



THE UNMISTAKABLE CALL OF FREEDOM: ERIBA LAUNCHES A CAMPER VAN WITH CULT POTENTIAL

- The new “ERIBA Car” product generation sums up the idea of the iconic ERIBA caravan brand.
- “Anything but ordinary”: the camper van on a VW chassis combines quality, functionality and an unmistakable design in a surprisingly novel way.
- Anyone who wants to put their own stamp on the vehicle has a choice between three iconic bicolour exterior designs and a variety of fabrics for the interior.

Bad Waldsee, 12.01.2024 – For six decades, ERIBA has brought the timeless spirit of a carefree roadtrip to the streets with the ERIBA Touring cult caravan range. Adventurers of all ages are impressed by the vehicles offering the highest levels of comfort and quality; above all, however, it is vehicles that people remember, and which are constantly setting new trends. The latest product from ERIBA is also following this recipe for success: with the launch of the ERIBA Car, there is now a camper van on a VW chassis that looks just like the cult caravans from the 1960s, yet with its own unique charm.

As a result, ERIBA has provided a solution to those who want a camper van that offers not only the unique character of the cult brand, but maximum flexibility as well. True to the ERIBA slogan “Anything but ordinary”, the ERIBA Car is not only stylish, but also surprisingly functional and offers a number of customisation options.

The result is a vehicle that meets every requirement. “There aren’t many caravan manufacturers who also tell a story in addition to simply producing vehicles,” says Frank Heinrichsen, Head of Central Marketing at Hymer GmbH & Co. KG. “From the very beginning, however, ERIBA has been surrounded by this unique narrative of freedom, individuality, and refreshing coolness. Without sacrificing any of this, the ERIBA Car now demonstrates that we have not only grown as a company, but also grown up.”

So ist ein Fahrzeug entstanden, das jedem Anspruch gerecht wird. „Es gibt nicht viele Caravan-Hersteller, die nicht nur Fahrzeuge produzieren, sondern dabei auch eine Geschichte erzählen“, sagt Frank Heinrichsen, Leitung Gesamtmarketing der Hymer GmbH & Co. KG. „ERIBA aber umgibt von Beginn an dieses einzigartige Narrativ von Freiheit, Individualität und erfrischender Coolness. Ohne davon etwas einzubüßen, zeigen wir mit dem ERIBA Car nun, dass das Unternehmen nicht nur gewachsen, sondern auch erwachsen geworden ist.“

ANYTHING BUT ORDINARY: THE NEW ERIBA CAR COLOUR RANGES

OptischThe ERIBA Car has visual appeal on many levels. The bicolour exterior designs featuring the colours Deep Ocean, Cherry Red or Metallic Indium Grey give the vehicle a unique and extraordinary appearance and are reminiscent of the ERIBA Touring range. The interior feels open and spacious thanks to the clear line of sight and open shelving unit above the kitchen. Modern materials together with the coordinated “Deep Ocean” anti-fingerprint material and matching “Tiberino” dark furniture finish are complemented by yacht-effect flooring, which all contribute to the extraordinary ambience in the living area. The interior is rounded off by a lighting concept featuring a combination of direct and indirect lighting. It is possible to change the mood inside the vehicle by dimming the lighting.

With a bed measuring 200 cm x 136 cm, there’s also plenty of room for taller people, while disc springs make the bed even more comfortable to sleep on. It is also possible to add a personal touch to the interior thanks to the choice between the two standard fabrics “Toledo Sand” and “Seattle Stone”, as well as the two types of leather, either “Dayton Cognac” or “Boston”, with matching living area cushions and decorative stitching that coordinate with the chosen exterior colour. The ERIBA Car also comes with a wide range of original accessories, such as a set consisting of a matching camping table and chairs in a perfectly integrated bag for the rear storage space or matching boxes for the open overhead locker at the rear.

SMALL SPACE, LOTS OF POSSIBILITIES: CLEVER IDEAS FOR A UNIQUE EXPERIENCE

For maximum flexibility, the ERIBA Car is jam-packed with lots of new ideas. Practical compartments in the platform on the floor as well as open overhead lockers provide extra storage space. The seating area featuring a cosy lounge design not only ensures comfort while driving, the tilt adjustment makes longer evenings spent inside the vehicle even more cosy and comfortable.

The table in the seating area can also be used in a number of different ways. Thanks to its extension mechanism, it can be expanded as required when more space is needed. The kitchen area also features some clever solutions, like a fold-out table on the side of the kitchen, an additional pull-out worktop and a 90-litre compressor refrigerator, which fits perfectly into the narrow chassis and is easy to use thanks to the ability to pull it out. The integrated compact bathroom combines all the things you need in a small space and offers plenty of freedom of movement thanks to its design. The standard shower can also be used as an external shower through the bathroom window.

Thanks to the wide range of standard equipment, including the headlight control system, “Air Care Climatronic” automatic air conditioning system and adaptive cruise control, as well as the generous dimensions of 599 cm in overall length and 207 cm in overall width (not including the wing mirrors), the ERIBA Car is as easy and comfortable to drive as a car. This ensures that you remain safe and comfortable on your trips, especially when travelling long distances. Thanks to the ERIBA Connect app, you can also use a smartphone or the display to easily control the air conditioning, heating or lighting.

The new ERIBA Car will be available from dealers from spring 2024 onwards.

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 www.erwinhymergroup.com.

More information at www.eriba.com

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

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