

Hymer continues to refrain from participating in major events

Bad Waldsee, 14 October 2020 – Hymer GmbH & Co. KG has taken the decision to cancel trade fairs and major events until further notice. In the view of the long-standing company, the current infection rate and the health risks associated do not allow for participation. However, to ensure that the company is still able to engage with its customers in a meaningful yet safe manner, Hymer is relying on digital solutions, such as new and innovative forms of online presentation in conjunction with expert advice provided on site at the dealerships. Both of these initiatives have proven to be extremely successful in recent months.

“We’re continuing to critically evaluate current developments in the coronavirus pandemic within Germany and beyond. In light of this, we are sticking to the decision we made in May and will not take part in major events and trade fairs until further notice,” explains Christian Bauer, President of Hymer GmbH & Co. KG.

“The health of our staff, customers and dealers continues to be our top priority and nobody can say exactly how the situation will evolve in the coming winter months. In addition, regardless of the professional safety measures in place at exhibitions, large events will still always be associated with an uncertain amount of risk. That’s why we’ll no longer be attending major events like this until further notice.”

When it comes to advising customers, in conjunction with the Europe-wide “Slow Travel” campaign, for several months Hymer has already been making effective use of digital platforms and formats, as well as comprehensive measures to ensure that consultations at the dealerships are as contact-free as possible. “As a result, we’ve managed to live up to our high standards of delivering an emotional yet informative customer experience,” says Christian Bauer. “Customers also benefit from our strong network of dealers. Needless to say, dealers are still able to offer personalised advice and service appointments that comply with safety standards.”

Further information on www.hymer.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

Hymer on Instagram: www.instagram.com/hymer

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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% subsidiary of Thor Industries, the world's leading manufacturer of recreational vehicles with more than 22,000 employees worldwide. The Erwin Hymer Group unites motorhome and caravan manufacturers as well as motorhome and caravan accessory specialists along with 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, Sunlight and Xplore; the motorhome rental companies McRent and rent easy; and the chassis specialist Goldschmitt; the accessories specialist Movera and the touring portal freeontour all belong to the Erwin Hymer Group. More information on www.erwinhymergroup.com.