

Hymer Free 540 now also available as a “Blue Evolution” edition model

Bad Waldsee, 1 July 2020 – Hymer is adding yet another edition model to its range of camper vans, the Free 540 “Blue Evolution”, in response to the huge success of the last “Blue Evolution” model. With its sporty and modern bicolour design in Storm Blue Metallic and black pop-top roof, the limited edition camper van on a Fiat chassis is not only eye-catching, it also boasts a range of features that meet the latest market requirements with the new Fiat multimedia system including a 7-inch navigation device and the integrated ISOFIX child seat mount.

Driven by the desire for adventure and freedom, more and more people are discovering motorhoming. With the Hymer Free 540 “Blue Evolution”, Hymer GmbH & Co. KG is presenting an attractive edition model at the 2020 Annual Press Conference, which is the perfect travel companion for all newcomers to camping with its cutting-edge equipment and a vehicle length of just 5.41 metres.

From the outside, the look of the vehicle is dominated by the eponymous paint finish in Storm Blue Metallic. Matt black 16-inch alloy rims and a glossy black radiator grille add a sporty touch to the vehicle. A pop-top roof that is also coloured black complements the modern exterior and means that the Free 540 is able to offer up to four berths, despite its compact layout. Cruise control as well as LED daytime running lights and fog lights ensure a particularly comfortable drive. A large 90-litre diesel tank extends the range of the vehicle. The safety of young camping fans is also ensured at all times thanks to the integrated ISOFIX child seat mount on the rear seat in the living area. What’s more, the Free 540 “Blue Evolution” boasts a number of technical features, too. Thanks to the new Fiat multimedia system, routes can now be planned using a navigation system that features a 7-inch touchscreen. The compatibility with Apple CarPlay also means that the driver can use certain smartphone features safely and easily while driving. In addition, an integrated reversing camera makes it easier to manoeuvre the vehicle at camping grounds.

With a polished silver effect combined with white locker doors, the interior of the “Blue Evolution” special edition has an open and bright appearance. The bicolour, grey upholstery combination and the colour-coordinated “Evolution” flooring with a wood finish create a modern overall appearance. Blue decorative cushions pick up the exterior colour of the vehicle and add subtle touches of colour to the living area. A handy utensil bag in the entrance area rounds off the interior with additional storage space. When you arrive at your destination, the living area can be easily relocated outside thanks to the anthracite-coloured awning, which is also included.

The Hymer Free 540 “Blue Evolution” special model will be available from dealers from autumn 2020 onwards.

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

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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.