



PRESS RELEASE

Premium tent trailers, made in Holland

Lots of product news from trailer manufacturers Holtkamper and Easy Caravanning at the Caravan Salon in Düsseldorf

At the Caravan Salon in Düsseldorf (from 27 August to 5 September) the Dutch Campfire Group will present its two own premium segment tent trailer brands on a joint stand. In Hall 3, which has been newly added to the trade fair, the exhibitors will specifically address the themes of Travel & Nature and Equipment & Outdoor. "In this environment, we feel like a fish in water," said Maarten de Roos, managing director of the Campfire Group.

De Roos continues: "We can hardly wait for the fair to start now that - under the prevailing measures - it is allowed. Our products distinguish themselves from campers and caravans by the ultimate feeling of freedom. An adventurous way of camping that has everything. Waking up with the smell of tent cloth, but with the comfort of a compact caravan. The tent trailers of Holtkamper and Easy Caravanning are light and aerodynamic and can therefore easily be pulled by compact as well as hybrid and fully electric cars, whilst maintaining sufficient range. The next generation of caravanning".

Holtkamper

The Holtkamper tent trailer range has recently been restyled on a number of important points. The tent of entry model Cocoon and the top model Kyte has been completely redesigned. What has remained are unique (and patented) features such as the 1-pole set up system of the typical Holtkamper awning, and the WindForce system (standard on the Aero and Kyte) which makes setting up and dismantling largely automatic. The exterior of the trailer has a new design of the rear with an impact resistant off-road bumper with diffuser and LED traffic lights, matching mudguards and standard larger 15 inch smoke grey alloy wheels. The Nano is a real 2-person trailer where the fixed lid with roof rack serves as a fixed floor for the tent when unfolded. All Holtkampers are praised for the ease of setting up and the unique tent shape.

Easy Caravanning

After an extremely successful first year, sister brand Easy Caravanning moved to a larger production location this year in response to increasing demand from abroad. See also the video at <https://www.easycaravanning.com/en/downloads-2/videos/>. In addition to a number of changes to the equipment level of the three TakeOff models 'Active/Sport/Xcite', the manufacturer is working on a new model with even more interior space, but with the same characteristic 'Easy Caravanning' features. European distribution of the TakeOff is growing steadily. After market introduction in the Netherlands, Belgium, England, Norway, Germany, Switzerland and Croatia, further expansion of the dealer network in Scandinavia and Southern Europe is underway. "Winning two 1st places at the European Innovation Award 2021 has certainly contributed to this success," adds De Roos.



Easy Caravanning's TakeOff is a crossover between a trailer tent and a touring caravan and can be set up and folded down in less than 30 seconds. This makes it an ideal recreational vehicle for people who like to be on the road quickly or just want to get away for the weekend.

Campfire Group

The Campfire Group has big plans for the future. "We are convinced that at the current rate of climate change, electrification of the vehicle fleet will take off in the coming years. For example, as of 2025, only fully electric new cars will be allowed to be sold in Norway, so it's logical that there is a lot of interest in our products from this country. Just as passenger cars will rapidly become more compact, efficient and clean, the camping industry will have to respond to this. Weights, dimensions and/or emissions of mobile recreational vehicles will not escape this trend. In time, we are considering centralising the development and production of our own brands and thus combining our strengths. A third own brand is also in the pipeline of our future strategy".

The Holtkamper and Easy Caravanning products can be seen at stand number 3E 60-01/02 during the Caravan Salon Düsseldorf.

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Note for the editors, not for publication:

for more information or high resolution image material please contact Thea Pruisscher marketing@easycaravanning.com +31 (0)620398420 or Maarten de Roos maarten@campfiregroup.nl +31 (0)652670628.