

# iF Design Award for the Hymer Venture S

- **In addition to the German Design Award and the European Innovation Award, the Hymer Venture S has now also impressed the jury of the iF Design Award.**
- **The exclusive off-road van scored particularly well in the differentiation and form categories.**

**Bad Waldsee, 25 May 2023** – There is still a lot of buzz surrounding the Hymer Venture S. The off-road van has now also impressed the jury of the iF Design Award with its extraordinary design and has received an award in the “Automobiles/Vehicles” category. The award ceremony was held on 15 May as part of the award gala at the Friedrichstadt-Palast theatre in Berlin.

For more than six decades, iF Design has been inviting independent, leading design experts from all over the world to be members of the iF Design Award jury. In an evaluation process lasting several days, 133 experts from 20 countries assessed the entries this year and presented awards to the best designs in nine disciplines. With almost 11,000 entries from 56 countries in 2023 alone, the iF Design Award is regarded as one of the most prestigious design awards in the world.

All of the entries are evaluated on the basis of five criteria developed together with a team of international design experts. Particular attention is paid to the idea, form, function, differentiation and impact of the design. When it came to the question of how the design of the Venture S stands out from other manufacturers in the industry and what the target group thinks about its extraordinary design, the Hymer Venture S scored particularly well and managed to win the coveted award.

“We’re incredibly proud of this outstanding achievement and are delighted with the recognition that comes with this award,” says Frank Heinrichsen, Head of Marketing of Hymer GmbH & Co. KG. “With our products, we stand for innovation and quality. The praise we’ve received from the design experts fills us with confidence and confirms that we’re on the right track.” Thomas Klüber-Voss, the owner of STUDIOSYN, the studio behind the design of the Venture S, adds: “A major source of inspiration for our former Vision Venture design study was the young camper community, because their creative ideas and DIY conversions gave us fresh food for thought. When creating the Venture S, our aim was to incorporate the design and ingenuity of the concept vehicle when we commenced with mass production. I’m really proud that we’ve achieved this with the Venture S, and the iF Award is yet more proof of this.”

## **Groundbreaking design meets functionality: the Hymer Venture S**

As an exclusively equipped off-roader for two people, the Venture S promises freedom without compromise. With innovations such as the unique Instant Loft (a pneumatic pop-top roof including integrated stairway), the striking tailgate with real glass Infinity Screen that offers 180-degree panoramic views, and the exclusive sun deck, the Venture S is a motorhome in a class of its own.

## **About the iF Design Award**

The iF Design Award has been a globally recognised hallmark for excellent design since 1954. The iF brand has established itself internationally as a symbol of excellent design. The iF Design Award is one of the most important design awards in the world. It honours outstanding designs in all disciplines: product, packaging, communication and service design, architecture, and interior design, as well as user interface (UI), user experience (UX) and professional concepts.

For more information, visit [www.hymer.com](http://www.hymer.com)

A wide range of press releases and high-resolution images can be found [here](#).

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## **About Hymer GmbH & Co. KG**

Since its foundation in 1957, Hymer has been *the* byword for German-made motorhomes and caravans. 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 incorporates the four business divisions Hymer Motor Caravans, Hymer Camper Vans, Hymer Original Parts and ERIBA Caravans. Hymer GmbH & Co. KG is part of the Erwin Hymer Group.

## **About the Erwin Hymer Group**

The Erwin Hymer Group is a wholly owned subsidiary of THOR Industries, one of the world's leading manufacturers of leisure vehicles with over 31,000 employees. The Erwin Hymer Group brings together motorhome and caravan manufacturers, accessory specialists as well as rental and financing services under one roof. The Erwin Hymer Group includes the motorhome and caravan brands Buccaneer, Bürstner, Carado, Crosscamp, Compass, Dethleffs, Elddis, Eriba, Etrusco, Hymer, Laika, LMC, Niesmann+Bischoff, Sunlight and Xplore, the motorhome rental companies Crossrent, McRent and rent easy, the chassis specialist Goldschmitt, the accessory specialist Movera and the travel portal freeontour. For more information, visit [www.erwinhymergroup.com](http://www.erwinhymergroup.com).