

Press Release

02 June 2021

“We are holidays”:

Knaus Tabbert AG launches innovative advertising drive

OPEN DEALER DAYS: Opportunities for the trade

- Knaus Tabbert AG rolls out Europe-wide campaign
- Expected overall scope: 300 million contacts
- Prime importance is attached to advising beginners
- Customers benefit from powerful campaigns relating to product brands
- Trade focus: “OPEN DEALER DAYS” plus advertising campaign compensate lost trade fair activities

Jandelsbrunn. The current advertising campaign of innovation leader Knaus Tabbert AG, to date unique in the sector, surprises the entire caravanning sector. The renowned manufacturer of motorhomes, caravanning utility vehicles (CUVs) and caravans is approaching customers throughout Europe in all multimedia channels and is therefore actively supporting its 400+ trading partners.

Knaus Tabbert is plotting new dimensions in the sector by way of this innovative drive. The company, which has its registered office in Jandelsbrunn in southern Bavaria, expects an overall scope of about 300 million contacts. Caravanning has arrived in the centre of society, and this wide-ranging campaign that sets new standards targets precisely that demographic. In particular it offers beginners a direct route to the important, but often however lacking, guidance in this market that not only lay persons find difficult to navigate. Interest from this group has, at present, significantly grown once again.

Gerd Adamietzki, Director and CSO of Knaus Tabbert AG: “Presence in the media is important now more than ever. By way of this spectacular advertising drive – which runs at the same time in Europe –, we want to offer a guide to many interested parties and potential new customers and better inform them about our strong product brands as well as the innovative power of Knaus Tabbert.

Knaus Tabbert: Present in the market – and on all channels

The scope of the campaign includes concise 30-second spots that are not only prominently placed before the main TV news programmes on the major channels. There are also print advertisements in all key trade and public media, which are supported by targeted out-of-home advertising with large-scale posters on frequently used streets as well as output in all relevant online and social media channels. **“We are holidays”** is the snappy main line in the campaign (www.wir-sind-urlaub.com)*, which will be launched at the start of May 2021 and culminates in the “OPEN DEALER DAYS” from 7 June 2021 to 13 June 2021. The participating dealers will provide advice on site throughout Europe where possible. Furthermore, they will provide a sophisticated form of digital product advice via messenger and video apps to present to all interested parties who cannot take part in person all the advantages of individual models in a comprehensive and lively manner which, to date, has only been possible via personal meetings. Based on calculations, the campaign will generate about 250,000 views for each dealer. Customers can expect an extremely attractive plus in respect of the purchase price: they will save up to EUR 19,824 on special models as part of the “We are holidays” campaign. They will also benefit from numerous equipment highlights, and interested parties have the chance of winning a two-week holiday as a main prize and 9x1 weekends in a motorhome.

KNAUS, TABBERT, WEINSBERG, T@B and the rent brand RENT AND TRAVEL make up the five brands taking part in this major advertising drive under the aegis of Knaus Tabbert. In that respect, “We are holidays” stands for the promise of an independent, self-determined and safe holiday – terms in 2021 that are more important and valued higher than ever before. In addition, Knaus Tabbert has also notched up a further success by scheduling the campaign for May 2021. While the vaccination campaign is gaining momentum in many regions, and trips to an increasing number of destinations are possible again, it is clear that interest in caravanning has increased once again among the population. The precise time at which Knaus Tabbert is launching an impressive advertising campaign on all channels. And Knaus Tabbert will be able to react flexibly in the event that the OPEN DEALER DAYS are cancelled in individual federal states or regions.

* www.wir-sind-urlaub.ch
www.wij-zijn-vakantie.nl
www.vi-er-din-ferie.no
www.la-vacanza-siamo-noi.it
www.nous-sommes-vacances.fr



About Knaus Tabbert

Knaus Tabbert AG is one of Europe's leading manufacturers of recreational vehicles with its headquarters in Jandelsbrunn, Lower Bavaria. It operates further sites in Mottgers and Schlüsselfeld in Germany, and in Nagyoroszi in Hungary. The company has been listed in the Prime Standard segment of the Frankfurt Stock Exchange (ISIN: DE000A2YN504) since September 2020. With its brands KNAUS, TABBERT, T@B, WEINSBERG, MORELO and its internet platform RENT AND TRAVEL, the company generated revenues of nearly 800 million euros and produced more than 24,000 recreational vehicles with a workforce of approximately 3,000 in 2020. For further information, please visit www.knaustabbert.de.

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