presented to the public in May 2011. Additional storage space is supplied by the stowing height of 125 millimetres of the double floor, which at the same time guarantees the frost-proof storage of tanks and technical components with optimum weight distribution and consequently maximum driving comfort. The floor, which is on one level throughout without tripping hazards and with integrated floor heating, ensures optimum comfort.

The safety package supplied as standard, which is integrated in the HYMER B-StarLine, is also outstanding: in addition to a driver and passenger airbag, it consists of the electronic driving safety systems ABS, ESP, EBV, ASR, BAS and AAS.

In all, six new Hymermobil B-StarLine models are available, four with a double floor. In addition to the very large (150 x 200 centimetre) and easily accessible fold-down bed, they have the following sleeping arrangements at the rear: twin beds (B 580 / B 680), rear double bed (B 590) and queen-size bed (B 690). The two models without a double floor have twin beds (B 585) or a rear double bed (B 595).

The chassis of the double floor models HYMER B 580 and HYMER B 590 StarLine is the MB Sprinter 316 with 163 hp and 4.2 tonnes maximum permitted laden mass. As an option, the 516 chassis is available with twin tyres, with 5.0 or 5.3 tonnes maximum permitted laden mass, a 190 hp engine, automatic converter transmission and a 100-litre fuel tank.

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The larger double floor Hymermobil models B 680 and B 690 StarLine have the twin-tyred MB Sprinter 516 chassis with 163 hp and 5.0 tonnes maximum permitted laden mass. Here it is possible to select an increased permitted laden mass of 5.3 tonnes and a 190 hp engine, automatic converter transmission and a 100 litre fuel tank.

Without a double floor, the StarLine models B 585 and 595 are powered by an MB Sprinter 316 chassis with a maximum permitted laden mass of 4.2 tonnes and 163 hp. These models can be reduced to 3.88 tonnes and equipped with a 190 hp engine, automatic converter transmission and 100 a 100 litre fuel tank.

All HYMER B-StarLine models are characterised by the familiar HYMER B-Class product advantages. These include the high quality body shell and insulation quality thanks to the patented PUAL construction; in addition, depending on the model, in the living area the cosy luxury L-shaped seating group with lounge cushions with two integrated three-point seatbelts and the luxury table which can be turned through 360 degrees; in the sleeping area, HYMER presents not only the very large, easily accessible fold-down bed but also as an option the height-adjustable rear double bed. The functional, high quality kitchen design offers a 160-litre refrigerator with a freezer compartment and as an option a luxurious TecTower. Depending on the model, the HYMER washrooms are characterised by a generous floor plan, a separate shower and a comfortable bench or swivel toilet.

The special feature of the HYMER B-Starline models is the basic price: without the double floor this is approximately EUR 81,000 and with the double floor between EUR 87,000 and EUR 96,000. However, these prices include an extraordinarily comprehensive range of standard equipment:

On the stylish smooth aluminium and Carrara white model versions, for instance, suspended electrically heated adjustable wide-angle wing mirrors are fitted as standard in the same colour as the vehicle. The driver's cabin has electric window lifts, illuminated entry and an electric step with dirt trap which extends automatically when the door is opened. The luxury entry door is fitted with a mosquito net roller door, window and electric

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double step. Depending on the version, there are large garage doors on both sides of the vehicle. Various sized HYMER roof vents in clear and frosted glass, and in a panoramic version, each with a pleated darkening shade and mosquito roller blind, are fitted as standard over the rear bed, in the bathroom and in the living area. A concertina darkening system for the driver's cabin, awning light with rain shield, individual light fittings and a choice of several high quality fabrics are also included as standard.

Special optional extras include a GRP roof coating and floor design, the electric version for height-adjustable double beds and electric front roller blinds, the hot air thermal floor, the ALDE hot air heater with corresponding heat exchanger for the engine.

With the new HYMER B-StarLine model range, HYMER is concentrating intensively on safeguarding and increasing market shares in the integrated motorhome segment – one domain of the Upper Swabian market leader.

## 3.6 Luxury model range: Hymermobil S-Class

### Hymermobil S-Class

As in the previous year, the Hymermobil S-Class range will comprise three models based on the Mercedes-Sprinter 516 CDI chassis with 2.2-litre 163 hp engine. Standard features include ABS, ASR, EBD and an AL-KO Air Top supplementary suspension, daytime running light as well as driver and passenger airbags. New standard features are cruise control and front and rear mud flaps.

The HYMER S-Class comes with a Carrara white paint finish as standard, a champagne-coloured paint finish is available as an option. The very large, specially bonded panoramic windscreen provides perfect visibility and a stylish exterior design. An extremely stylish interior atmosphere is created by a modern furnishing scheme with a Noce Bergamo finish with elegant overhead storage cupboard doors. The proven fitting of the complete ceiling of the vehicle with a microfibre lining including foam-padded polyester fabric as standard not only adds to the homely atmosphere but also provides good sound absorption.

The exclusive three-burner hob with sectioned black glass cover and user-friendly control buttons used in the kitchen ensure the convenience to which users are accustomed from a domestic environment. The elegant but robust solid surface worktop and the tap that has been integrated in a practical way make work easier in the kitchen. A special convenience feature is the central locking system for the kitchen cupboards and drawers.

The large en suite washroom has a Thetford C 250 ceramic toilet, including automatic ventilation and three-level indicator, for added convenience. The sleep comfort system with 7-zone cold foam mattresses can be supplied for the rear sleeping area and for the fold-down beds instead of the comfortable inner-spring mattresses, depending on model. The choice of sleeping area versions covers the classic double bed at the rear (HYMER S 800), twin beds (HYMER S 830) or queen-size bed (HYMER S 840).

## 4. Caravans

Eriba-Touring	HYMER Feeling	HYMER Sporting Jive/Style	HYMER Nova	HYMER Nova S
Eriba-Touring Familia 310	<b>New: HYMER Feeling 230</b>	HYMER Sporting Jive 505	HYMER Nova 435	HYMER Nova S540
<b>New: Eriba-Touring Familia 320</b>	<b>New: HYMER Feeling 380</b>	HYMER Sporting Jive 560	HYMER Nova 465	HYMER Nova S 545
<b>New: Eriba-Touring Triton 418</b>	HYMER Feeling 425	<b>New: HYMER Sporting Style 465</b>	HYMER Nova 495	HYMER Nova S 690
Eriba-Touring Triton 430	HYMER Feeling 430	<b>New: HYMER Sporting Style 485</b>	HYMER Nova 531	
Eriba-Touring Troll 530	HYMER Feeling 470		HYMER Nova 540	
<b>New: Eriba-Touring Troll 540</b>			HYMER Nova 541	
Eriba-Touring Troll 550			HYMER Nova 545	

## 4.1 The caravan range in model year 2012

In the caravan range, HYMER also consistently adhered to the philosophy of concentrating on the successful model ranges and improving them in line with customer requirements so that their market position is further consolidated and improved. New models are developed and built strictly according to customer and market requirements, while less successful model ranges and models are phased out.

The Eriba Touring model range is being further expanded with three new models and the model range HYMER Feeling, again with two new models. The model range HYMER Sporting was completely re-designed and is being launched with four models: with the family-friendly, attractively-priced HYMER Sporting Jive and with the HYMER Sporting Style, which places more emphasis on comfort requirements. The most successful model range currently on the market, the HYMER Nova and the HYMER Nova S, offer several detailed technical refinements.

The 2012 generation of HYMER caravans comprises a total of five ranges with 26 individual models. The high level of expertise in caravan construction gained over the past years is reflected in the new generation of models. Accordingly, HYMER underlines its continued very important position on the European caravan market with top quality (PUAL) body technology, maximum safety, attractive layouts, innovative technical features and practical mod cons. In accordance with HYMER's safety awareness, this includes using only European branded tyres for its entire range of caravans.

Product photos updated on an ongoing basis are to be found online at [www.hymer.com](http://www.hymer.com) - Company - Press + News – Press Photos. Regularly updated technical data and layouts of the new motorhomes and caravans (German/English) are available at [www.presse2012.hymer.com](http://www.presse2012.hymer.com).

## 4.2 Eriba-Touring

The cult HYMER Eriba Touring caravan model range has been a role model throughout the industry in its market segment for over 50 years and has been extremely popular with customers. Since production was relocated from France to Bad Waldsee, this brought the model range another upswing.

For this reason, HYMER decided to launch three new layouts in addition to the existing, very successful models of the previous season.

The first of these models is the Familia 320 SG with a dinette at the rear as well as a kitchen and toilet at the front. The second model is the Triton 418. In addition to a kitchen and wardrobe on the opposite side, it has dinettes in the middle of the vehicle at the rear and front and is also offered as a "QB version" with a fixed rear transverse bed. New product for the 2012 season is the Troll 540 with a central kitchen and washroom as well as dinettes in the front and rear, which is also available in the "EBS" version with a single bed seating group at the rear.

The layouts of the Familia 310, Triton 430, Troll 530 and Troll 550 remain unchanged. The Familia 310 has a dinette both at the front and at the rear. The Triton 430, with a body length of 4.21 metres, has the same seating arrangement but is also equipped with a kitchenette, wardrobe and toilet. The Troll 530 has the same layout constellation, but with 4.71 metres body length and a width of 2.10 metres and therefore with a larger interior. At no extra cost, customers can also order any of the above-mentioned caravans adopted from model year 2011 with a fixed rear double bed. In addition to the kitchen, washroom/toilet and wardrobe, the Troll 550 has a fixed transverse bed at the rear and a dinette at the front, lengthwise in the direction of travel.

The new features in the 2012 season on all Eriba Touring models are various detailed improvements as well as equipment of the kitchen drawers and doors with push-lock fastenings and a practical cutlery drawer tray.

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The exterior design of this range consists of the standard two-tone pearl grey/silver paint finish and the attractive rear light moulding, pop-up top and familiar distinctive front styling. The technical features of the chassis include independent wheel suspension with shock absorbers, automatic overrun and auto-reverse system. The camping body is 25 millimetres thick in the wall area and 35 millimetres thick in the floor area. The pivoted windows have double glazing and the large pop-top comes with 26-millimetre-thick sandwich insulation and two scissor lifts. The inside headroom is 1.91 metres in the pop-top area, giving a sense of generous spaciousness.

In the interior, the compact model range is characterised by an ergonomic furnishing scheme and an attractive design. The entrance door enables easy access thanks to its generous height and width. The Toscana cherry wood furniture finish with cream-coloured elements on the linen cupboard and overhead storage cupboards at the rear form a harmonious synthesis with high-quality upholstery fabrics and curtains. The entire scheme gives lively touches of colour. The upholstery foam for seating areas in the dining/living area is of premium quality. The textile coverings have stain protection. Conversion of the seating group was completely re-designed and optimised.

The compact kitchen is elegant and ergonomic, featuring a curved worktop with inset, circular stainless steel sink and three-burner hob. The refrigerator has a very generous capacity for compact caravans of approximately 70 litres. The Eriba-Touring models having a washroom can also be fitted with a shower on request.

## 4.3 HYMER Feeling

The HYMER Feeling model range has five layouts in the 2012 model year, including two firsts.

The very compact Feeling 230 model is new to the range, featuring a generous comfortable U-shaped seating group in the front, which can be easily converted into a bed, and a large corner kitchen with plenty of storage space and an adjoining wardrobe at the rear. Two easily replaceable fresh water tanks fitted as standard are a practical new feature. On request, a 45 litre fresh water tank is also available. A further attractive advantage: with an overall length of approximately 4.90 metres (body shell approximately 3.86 metres), an overall width of 2.02 metres and a maximum permitted laden mass of 900/1,000 kilograms, this caravan can also be easily towed by a small car (e.g. VW Golf). Safe driving – as with all HYMER Feeling models – is guaranteed by the standard AL-KO chassis. On request, the proven AL-KO-AKS safety coupling offers even more safety.

The HYMER Feeling 380 is also new, a family caravan with a washroom, dinette in the front, which can be converted into a bed, as well as bunk beds at the rear.

The three other proven models are the HYMER Feeling 425 with a fixed double bed at the rear, a kitchen and washroom/toilet in the middle and a dinette at the rear. The HYMER Feeling 430 model has two dinettes at the front and at the rear, which can easily be converted into a bed, with a kitchen and a washroom in the middle. The HYMER Feeling 470 has twin beds at the front, a kitchen and washroom in the middle and a U-shaped seating area at the rear.

The new features for all Feeling models are the safe, functional hook catches for all cupboards, which are only available from HYMER in this vehicle class and ensure safe storage of all utensils. HYMER's own pop-up roof with the maxi double bed (bed size 1.93 x 1.50 metres), which gives all HYMER Feeling caravans (except for the 230 model) additional generous sleeping space, is very popular. This is an advantage which is particularly

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appreciated by families. The slatted frame and bed also fold away to provide remarkable headroom when the caravan is stationary.

In essence, the HYMER Feeling represents a classic pop-up top caravan combining established handling qualities with state-of-the-art living standards. The bodywork of the entire range is based on HYMER-patented PUAL technology, providing the best stability and insulation. The sporty styling and practical equipment of this range primarily address young people and the young at heart.

The interior design lives up to the promise of the attractive exterior in every respect. The furnishing scheme is based on the attractive Merano pear wood design. The materials used in this caravan segment give the furniture a high-quality, robust impression. As the furniture has a very deep carcass, it offers plenty of room, it is very practical and it provides visual appeal. The PVC flooring is in a complementary design lending a harmonious tone to the entire interior.

With a so-called "all-in package" HYMER offers a range of optional extras at an extremely attractive price. This package includes the AKS safety coupling 3004 from AL-KO, a three-burner-hob with electric ignition, an 80 litre refrigerator (standard: 60 litres), a mosquito net roller door and a 230 volt hot air system.

The compact dimensions of the HYMER Feeling models mean safe road-holding characteristics and therefore simple handling, even for those inexperienced in towing.

## 4.4 HYMER Sporting

HYMER has completely re-designed its HYMER Sporting model range for the 2012 season. With their equipment and price, the two HYMER Sporting Jive models are primarily aimed at families. The other two HYMER Sporting Style models focus on comfort requirements. All four models set new standards in the mid-range category thanks to an excellent cost-benefit ratio.

The HYMER Sporting Jive 505 has a fixed bed and shower at the front. This area can be "privately" separated from the rest of the caravan. This layout is completed at the rear of the 2.30 metre wide HYMER Jive 505 with a bunk bed for children; a dinette with a kitchen opposite in the middle.

The layout of the 2.50 metre wide HYMER Jive 560 has the same bed, shower and kitchen constellation – but instead of the dinette has a U-shaped seating group and in addition a large refrigerator in the kitchen.

From the exterior, the models on 1,600 – 1,800 kg chassis stand out with their smooth aluminium finish in Carrara white with special design decals and wheel arches in white, hubcaps and a grey tow bar cover. An SSK safety coupling, galvanised corner steadies, a large exterior storage room door (100 x 40 centimetres) and a fixed 45-litre fresh water tank round off the "exterior package". The entrance door is also protected by a mosquito net roller door. A HYMER panorama roof vent also provides light and air.

The Merano pear wood furniture finish and the available fabric versions Husum, Lucca, Malmö or Palermo convey a very homely atmosphere. This is supported by a 230 Volt hot air system and the water supply by a Truma-Therme all year round. The fixed bed with its inner-spring mattresses guarantees a healthy sleep. The luxury textile furnishings, consisting of the bedspread, four cushions and a matching tablecloth, ensure a cosy atmosphere. The wardrobe contains an integrated, swivelling flat screen rack for a TFT 17 inch monitor with suitable cables.

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With this comprehensive equipment package, HYMER sets new standards in the medium-range caravan segment in the coming season.

New standards is the key word for the two other models of the HYMER Sporting range, which are being launched as the special models Sporting Style 465 and 485.

The HYMER Sporting Style 465 has a fixed bed in the front, a washing facility and a toilet. This area can be completely "privately" separated from the rest of the caravan with a folding partition and a clever rotating kitchen shelf. The kitchen is situated in the middle opposite the entrance door and the wardrobe. At the rear, a generous U-shaped seating group is very inviting.

The HYMER Sporting Style 485 has the same layout but, as it is approximately 30 centimetres longer than the Style 465 with a body length of 5.65 metres body length, it has an upright refrigerator in the kitchen.

Both have a similar, more than comprehensive range of equipment. The entrance has a newly designed entrance door with a window and an integrated waste bin, which allows for more kitchen storage space. In addition, the entrance is protected by a mosquito net roller door.

The furniture was re-designed in terms of style and practicality. The furniture finish chosen by HYMER is the Marasca Select, as with the high quality furnishing of the B-Class motorhomes. The available fabrics are Zamora and Almendra. The quality of the upholstery and the curtain design meet the very high quality standards of the HYMER Nova S. The fixed bed with inner-spring mattresses ensure a healthy sleep at night. A high quality bedspread is provided for the daytime. A Mini-Heki in the sleeping area and a Midi-Heki in the living area ensure fresh air and light.

Externally, the models, built on a sturdy 1,600 kg AL-KO chassis with an AKS-3004 safety coupling, make an elegant impression with a smooth aluminium design in Carrara white with typical stylish design decals and wheel arches in white, hubcaps and a tow bar cover. Dometic-Seitz windows, a large exterior storage room door (100 x 40 centimetres), Big Foot

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corner steadies and a fixed 45-litre fresh water tank round off the "exterior package". A 230 Volt hot air system and the water supply via the Truma-Therme complete the package of technical equipment.

These extraordinary special models with their extraordinary cost-benefit ratio will cause a sensation in the caravan market and further consolidate the market position of HYMER caravans.

## 4.5 HYMER Nova

The caravans in the HYMER Nova range are currently those crowned with the greatest success in the portfolio of the Upper Swabian recreational vehicle manufacturer. This range, which is focused largely on the realisation of customer requests, has secured a leading market position for HYMER in the upper medium-price segment. The layout range was not changed for the 2012 model year, in line with the motto "Never change a winning team". Only the models HYMER Nova 530 and 580 are no longer offered.

New standard features of the complete model range are the wooden grating in the shower and an LED awning light with a movement sensor. In addition, the upholstery quality was revised with improved seating comfort and a modern appearance.

For the models HYMER Nova 531, 540 and 541, the seating groups were re-designed again and now offer more space.

All seven successful Nova models are based on the fully galvanised lightweight chassis from AL-KO which – in addition to the galvanised Stabilform corner steadies, semi-trailing arm suspension and independent wheel suspension with shock absorbers – also feature the proven AL-KO AKS safety coupling. The specially designed drawbar cover is elegant and the front gas locker is practical with a chequer plate floor and a gas strut to securely hold the flap.

The body – with a Carrara white exterior paint finish as standard, optionally in champagne – excels with all the HYMER assets: the PUAL patented walls, including roof and rear section, are fully bonded according to a system borrowed from aircraft construction. This ensures maximum torsion resistance and reliable water-proofing to rule out any rotting. The exterior design is all the rage. Highlights are the distinctively styled HYMER rear light moulding, the elegant manoeuvring handle spanning the rear and the rounded contours also reflected in the window design. A Mini-Heki skylight including mosquito net and darkening blind come as standard, a large winding roof vent is optionally available.

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The entire interior of the HYMER Nova is captivating. In the entrance area there is a practical shoe locker. The furniture in Merano pear wood design is embellished by an integrated light concept. All the storage cupboards and seating elements have excellent rear ventilation - another feature underlining the quality of the furniture construction. Curved, flowing contours and spot lights incorporated in the canopy create a unique atmosphere. The new storage space doors add another elegant touch. The individually adjustable hinges and high-quality fittings used in making all the storage cupboard flaps and doors ensure top quality. The aluminium bedsteads with two gas struts on the slatted frame are also of the best quality. Plentiful storage areas and curtains which can be fully drawn (optional) are practical features. Mod cons include the high-quality CD/DVD tuner which can be operated from indoors and outdoors and the TFT monitor with swivel mount, which (optionally) can be viewed from outdoors, from the seating area or bed area.

In the living area, the HYMER upholstery design with leg support and comfortable back provide perfect seating comfort. In addition, all the cushions have non-slip backing to ensure that they stay in place. The single-leg table gives ample legroom and can be moved in all directions. The seating area can be effortlessly converted into a large reclining area by lowering the table. Easy access to the storage space in the seating area is provided by divided cushions and a large outside flap.

An illuminated cabinet with mirrors for multifunctional use forms the transition from the living area to the kitchen area. The ergonomically configured kitchen provides exceptional storage space and ease of use with large shelves, roller-mounted drawers and wire pull-out baskets. The kitchen working surface can be enlarged by folding the partition. The entire kitchenette has rear ventilation. The three-burner hob with sectioned glass cover ensures the convenience to which users are accustomed from a domestic environment. The deep sink and tap with high neck, an aluminium moulding providing a perfect seal and the (optionally) integrated extractor fan with removable, easy-to-clean filter are further compelling features.

Washroom features are a ceramic-coated Dometic toilet with practical tank on wheels, and a large amount of space. This also applies to the shower with the wooden slatted frame which, depending on model, comes with curtain and hand shower as standard. The storage space

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in the washroom is spacious and closed. The large mirror and granite-look splash guard in the basin area also create a stunning visual impact.

The individual models can be upgraded with special accessory packages.

## 4.6 HYMER Nova S

Similarly to the design of the Hymermobil B-Class, the completely re-designed HYMER Nova S caravan range can be dubbed “the best HYMER Nova S of all time”. This status is underlined by various individual features. For example, compared with the competition, this model range has the best living area design, the best kitchen design, the best loading design and a unique multi-media package.

The current model generation (already presented at the CMT 2011 in Stuttgart) is supplemented by the HYMER Nova S 540 and comprises four very attractive layouts.

The HYMER Nova S 540 with a body length of 6.52 metres has a comfortable U-shaped seating group at the front and spacious single beds at the rear. The middle of the vehicle contains the kitchen and wardrobe as well as the washroom with a separate shower (with an integrated wooden grating).

With the same space, the HYMER Nova S 545 offers a U-shaped seating group, a fixed bed at the rear adjoined by a partitioned en suite washroom with shower and toilet. A very large kitchen and wardrobe are sited in the middle of the vehicle.

The HYMER Nova S 690 comes in two versions. In the middle of the caravan there is a luxurious lounge suite in the one version and a remarkable sideboard in the other. Identical details in both vehicles are the facing kitchen and a U-shaped seating group at the front and the fixed bed and washroom including shower at the rear.

New features on all Nova-S models are the single Dometic entrance door with an integrated window and a roller blind, a safety lock as well as a cloakroom and a waste paper basket. In addition, the wooden grating for the shower supplied as standard and the new LED awning light with a movement sensor.

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The entire HYMER Nova S range represents the pinnacle of comfort and luxury, not only for HYMER caravans but industry-wide. The entire concept is modelled closely on the S-Class motorhome segment.

The standard exterior paint finish in Carrara white has proven very popular. A full champagne finish is available as an option. The perfect curved contours thanks to the PUAL bodywork, and the optically recessed rear light moulding lend a sporty, elegant flair to the large vehicles.

The visual impact outside gives a foretaste of what lies in store within. The ergonomically styled furnishing scheme in Noce Bergamo design with curved forms, smooth surfaces, overhead storage flaps with beige high-gloss inlays and gleaming handles in chrome-look are highlights of the exclusive décor. To put the finishing touches to the picture there is the Ravel PVC flooring. A high-performance floor heating system throughout is available on request.

The lavish design of the seating areas with a panoramic view delivers the ultimate seating comfort and their styling creates an exceptional ambiance. In this regard, the pop-up panoramic skylight designed exclusively for HYMER creates a very special atmosphere. As a very exclusive touch, all the caravans in the Nova S-Class are optionally available with leather furnishing. The freestanding table with lifting column and light beige centre can be moved in all directions. It can be effortlessly lowered to create a flat support for the cushions and hence an additional reclining area. Divided upholstery combined with divided lids for the under-seat boxes makes it easy to stow items away. This also applies to the spaces under the fixed bed. These are also easily accessible thanks to the dual pneumatic springs.

The kitchen area is characterised by wide granite-look worktop surfaces, the combination of a three-burner-hob and a washbasin as well as large full-size drawers over the entire length of the kitchen with soft-close mechanism, which overall ensure virtual home comforts. This also includes the HYMER mega-kitchen drawer (pull-out pantry), which is unique to the industry and utilises the full height of the caravan.

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The multimedia packages available are unique, providing all present-day technical innovations to transform the caravan into a high tech vehicle. Flat screens viewable from all directions and loudspeakers from the living to the sleeping area are just one facet of the “wow” experience.

An optional sleep comfort system with sprung bed frames and 7-zone cold foam mattresses, bedspread and four extra cushions provides additional individual comfort. Among the items rounding round off the unique luxury equipment are the optional Truma Saphir Comfort air conditioning unit and the Alde hot water heating system. With the Arctic Package of optional extras the entire range is ideally suited for winter camping.

## 5. HymerCard – the industry’s most successful customer card

- **HymerCard:** **Premium service for holidays on wheels**
- **HymerCard Travel:** **Tailor-made holidays**
- **HymerCard cooperation partners:** **Exclusive benefits for HymerCard customers**
- **HYMER on the internet:** **HYMER Facebook and YouTube sites**
- **HYMER-finance:** **Anniversary, 10 years HYMER-finance**

Nothing grows faster in the caravanning industry than the number of HymerCard customers. There are now nearly 40,000 members. And demand is increasing constantly. Only the HymerCard, the mother of all caravanning customer cards, guarantees around-the-clock service and successfully promotes the caravanning concept with cross-marketing campaigns. Almost 20 years ago HYMER spotted that not only can customers demand more of a recreational vehicle manufacturer than the production of high-quality motorhomes and caravans, but that they also do so. Since its introduction in 1993 as the first card in the industry, the HymerCard with its services has developed into the unrivalled best customer card in the caravanning sector.

The fact that customer service has top priority for the Upper Swabian company and its employees is demonstrated by the array of user-oriented improvements and the continuous expansion of the wide spectrum of services.

Over the years, and by tapping into HYMER’s innovative talent, a unique array of services has been created – covering exclusive travel offers, information and entertainment in the form of newsletters and customer magazines, interesting partnerships with companies and organisations as well as first-class assistance should problems occur en route.

### **HymerCard: Premium service for holidays on wheels**

The little card with the big impact: for many years now, customers who buy a new or used HYMER motorhome or HYMER/Eriba caravan have on request received the little card which allows them access to a large service world:

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### **Safe travel with the HymerCard:**

The HymerCard and the organisation behind it is always at the customer's disposal, not just before embarking on a journey but also while travelling. HYMER service under the HymerCard means assistance for convenient travel preparation and for a safe journey, even should problems occur. The numerous services offered deliver convenient travel and inspiring holiday ideas.

From information on entry regulations, currencies and vaccinations to the local weather and climatic conditions, the HymerCard travel service offers everything you need to know about the chosen holiday destination before you set off. Just in case, you can put copies of your identity card, driving licence and vehicle documents in the HymerCard document depot before your departure, permitting swift replacement in the event of theft or loss. And the HymerCard service will not fail you if you lose your key to the vehicle. Anyone finding the key is asked by the key fob of the HymerCard key finder service to drop the key in the nearest letterbox. Due to its unique code number, the key is returned practically automatically to its owner.

Breakdowns are particularly annoying when on holiday. How good it is to have a partner at your side who will provide swift and unbureaucratic assistance. For the HymerCard-Service, you simply have to call: advice and support is ensured around the clock throughout Europe, as well as localisation of the nearest breakdown service. In the event of an accident, breakdown or special rescue vehicles are also localised or organised. Whether a doctor, lawyer or interpreter is needed – the HymerCard team will find the right service for you in any situation. That is exactly what comprehensive customer service is about.

HYMER charts your course, whether on land or sea. If the HymerCard customer's holiday travels take him across water (to Scotland or Sicily, for instance), HYMER will help him catch the next boat. The "Reiseservice Kiel" – a long-term partner of HYMER AG – books the right ferry for passengers and then sends the tickets by post. Simply call +49 431 92828.

Safe travel also requires financial security. The slogan "Life flows better with..." could come from HYMER and perfectly fits the advantages the customer gains from HYMER's cooperation with the Santander Consumer Bank AG. Since the year 2000, customers have

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had the option of applying for the HymerCard as a full Visa credit card, giving them access to two realms of services at one and the same time. The HymerCard-Visa gives customers all the benefits of a modern credit card, but as owners of a HYMER motorhome or Eriba/HYMER caravan they do not pay any annual fees. In addition to the main card, a partner card can also be obtained.

Furthermore, the flexible repayment options of the HymerCard-Visa are available subject to credit standing. It is therefore possible to pay by card at over 33 million acceptance points worldwide and there are also more than 1.7 million cash points and 600,000 payment points to obtain cash available. Further information is available at [www.santander.de](http://www.santander.de).

### **Be better informed with the HymerCard magazine:**

With a circulation as large as 100,000 copies, the HymerCard magazine ranks among the leading magazines in the caravanning sector. Those seeking in-depth information, background reports devoted to specific subjects and attractive photos enjoy reading the (free) HymerCard magazine, which is regularly sent to HymerCard customers free of charge by post. Three times a year it is automatically delivered to HymerCard holders' letterboxes, supplying travel tips, product information and news from and about HYMER. Highlights in the magazine are technical product reports, exclusive travel reports and information on the unique benefits for HYMER customers through exclusive partnerships with leisure parks, campsites and museums etc. in Germany and throughout Europe. The editorial quality and host of unique offers are so fascinating that almost 40,000 customers and many thousands of other interested parties regularly read the HymerCard magazine. Those who are not yet HYMER customers can nevertheless benefit from the information in the company magazine by downloading a PDF document of the current issue at [www.hymer.com](http://www.hymer.com) (HYMER-Welt → HymerCard → HymerCard Magazine).

### **HymerCard Travel: Tailor-made holidays**

The choicest holidays or a new dimension in holiday travel: those travelling with HymerCard can rely not only on perfect organisation and support, they mostly get to discover their holiday destination off the beaten track. The fact that this is so is due mainly to the

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competent and experienced tourist operators with whom HYMER enjoys a long and close working relationship.

A total of 19 journeys are available for the new season. In Germany, there is the "Best Ager Tour" through the Black Forest, including a visit to the Europa-Park with a trip to the Alsace region, the "Anniversary tour HYMER-Land" takes people to and around Bad Waldsee, the home of HYMER. "Natur Pur" ("Pure Nature") promises a trip to the Plauer See to the "Naturcamping Malchow" campsite. For children and adults, the trip along the German "fairy tale route" means fun and excitement. Imagination and artistic zeal are required during the creative week of the acrylic painting course. The trip to " W. Hartls Kur- und Feriencamping Dreiquellenbad" (spa and holiday campsite) in Bad Griesbach offers culture but also health treatments and wellness. Tours through Switzerland, to Austria for the midsummer festival in the Tyrol region, to the Gailtaler Speckfest (Gail valley bacon festival) at the Schluga campsite or a short trip to South Tyrol for the Kastelruther Spatzenfest on the Seiser Alm. Further south in Italy, trips are offered through Tuscany and Sicily. Culinary delights await guests on the trip to Aquitaine, the home of truffles, cognac and wine but also the A380, the world's largest passenger plane.

If anyone finds that this is not far enough south, they can also visit the African continent with HymerCard travel, namely Morocco, Tunisia and South Africa. Friends of northern destinations will enjoy trips through Sweden and Norway. This surely also applies to the winter trip to the Dolomites.

The mystery tour "Im Westen was Neues" (approx. "Not all quiet on the western front" is very unusual. Here, keen travellers can find unusual offers which tourists have always dreamt of but never realised. HymerCard travel makes it possible.

The HymerCard travel catalogue for the 2011/2012 season is available from the beginning of August 2011. As with all current HymerCard travel offers, it can be easily obtained from [www.hymer.com](http://www.hymer.com) (HYMER-Welt → HymerCard → HymerCard-Reisen). Further information on the current travel offers can be obtained by calling +49 7524 999 8555 or by e-mail from [hymercard@hymer.com](mailto:hymercard@hymer.com).

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## **Discover the diversity of Germany with HYMER**

As part of a new cooperation with DMFS Deutsche Ferienstraßen MarketingService GmbH and the ADAC, HYMER supports the route portal [www.ferienstrassen.info](http://www.ferienstrassen.info). This presents various information on tourist routes with detailed (route) descriptions and sights which can be travelled and visited without you having to plan too much yourself. These are 100 outstanding tourist routes focussing on architecture, culture, cuisine, legends and fairytales or special features of the landscape. In addition to the website, the route magazine "ROUTENMAG" is available as a printed copy for the glove compartment. Here, 30 holiday and themed routes are presented in a compact form. This magazine is also available as an e-brochure from [www.routenmag.info](http://www.routenmag.info) or on an iPad in the "Routenguides" app. Access is also possible via the HYMER website ([www.hymer.com](http://www.hymer.com) → HYMER-Welt → Ferienstraßen und Themenrouten).

## **HymerCard cooperation partners: exclusive advantages for HymerCard customers**

The HymerCard service is the ideal partner in matters surrounding travel. Numerous campsite and event operators offer their services to HymerCard. For the current season, 79 exclusive cooperation partners from the sectors of "campsites and pitches", "fitness and wellness", "technology and museums" as well as "adventure and gourmet cuisine" are on board. Drive to the best (camping) destinations in Germany, Denmark, Italy, Croatia, the Netherlands, Austria and Switzerland. Locally, HYMER customers benefit from the exclusive offers only available with the HymerCard.

With 69 offers, most of this year's cooperation partners once again make up exclusive campsites and pitches which entice you with specials, discounts and reductions. Specialist partners from the sectors of "fitness and wellness", "technology and museums" as well as "adventure and gourmet cuisine" with the Gustavshof vineyard in Rhenish Hesse also have extremely interesting offers.

The detailed range of offers is available at [www.hymer.com](http://www.hymer.com) (HYMER-Welt → HymerCard → Kooperationspartner). There is a general map and you can conveniently download the offers of each individual partner. The brochure with all HymerCard cooperation partners is

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available from HymerCard-Service (Tel.: +49 7524 999 8555, e-mail: [hymercarn@hymer.com](mailto:hymercarn@hymer.com)).

### **Virtual HYMER World HYMER AG launches Facebook and YouTube sites**

Since the end of May 2011, Europe's leading manufacturer of caravans and motorhomes has had its own site on the social network Facebook and around 600 fans have already registered. On [www.facebook.com/hymerAG](http://www.facebook.com/hymerAG), HYMER publishes photo galleries, videos and company news several times a week. In addition, on 1 July 2011, HYMER will also go online with the YouTube site [www.youtube.com/DieHYMERAG](http://www.youtube.com/DieHYMERAG)

The over-50s are also increasingly discovering the internet. A representative survey of the Competence Center Technology-Diversity-Equal Chances and Intel GmbH confirmed the trend that computers and the internet now have a firm place in the everyday lives of many older people. The main reasons given by the "silver surfers" for using the internet were current information (51 per cent), the possibilities of communication (44 per cent) and "having a say" (34 per cent). 79 per cent of those asked surf every day and a further 17 per cent at least once a week.

"Naturally, this also applies to our customers. Therefore, a Facebook and YouTube site goes without saying for HYMER. We see great potential in the area of direct dialogue with the customer", says Markus Horn, the spokesperson for marketing at HYMER. Users will be especially important with regard to product developments in future, the intention being to involve the customers in the development process of a new motorhome or caravan at a very early stage. "The first weeks of our social media site have shown in particular that an exchange of opinions on product themes and a look behind the scenes are very much appreciated. From this we now regularly derive teams of experts, a HYMER think tank in the virtual world, so to speak", according to Horn's initial assessment.

In the next step HYMER is going online with the company's YouTube site on 1 July 2011. Not only the company's own video productions but also customers' own films are to be shown. „If you enter the search word HYMER on YouTube today, you receive a long list of

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results. We are now offering users the chance to publish their videos on a central site. Here too, the main focus is on interaction”, says Markus Horn.

### **Anniversary, 10 years of HYMER-finance**

On 1 September 2011, Hymer-finance is celebrating its ten-year anniversary - a very good occasion for the partners HYMER AG and Santander Consumer Bank AG to offer attractive conditions for recreational vehicles in the context of this long-term financing cooperation. HYMER-finance is already launching a financing plan for new vehicles with an annual percentage rate of 3.99 per cent at the Caravan Salon in Düsseldorf. The highlight: For this offer, HYMER is subsidising almost the complete interest rate fast.

HYMER-finance is a Service-Center of the Santander Consumer Bank, Mönchengladbach. The background of the HYMER-finance cooperation was the desire for end-customer financing for new and used vehicles directly via HYMER contract partners in Germany. Thus the idea was born of bundling contacts between the manufacturer, dealers, banks and end-customers, in particular to offer a tailor-made, attractive value-added for all those involved under the brand name of HYMER. This philosophy has been successfully implemented for over a decade. In addition, the HYMER-finance cooperation consists of numerous individual dealer and sales personnel training courses, promotion-based vehicle financing programmes or IT-supported systems. The motto – which incidentally applies to all business divisions – has been retained: “If it says HYMER, it must also be HYMER”.

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## New motorhome registrations

### in Germany

01.09.2010 to 31.05.2011

	2010/2011	2009/2010	V %
September	878	885	- 0.8
October	755	865	- 12.7
November	598	667	- 10.3
December	566	528	7.2
January	772	622	24.1
February	1,273	799	59.3
March	2,834	3,038	- 6.7
April	3,976	2,527	57.3
May	3,532	3,123	13.1
<b>Total</b>	<b>15,184</b>	<b>13,054</b>	<b>16.3</b>

Source: Federal Motor Vehicle Licensing Agency, Flensburg

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### New caravan registrations

#### in Germany

01.09.2010 to 31.05.2011

	2010/2011	2009/2010	V %
September	943	909	3.7
October	756	886	- 14.7
November	542	621	- 12.7
December	345	388	- 11.1
January	395	365	8.2
February	982	596	64.8
March	2,220	2,366	- 6.2
April	2,833	2,206	28.4
May	2,860	2,688	6.4
<b>Total</b>	<b>11,876</b>	<b>11,025</b>	<b>7.7</b>

Source: Federal Motor Vehicle Licensing Agency, Flensburg

**Trend in new motorhome  
registrations in Germany  
by calendar year from 1993 to 2010**

Year	Number of motorhomes	V %
1993	16,237	- 20.5
1994	13,035	- 19.7
1995	13,238	1.6
1996	12,601	- 4.8
1997	12,733	1.0
1998	13,839	8.7
1999	15,665	13.2
2000	18,345	17.1
2001	18,946	3.3
2002	17,733	- 6.4
2003	17,802	0.4
2004	19,363	8.8
2005	20,606	6.4
2006	21,235	3.1
2007	19,655	- 7.4
2008	20,920	6.4
2009	17,556	- 16.1
2010	18,139	3.3

Source: Federal Motor Vehicle Licensing Agency, Flensburg

**Trend in new caravan  
registrations in Germany  
by calendar year from 1993 to 2010**

Year	Number of caravans	V %
1993	31,221	- 7.0
1994	30,424	- 2.6
1995	29,135	- 4.2
1996	27,581	- 5.3
1997	26,517	- 3.9
1998	26,026	- 1.9
1999	25,646	- 1.5
2000	26,189	2.1
2001	24,570	- 6.2
2002	22,656	- 7.8
2003	22,595	- 0.3
2004	21,562	- 4.6
2005	21,665	0.5
2006	22,413	3.5
2007	19,067	- 14.9
2008	19,278	1.1
2009	16,723	- 13.3
2010	15,608	- 6.7

Source: Federal Motor Vehicle Licensing Agency, Flensburg