

**Top offers mark the start of Knaus Tabbert's bumper autumn season:
OPEN DEALER DAYS hot on the heels of Caravan Salon Düsseldorf**

- **Great offers from KNAUS, WEINSBERG and TABBERT**
- **Comprehensive advice – especially for new customers**
- **Virtually everywhere – banner ads, TV adverts ensure extended coverage**
- **RENT AND TRAVEL competition – win a 2-week motorhome holiday**

Düsseldorf/Jandelsbrunn Immediately after its successful trade fair appearance at Caravan Salon Düsseldorf 2023, Knaus Tabbert AG is launching the next stage of its high-profile advertising extravaganza. The company's OPEN DEALER DAYS were wildly successful in 2021. Because of that, further events are set to be held in several European countries this autumn, as part of one of the most innovative promotional campaigns in the industry.

From 21 September to 1 October 2023, participating dealerships in Germany, Austria and Italy will welcome customers to their OPEN DEALER DAYS. Dealerships in other European countries will host events in the following weeks. The aim of these events, which were successfully road tested two years ago, is to give customers comprehensive advice and to tempt them with offers they will struggle to refuse. The brands KNAUS, TABBERT and WEINSBERG are therefore extending their trade fair campaigns well into the autumn.

This will give potential buyers who were unable to make it to Düsseldorf, or who have not yet been able to make their final decision, a second chance to obtain information and to receive comprehensive advice. At participating dealerships, customers can benefit from unique OPEN DEALER DEALS and other perks. For example, an air conditioning system for a vehicle body, or lithium-ion on-board batteries with the latest LiFePo technology, will be offered at significantly reduced prices. In addition, customers can enter the RENT AND TRAVEL competition, to win a two-week holiday in a Knaus Tabbert motorhome.

The focus of the OPEN DEALER DAYS is on customers, who can obtain comprehensive information about the vehicles from their local dealers. As Gerd Adamietzki, CSO and member of the Knaus Tabbert AG Board of Directors highlights: "Right now, interest in recreational vehicles is particularly notable among new customers. The Caravan Salon Düsseldorf trade fair impressively demonstrated this. Above all, this comparatively young target group wants orientation and detailed information. The planned, targeted advertising campaign, which includes the OPEN DEALER DAYS, offers both in the best possible way."

In addition to the traditional approach of displaying posters in public places, such as bus stops and railway stations, the company advertises on the box. Their ads are shown immediately before *ARD Tagesschau*, the leading and widest-reaching news programme on German television. Knaus Tabbert also has advertising airtime on other popular channels, for example, on ProSieben, Sat.1, SRF1 and Servus TV.

In addition to the OPEN DEALER DAYS, viewers of the *ARD Sportschau* even have the chance to win an iconic KNAUS Tourer Van as part of the "Goal of the Month" competition this September. The compact, slim semi-integrated vehicle, based on the popular Volkswagen T6.1 chassis, turned heads at the Caravan Salon Düsseldorf and was admired by many visitors at the Knaus Tabbert stand in Hall 1. The handy KNAUS Tourer Van offers maximum driving enjoyment and is an ideal travel companion for up to four people.

Caption: OPEN DEALER DAYS 2023: An advertising campaign that is highly regarded in the industry and attracts customers from across Germany and beyond its borders. © Knaus Tabbert

About Knaus Tabbert

Knaus Tabbert AG is a leading manufacturer of leisure vehicles in Europe. The company's headquarters are located in Jandelsbrunn, Germany. Its other locations can be found 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. In 2022, it generated sales of more than EUR 1 billion with its KNAUS, TABBERT, T@B, WEINSBERG and MORELO brands and the RENT AND TRAVEL online rental platform, had around 4000 employees, and produced approximately 30,000 leisure vehicles.

For more information, visit: www.knaustabbert.de

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