

# Hymer wins 2023 German Design Award in two categories

- **International panel of experts names latest generation of ERIBA Touring and Hymer Venture S “Winners” in the category of “Excellent Product Design”.**
- **Hymer Venture S launch campaign awarded a “Special Mention” in the category of “Excellent Communications Design”.**

**Bad Waldsee, 15 December 2022** – The Hymer Venture S and the latest generation of the ERIBA Touring have once again won the prestigious German Design Award for 2023. “We are delighted to have won the awards in the “Excellent Product Design” category for the latest generation of our ERIBA Touring and the Hymer Venture S. After all, the awards clearly demonstrate that both vehicles – classic or ultra-modern – inspire people with their innovative design”, says Christian Bauer, President of Hymer GmbH & Co. KG.

For 65 years now, the caravan icon Eriba Touring has been setting the course in motorhoming. With the latest generation of Touring models, ERIBA once again sets new standards – especially when it comes to design. And with two new configurations, the brand reflects the zeitgeist of our time as well as that of the coming years. The most striking design features of the Touring are its aerodynamic front and unique body shape, which has retained its original look over the years. But not just this classic delivers across the board. The cutting-edge Venture S also sports impressive looks. What initially started as a visionary concept vehicle has now become reality. The evolution from Vision Venture to Venture S is complete, including a unique instant loft with a pneumatic pop-top roof and integrated stairway plus a yacht-style fold-out rear terrace. The striking off-road look and the eye-catching colour scheme are just two visual highlights that make the Hymer Venture S an absolute eye-catcher – and a “Winner” of the German Design Council’s German Design Award. The prestigious award thus goes to both Hymer’s latest product innovation and to the current generation of ERIBA’s classic vehicle.

## **A “Special Mention” for the launch campaign of the Hymer Venture S**

In addition to being named a “Winner” in the “Excellent Product Design” category, the Hymer Venture S also received a “Special Mention” in the “Excellent Communications Design” category for its multi-stage launch campaign consisting of an overarching master story that appeals to new target groups and breaks up familiar patterns with surprising stylistics and progressive tonality.

## **About the German Design Award**

The German Design Award has been a globally recognised hallmark for excellent design since 2012. The German Design Council, established as a foundation upon an initiative of the German Bundestag in 1953, presents the German Design Award once a year. Among other criteria, the international panel of experts pays special attention to product design, technical performance, ergonomics, longevity and sustainability. In addition to “Excellent Product Design” and “Excellent Communications Design”, awards were also presented in the category of “Excellent Architecture”.

Further information on [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 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 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 [www.erwinhymergroup.com](http://www.erwinhymergroup.com).