

KETTERER CONTINENTAL 11250 recognised with important design award – huge success at the “caravaning design award: innovations for new mobility 2012/2013”

Karlsruhe. KETTERER Spezialfahrzeuge AG impressed the jury of the “caravaning design award: innovations for new mobility 2012/2013”. The company received one of the coveted awards from a jury, consisting of design and trade experts. 50 exhibitors of the 51st CARAVAN SALON DÜSSELDORF entered a total of 92 products into the competition. With its exceptional design, the KETTERER CONTINENTAL 11250 considerably distinguished itself from similar drafts. The experts were delighted and honoured the extraordinary design achievement with the “caravaning design award: innovations for new mobility”.

The presentation of the esteemed award of the motorhome and caravan industry takes place on 25 August 2012. Manufacturers, designers and marketing decision-makers will come together for the festive awards presentation on the grounds of the Messe Düsseldorf, in order to celebrate the highlight of this year’s competition. Subsequently, the KETTERER CONTINENTAL 11250 will be presented during the 51st CARAVAN SALON DÜSSELDORF in a photo exhibition till 2 September 2012 as well as in an online exhibition on www.caravaning-award.de.

The KETTERER CONTINENTAL 11250 represents a “new art of travelling”. This motor home, measuring 11.25 meters in length, offers a luxuriously furnished separate living area. It can be extended via two KETTERER POP-OUTs set in a row, and perfectly protects one’s privacy. In addition, you can take a small car on board in order always to be mobile on site. The intelligent storage concept easily accommodates a smart or – in a newly designed version – even a MINI or Audi A1. Building on the extremely safe and reliable technology of leading truck makers, the KETTERER CONTINENTAL 11250 combines an extraordinarily spacious concept, masterly executed craftsmanship and relaxed driving pleasure as well as exemplary safety and optimal service.

Together with the design expert Prof. Danny Venlet, CEO of Venlet Interior Architecture, Max Ottenwälder, Managing Director of the design agency Ottenwälder und Ottenwälder, and Prof. Dr. Peter Zec, initiator and CEO of red dot and Senator of the International Council of Societies of Industrial Design, the trade journalists Kai Feyerabend, Publishing Manager and editor “promobil/CARAVANING”, and Raymond Eckl, Editor in chief “Camping, Cars & Caravans”, decided on the submitted products with their know-how.

92 designed products from 9 countries were entered into the competition. Amongst those, the jury awarded the “caravaning design award: honourable mention” ten times for particularly well-executed detail solutions, fifteen times the “caravaning design award: innovations for new mobility” for products that set themselves apart significantly thanks to their excellent design and four times the “caravaning design award: best practice” for outstanding design achievements that set new standards in both form and function within their industry. In addition, the special award “caravaning design award: best interior design” was awarded once again, which honours the interior design and highlights its growing importance in the industry.

51st CARAVAN SALON DÜSSELDORF 2012

For over five decades, the CARAVAN SALON DÜSSELDORF offers reliable information on news and trends and serves as a meeting-point for the international caravan industry. With 179,000 visitors, 2011 was yet the busiest event in the history of the No. 1 trade fair for motorhomes and caravans.

For the 51st CARAVAN SALON DÜSSELDORF the centre of attention will once again be on the theme of design as an economical key success factor: The investment in well-designed products and thought-out solutions helps companies to position themselves in the market and promises sales advantages over competitors. From 25 August to 2 September 2012, the trade fair informs the industry on the grounds of the Messe Düsseldorf about the latest trends and new products.

For more information visit www.caravanning-award.de.

Further information::

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