

Premiere: HYMER taxi in Düsseldorf

The first taxi built by a motorhome manufacturer on the road in Düsseldorf. The original model, a HYMER Car 302, is a motorhome that was equipped to meet all official taxi regulations and has a permit for transporting passengers. This exclusive HYMER marketing campaign will run during the Caravan Salon from 26 August to 4 September 2011. It advertises not just the company, but also the world's largest trade fair for mobile leisure.

Bad Waldsee, August 2011

HYMER, Europe's leading manufacturer of quality motorhomes and caravans, is the first in the industry to unveil a motorhome taxi. It converted and equipped its HYMER Car 302 into a taxi that meets all the statutory requirements (BOKraft). Included in the transformation is the typical taxi colour "light ivory", the installation of a taximeter with official calibration, a special alarm system, an official taxi roof signal, a taxi permit and special insurance plus a whole range of other required features. The maximum number of passengers with luggage allowed per trip is five. The HYMER taxi is officially registered in Düsseldorf and will play its part in transporting people during Caravan Salon (26.8. – 4.9.2011) alongside the other 1,300-or-so Düsseldorf taxis.

"Trust us to transport passengers" is a taxi slogan Markus Horn, HYMER Marketing Officer, also sees as applying to the caravanning industry. In fact, that was what ultimately triggered this inspired marketing campaign. The HYMER taxi doesn't just promote the anniversary "50 years of HYMER motorhomes", but also advertises the world's largest trade fair for mobile leisure, which is also celebrating its 50th anniversary this year.

According to Markus Horn, HYMER could repeat this highly effective publicity campaign in other cities with caravanning events.

Detailed information on HYMER, the current HYMER product range and the exclusive HYMER services and marketing activities are described at www.hymer.com.

Pressemitteilung

Your contact partner at HYMER:

Marketing Officer

Markus Horn

Holzstraße 19

D-88339 Bad Waldsee

Phone: +49 (0) 75 24 999 0

Fax: +49 (0) 75 24 999 300

www.hymer.com