

PRESS RELEASE

Unique retro design: The ERIBA Touring Troll 530 Rockabilly and Ocean Drive

Bad Waldsee, 12 January 2018 – The ERIBA Touring model range is starting the new year with two colourful special models at the 2018 Exhibition for Caravanning, Motoring and Tourism: the ERIBA Touring Troll cult caravan will gain the colourful models, Rockabilly and Ocean Drive. The colour scheme pervades both the exterior and interior of the two caravans and, together with the retro design, it is reviving the American way of life of the 1950s.

Since its debut in the late 1950s, the ERIBA Touring Troll has stood for an independent and extraordinary travelling experience. It's an eye-catching caravan that hasn't lost any of its appeal and is still very popular today. Whilst ERIBA already presented a model featuring the classic retro design last year, two additional reinterpretations of the classic model are to follow this year.

Two models, one style

When designing the new models, ERIBA focussed on an elegant combination of retro charm and modern chic. ERIBA Touring models are well-known for having a distinctive appearance, and the Rockabilly and Ocean Drive are no exception. The striking, two-colour exterior paint finish is what makes the new colourful models special. Whilst the Rockabilly model is coloured in a combination of white and Diner Red, the Ocean Drive features the colours white and Ocean Blue. Although the two-colour paint finish emphasises the retro character of the caravans in an effective way, it simultaneously forges a link with the modern, as multi-coloured paintwork is very on trend, especially in the automotive industry. Another design highlight of the new models includes the steel rims with their chrome cover and retro look, which are very reminiscent of those found on American Cadillacs.

Extraordinary interior design

The interior design of the Rockabilly and Ocean Drive ERIBA Touring Troll models is inspired by the style of the American 1950s. The focal point of the interior is the re-designed seating area with extra high backrest cushions, which feature striped stitching that is so typical of American diners. The colour-coordinated sides of the seat cushions in red or blue really catch the eye. The other textiles are also inspired by the look and feel of this time in both colour and design as standard. The white curtains in both models have large monochrome dots, while the cushions in the Rockabilly also feature a circular pattern and those in the Ocean Drive have a design featuring marine creatures. The table and work surface are a high-gloss white colour, while the edges are a gleaming red or blue. The bright floor of the new Tour-

Company contact:

Hymer GmbH & Co. KG
Holzstraße 19
D-88339 Bad Waldsee

Sarah Lemke
Tel.: +49 (0)7524-999 236
E-mail: presse@hymer.com

Agency press contact:

LoeschHundLiepold Kommunikation GmbH
Tegernseer Platz 7
D-81541 Munich

Marcel Bahrenburg
Tel.: +49 (0)89-72 01 87-291
E-mail: hymer@lhlk.de

PRESS RELEASE

ing model is complemented by a high-pile, vintage look carpet – vibrant red in the Rockabilly, a light shade of blue in the Ocean Drive. The white overhead locker doors coordinate with the retro chic look thanks to their white, antique design wood. All of the kitchen units and the bathroom door are a pale beige colour with a slight pattern, which enhances the overall bright and friendly appearance of the caravan.

The ERIBA Touring Troll 530 Rockabilly and the ERIBA Touring Troll 530 Ocean Drive will be available from dealers from May/June 2018.

For more information, visit www.eriba.com

A wide range of press releases and high-resolution images can be found [here](#).
HYMER on Facebook: www.facebook.com/hymer.reisen.im.original

About HYMER

Since its foundation in 1957, HYMER has been a household name in motorhomes and caravans “Made in Germany”. The company is not only notable for its long tradition and passion for motorhoming, but is also one of the leading manufacturers in the premium sector thanks to its high standards of quality and consistent record of innovation. Hymer GmbH & Co. KG markets its products under the four brands of HYMER Motorhomes, ERIBA Caravans, HYMERCAR Camper Vans and HYMER Original Parts & Accessories. Hymer GmbH & Co. KG is part of the Erwin Hymer Group.

About the Erwin Hymer Group

The Erwin Hymer Group brings together motorhome and caravan manufacturers, accessory specialists as well as rental and financing services under one roof. With more than 6,000 employees worldwide and around 55,000 leisure vehicles, the Group achieved a turnover of 2.1 billion euros in the 2016/17 business year. The Erwin Hymer Group includes the motorhome and caravan brands American Fastbacks, Buccaneer, Bürstner, Carado, Cliffride, Compass, Dethleffs, Elddis, Eriba, Etrusco, Hymer, Niesmann+Bischoff, Laika, LMC, Roadtrek, Sunlight and Xplore, the motorhome rental companies Best Time RV, McRent and rent easy, the chassis specialist Goldschmitt, the accessory specialist Movera, the tent caravan manufacturer 3DOG camping and the travel portal freeontour.

Company contact:

Hymer GmbH & Co. KG
Holzstraße 19
D-88339 Bad Waldsee

Sarah Lemke
Tel.: +49 (0)7524-999 236
E-mail: presse@hymer.com

Agency press contact:

LoeschHundLiepold Kommunikation GmbH
Tegernseer Platz 7
D-81541 Munich

Marcel Bahrenburg
Tel.: +49 (0)89-72 01 87-291
E-mail: hymer@lhlk.de