

## Press Release

05 February 2021

### **WEINSBERG CaraCito honoured with “European Innovation Award”**

### **“König Kunde (Customer is King) Award”: Numerous prizes for products made by Knaus Tabbert**

#### **“European Innovation Award”**

**Jandelsbrunn.** Innovative, forward-looking solutions, concepts, strategies and products in the caravanning industry – these are honoured by the **“European Innovation Award”**. DoldeMedien Verlag – representing a total of 17 trade magazines from 15 European countries – honours the best innovations. And **for the fourth time in a row, Knaus Tabbert is among the proud winners**, this time with their **CaraCito by WEINSBERG**. The innovative caravan was awarded the sought-after prize in the **“Overall Concept Caravan” category**. Due to the pandemic, the prize was awarded in digital form for the first time.

An international jury consisting of experts from the leading caravanning countries of Europe evaluated the entries submitted in 16 categories and selected the winners.

**The new CaraCito is the first completely electric WEINSBERG caravan.** It does without gas bottles, the models of the series are exclusively equipped with electric appliances – from the glass ceramic hob and the compressor refrigerator to the heating and air-conditioning combination system. And typically WEINSBERG: The innovative caravan is characterised by an unmistakable design and a unique price-performance ratio. With the CaraCito, WEINSBERG is breaking completely new ground – this **award-winning overall concept** is convincing all along the line.

#### **“König Kunde (Customer is King) Award”**

And "King Customer" has also voted again: The readers of the trade magazines *Reisemobil International* and *Camping, Cars & Caravans* have once again chosen the brands of Knaus Tabbert AG as winners of many prizes in the **“König Kunde (Customer is King) Award”**. The success of the previous year could even be surpassed.

**TABBERT** is far ahead in the readers' favour with a total of **13 placements – five of which are first places** (previous year: also 13 placements, three of which were first places): not only in the categories of living comfort, quality, travel comfort and design, but also as the **overall winner of all the caravans evaluated**. In the categories of customer loyalty, workshop and service, **second place** went to TABBERT in each case. The brand was awarded **third place** for its price-performance ratio.

TABBERT can also be proud of **four special awards**: for particularly exclusive and particularly innovative vehicles, for particularly high safety standards and for the best exchange with fans.

And the **KNAUS** caravans were also richly rewarded: In the categories of travel comfort and price-performance ratio, KNAUS was awarded **second place** in each category, and **third place** for customer loyalty, living comfort and quality. In the **overall winners of all caravans evaluated**, KNAUS also made it to **third place**.

In the field of premium motorhome manufacturers, **MORELO** could surpass its previous year's success (four first places): Readers voted the brand into **first place** in the following categories: Quality, price-performance ratio, service – and thus MORELO is also **once again the overall winner in the premium manufacturer category**. In the categories of customer loyalty and workshop, the **second place** each was awarded.

In addition, MORELO was pleased to receive **three special prizes** for the best exchange with fans as well as particularly exclusive and especially innovative vehicles.

“Thank you very much. The ‘European Innovation Award’ and the many placements awarded by ‘King Customer’ are a great confirmation and incentive for our team to continue to inspire with many more innovative vehicles in the future,” says CSO Gerd Adamietzki. “The Knaus Tabbert team as a whole is honoured and delighted.”

#### **Captions:**

*“European Innovation Award”*: WEINSBERG Product Manager Florian Hopp is delighted with the award-winning overall concept of the CaraCito.

*TABBERT received a total of 13 placements in the “King Customer Award”. Here is a look into the new DA VINCI: TABBERT Tradition with modern elegance.*

*And the caravans by KNAUS also received six awards from “King Customer”.*

*“King Customer Award”*: The MORELO managers Reinhard Löhner (l.) and Robert Crispens are delighted with their award-winning vehicles.

*Photos: Knaus Tabbert AG*

#### **About Knaus Tabbert**

Knaus Tabbert AG is a leading manufacturer of leisure vehicles in Europe. The company's headquarters are located in Jandelsbrunn, Germany. Additional sites include Mottgers in Hesse (Germany) as well as Schlüsselfeld (Germany) and Nagyoroszi in Hungary. 2019: with its brands KNAUS, TABBERT, T@B, WEINSBERG, MORELO and its internet platform RENT AND TRAVEL, the company achieved sales in excess of €780 million. With its staff of 3,000, the company manufactured 26,000 caravans and motorhomes. More information:

[www.knaustabbert.de](http://www.knaustabbert.de)



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