

# Hymer and Eriba take home three awards for their impressive products at the German Design Award 2024

- An independent, international jury has made its decision and awarded the coveted German Design Award to three Hymer GmbH & Co KG vehicles in the “Excellent Product Design” category.
- One particular highlight is the “Gold” award for the ERIBA Touring cult caravan.
- The new Hymer ML-T and Grand Canyon S were named “Winners”.

**Bad Waldsee, 05/12/2023** – The renowned motorhome manufacturer has reason to celebrate, as three of their products impressed the jury at this year’s German Design Award. Every year, the independent jury of the German Design Award selects products that set international standards for innovative design developments. This year, the new ERIBA Touring Colour Editions impressed the expert jury in the “Excellent Product Design” category and were awarded “Gold”. The Hymer ML-T and Grand Canyon S models were also named “Winners” in this category.

The products that impressed the jury of the German Design Award represent the outstanding design excellence and ingenuity for which Hymer GmbH & Co KG is renowned, while at the same time reflecting the versatility and quality of the products.

The winners of the German Design Award are decided by an independent, international jury of experts consisting of 35 members. It is made up of representatives from industry, academia and design. The honours at the German Design Award are a testament to the outstanding work of the Hymer Design team, which continuously strives to create products of the highest quality and aesthetics. The recognition of this as a result of receiving the awards underlines Hymer’s position as a leading company in the industry.

“We’re proud to have won at the German Design Award 2024 with three of our products. This is recognition of the dedication and creativity of our talented team. It encourages us to continue striving to develop innovative and high-quality products, which also set new standards in design,” says Christian Bauer, President of Hymer GmbH & Co. KG. Matthias Binder, ERIBA Brand Manager, adds: “We never want to stand still and always strive for innovation and quality in all of our products – this prestigious award shows that we have achieved our aim and captured the spirit of the times.”

## **A new edition of the cult caravan: ERIBA Touring Colour Editions**

The new edition of the classic ERIBA Touring caravan has a glorious new design: the “Nugget Gold”, “Tango Red” and “Harbour Blue” special editions combine the popular retro look from the 1960s with a modern twist. On the outside, the bright side walls, front and rear of the caravans create a fresh exterior, which is complemented by stainless steel bumpers, alloy rims as well as a chrome package. The inside also boasts

an impressive new look featuring three interior designs and a colour-coordinated interior.

### **Heading into the future with Hymer: Be even more self-sufficient on your travels with the Hymer ML-T**

The ML-T takes motorhoming to another level in terms of design, digitalisation, and self-sufficiency. The interior design of the ML-T offers customers the choice between two new premium style collections. Together with redesigned furniture and modern panels, a cosy atmosphere is created. This is aided by a new lighting concept featuring ambient lighting. On the outside, the new model boasts dynamic standard decals as well as a black roof rack and a ladder.

### **Maximum freedom: The Grand Canyon S makes your camping dreams come true**

The improved camper van model is setting new standards where self-sufficiency and design are concerned. Premium panels, a new lighting concept with individually adjustable light temperature and two interior style collections ensure that the camper van feels cosy inside. The “Pearl Grey” style collection is characterised by an oak finish as well as a bright furniture finish with a felt look on the walls. The “Ivy Green” furniture finish, on the other hand, is dominated by olive green furniture set against walls finished in a homely, decorative felt film.

### **The German Design Award and the German Design Council**

Presented by the German Design Council since 2011, the German Design Award is unique and sets international standards for innovative design developments and competitiveness on the global market. The aim is to use design as a tool to overcome the many transformation challenges of our time, in order to help guide others with outstanding examples.

Since 1953, the German Design Council has been the world’s leading competence centre for communication and knowledge transfer in the field of design, brand management and innovation. Through its international services, support for young designers and range of professional memberships, it is a member of the global design community and has consistently played a key role in facilitating dialogue and establishing networks worldwide.

#### **[www.hymer.com](http://www.hymer.com)**

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

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

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 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 100 percent subsidiary of THOR Industries, one of the world's leading manufacturers of recreational vehicles with more than 32,000 employees worldwide. The Erwin Hymer Group unites motorhome and caravan manufacturers as well as motorhome and caravan accessory specialists, hire and financing services under one roof. 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, and also the chassis specialist Goldschmitt, the accessories specialist Movera and the touring portal freeontour all belong to the Erwin Hymer Group. Further information is provided at <http://www.erwinhymergroup.com>