

Hymer impresses the experts once again: the Venture S wins the Red Dot Design Award

- **For the fourth time this year, the Hymer Venture S has been awarded a prestigious prize, winning the Red Dot Design Award in the “Product Design” category.**
- **The exclusive off-road van was awarded the “Red Dot: Best of the Best” award for its pioneering design.**

Bad Waldsee, 22 June 2023 – Having already taken home the German Design Award, the European Innovation Award and the iF Design Award, the Hymer Venture S has now won its next major accolade. The exclusive off-road van was honoured with the “Red Dot: Best of the Best” Award 2023 in the “Product Design” category. This award is reserved for groundbreaking designs and is the competition’s highest distinction. The award ceremony took place on 19 June at the Red Dot Gala in the Aalto-Theater, Essen.

The Design Zentrum Nordrhein-Westfalen e.V. awards the Red Dot Award annually as an internationally recognised quality seal for outstanding designs. An expert jury consisting of 43 international designers and experts scrutinised the submissions during an evaluation process lasting several days before choosing the best designs. A particular focus was placed on design quality and the degree of innovation.

“We are proud that our Hymer Venture S continues to inspire industry and design experts and has now also won over the renowned Red Dot jury,” says Dominik Hepe, Head of Product Management Motorhomes at Hymer GmbH & Co. KG. “To be among the best of the best is a special honour for us and confirms that we are still on the right path.” Thomas Klüber-Voss, owner of STUDIOSYN, the design studio behind the Venture S concept, adds: “The target group for mobile travel is changing, is becoming ever more discerning, and is increasingly looking for more emotive products and experiences. With the Venture S, we are meeting the needs and wishes of this high-calibre customer group. We have created a new space concept on two levels that makes it possible to experience new, extraordinary perspectives and discover alternative uses. The large tailgate connects the interior to the outside world, because holidays surrounded by the beauty of nature are what all motorhome drivers are really looking for.”

Groundbreaking design meets functionality: the Hymer Venture S

With innovations such as the unique Instant Loft (a pneumatic pop-top roof including integrated stairway), the striking tailgate with real glass Infinity Screen that offers 180-degree panoramic views, as well as the exclusive sun deck, the Venture S is a motorhome in a class of its own. 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 the “Best of the Best” in the eyes of the experts who bestow the Red Dot Award.

About the Red Dot Award

The Red Dot Design Award is divided into three disciplines: *Red Dot Award: Product Design*, *Red Dot Award: Brands & Communication Design* and *Red Dot Award: Design Concept*. With over 20,000 submissions, it is one of the largest design competitions in the world. Its roots date back to 1955, when a jury of experts was first convened to evaluate the best designs of the time. In the 1990s, Red Dot CEO Professor Peter Zec developed the award's name and brand. Since then, the coveted "Red Dot" award has become a highly respected international seal of outstanding design quality. Each year, the winners are showcased in various yearbooks, museums, and online.

For more information, visit www.hymer.com

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About Hymer GmbH & Co. KG

Since its foundation in 1957, Hymer has been *the* byword for German-made motorhomes and caravans. 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 incorporates the four business divisions 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 wholly owned subsidiary of THOR Industries, one of the world's leading manufacturers of leisure vehicles with over 31,000 employees. The Erwin Hymer Group brings together motorhome and caravan manufacturers, accessory specialists as well as rental and financing services under one roof. The Erwin Hymer Group includes 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, the chassis specialist Goldschmitt, the accessory specialist Movera and the travel portal freeontour. For more information, visit www.erwinhymergroup.com.