

Automotive Brand Contest: “Best of Best” for the Hymer VisionVenture

Bad Waldsee, 4 May 2020 – Hymer GmbH & Co. KG is delighted to have won its very first award in the Automotive Brand Contest held by the German Design Council – and not just any award, but the highest accolade of “Best of Best”. The Hymer VisionVenture concept vehicle impressed the jury in the “Concepts” category with its outstanding product design, and this is already the second award that it has won this year following the European Innovation Award. Where brand communication and design is concerned, the Automotive Brand Contest is one of the most important competitions in the industry.

The Automotive Brand Contest held by the German Design Council is the only international design competition for automobile brands and honours outstanding product and communication design in the automobile industry. The Hymer VisionVenture concept vehicle impressed the jury with its extraordinary and innovative interior and exterior design. “In terms of design, self-sufficiency and lightweight construction, we have broken new ground with our concept vehicle and have shown what motorhoming might look like in the near future. Receiving the Automotive Brand Award has once again confirmed that we have our finger on the pulse when it comes to our visions,” says Christian Bauer, President of Hymer GmbH & Co. KG.

VanLife concept for motorhoming of the future

3D-printing, infrared-reflective paint, roof and rear patio with BBQ and a pneumatic pop-top roof: developed in collaboration with BASF, Hymer presented the VisionVenture concept vehicle to the public for the first time at Caravan Salon 2019. It combines the pioneering spirit and innovation of Hymer with more than 20 innovative materials from BASF in order to offer a forward-looking response to current and future industry trends. A major source of inspiration for this project was the camper community, who provided new impetus with their creative ideas and DIY conversions.

The distinct front design has created a new motorhome category all of its own, and the resilient and temperature-regulating paintwork in striking dark green is also particularly eye-catching. Together with the designers from Studio SYN, Hymer has come up with a brand new interior design. The seating area next to the generous panoramic window, the tailgate that can be converted into a patio, and the kitchenette that is integrated into a striking stepped structure are just some of the highlights on the “ground floor”. The steps lead up to the roof of the VisionVenture, which is where the “bedroom” and private roof terrace can be found.

About the German Design Council

The Automotive Brand Contest is held by the German Design Council. Established on the initiative of the German Bundestag as a foundation in 1953, it supports the industry in all matters consistently aimed at generating an added brand value through design.

The German Design Council is one of the world's leading centres of excellence for communication and brand management in the field of design. In addition to trade associations and institutions, the exclusive network of foundation members also includes the owners and brand directors of numerous renowned companies.

Further information on www.hymer.com

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, the world's leading manufacturer of recreational vehicles with more than 25,000 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, Niesmann+Bischoff, Laika, LMC, Roadtrek, Sunlight and Xplore, the motorhome rental companies 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.