



reddot winner 2024



## INTERNATIONALLY RENOWNED DESIGN AWARD: **HYMER ML-T WINS RED DOT DESIGN AWARD**

- The jury of the Red Dot Design Award selected the popular Hymer ML-T motorhome to receive one of the coveted awards at the Red Dot Gala on 19 June.
- The Hymer ML-T impressed the jury in the “Product Design” category with its modern style collections and digital connectivity for smart living on the road.

**Bad Waldsee/Berlin, 24/06/2024** – As a driver of innovation within the industry, Hymer is constantly striving to set new standards where motorhoming is concerned. To this end, the motorhome expert has recently made a number of updates to the design of its popular ML-T model range. As a result, the model has now been awarded the Red Dot Award 2024 in the “Product Design” category. The award ceremony was held on 19 June at the Red Dot Gala in the Aalto-Theater, Essen.

“Outstanding vehicle design is a key component of our brand philosophy. One of Hymer’s greatest ambitions is to continue creating a buzz in this area. Receiving a Red Dot Award in recognition of our efforts encourages us to continue pursuing our aim and shows us that the result of our hard work is being appreciated in the way that we had envisioned,” says Christian Bauer, President of Hymer GmbH & Co. KG.



“With the new edition of the ML-T, we have translated a digitally connected travel experience into a design that perfectly reflects this level of modern and effortless comfort. In my opinion, curved edges, fleece and leather components, a tiled kitchen wall as well as matt black fittings and a harmonious lighting concept are among the many small details that make the motorhome so stylish,” says Dominik Hepe, Head of Product Management Motorhomes at Hymer GmbH & Co. KG.

### **Stylish and connected: the award-winning design of the Hymer ML-T**

With its outstanding design, functionality and pioneering connectivity, the Hymer ML-T is setting new standards for premium motorhomes. The updated interior offers two new premium style collections, “Velvet Ash” and “Native Bamboo”. Premium materials and clever features create a warm and inviting atmosphere. The updated lighting concept with adjustable light temperature as well as new reading lights and pendant lamps also give the interior an exclusive and cosy feel. In conjunction with the Hymer Connect app, various vehicle components, such as lighting and heating, can be controlled intuitively and centrally – even by inexperienced campers. Overall, the vehicle design of the new Hymer ML-T ensures a highly stylish and modern travel experience.

### **About the Red Dot Award**

The Red Dot Award is regarded as an internationally renowned seal of quality for excellent design and is awarded every year by the Design Zentrum Nordrhein-Westfalen e. V. to products that are particularly innovative and of the highest quality. A jury of 43 international designers and experts examines the submissions in a review process lasting several days before eventually awarding prizes to the most outstanding designs.

With over 20,000 submissions, the Red Dot Design Award is one of the largest design competitions in the world. It is divided into three disciplines: Product Design, Brands & Communication Design and Design Concept. The winners are showcased in yearbooks, museums and online.

**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](http://www.erwinhymergroup.com).

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