

Jörg Reithmeier new Managing Director of HYMER

Starting on 1 September 2011, Jörg Reithmeier (42) will take on the post of Managing Director of HYMER in Bad Waldsee, Germany. He will be responsible for sales, marketing and customer services for the HYMER brand. Chief among his goals will be combining vehicle design, customer support and services into an attractive overall package that is customer-centred and sets new standards in the caravan and motorhome industry.

Bad Waldsee, August 2011

HYMER, Europe's leading manufacturer of quality motorhomes and caravans, has announced the appointment of a new Managing Director as from 1 September 2011. Boosting the management team, Jörg Reithmeier (42) will be responsible for sales, marketing and customer services for the HYMER brand. According to Reithmeier, his task is to "put together an attractive all-round HYMER package combining vehicle design, customer support and services with a focus on what customers want. Quite simply, I want to set new standards in caravans and motorhomes." Reithmeier brings the right qualities to the table for this challenge.

Following training and university in Kaiserslautern and Berlin, and with a diploma in Engineering and Management to his name, he started his career at machinery and plant manufacturing companies Müller Weingarten and Coperion. His most recent post was as Managing Director of press manufacturer Schuler in Göppingen, Germany. He was in charge of the global service area of the company. The job included managing several hundred employees in the sales and design departments.

Due to his extensive experience with technically sophisticated products, Reithmeier is the ideal person to achieve HYMER's expectations. What's more, the married father of two daughters has the ideal hobby: camping.

Pressemitteilung

Hermann Pfaff of the Board of HYMER AG, is delighted with the new recruit: "We've succeeded with Mr. Reithmeier in gaining a true expert. I'm confident he'll significantly strengthen our management team as well as the HYMER brand." Hermann Pfaff will help Mr. Reithmeier settle in to the HYMER organisation before himself focusing as Chairman on broader group strategy.

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

Your contact partner at HYMER:

Head of Central Marketing
Bernhard Kibler
Holzstraße 19
D-88339 Bad Waldsee

Phone: +49 (0) 75 24 999-0
Fax: +49 (0) 75 24 999-300
www.hymer.com