



## Press Release

Kehl, 8<sup>th</sup> of June 2021

### Bürstner updates its entry level caravan Premio Life

After four successful years, Bürstner's entry level model range Premio Life has been given a facelift. The interior has been completely redesigned, and two additional layouts now extend the offer.

**Kehl.** Just in time for the start of the new season in September, Bürstner has redesigned its entry-level caravan Premio Life. The manufacturer has integrated technical innovations and the latest design trends into the model range, which has been successfully on the market since 2017. Two new layouts have been added to the four currently available popular layouts with an external width of 212cm, which offer from three to seven sleeping berths:

**415 TK:** A new compact family layout with four berths and an optional third bunk bed in the rear. This compact layout offers an unusually generous volume of storage space: a linen cupboard, a wardrobe, a 142 litre refrigerator....a real "Tardis" for families.

**480 TS:** A typical family layout with a 200x160cm king size bed, unique in this compact class, and a convertible dinette, which therefore sleeps three in the standard version. Again, particular attention has been paid to providing additional storage space, especially underneath the king size bed.

The modern interior design of the new Premio Life takes the latest design trends on board: well-coordinated materials and shapes featuring the colours Bronze, Sand, Cappuccino and Sepia. The interior design, light-coloured cabinet doors with a modern, metallic stripe print combined with an oak finish, is the work of Bürstner's in-house vehicle interior designer Tatjana Weßelbaum. In combination with the cocoa-coloured, velvety table surfaces, the contemporary tweed fabric makes the caravan look more spacious and cosy. The integrated "Brava" finish was adopted from the motorhome area. The result is a well-balanced and sophisticated "wohnfühl" home-from-home ambience – the trademark of Bürstner interiors.

Bürostner's head of product management Markus Pangerl is convinced that the updated Premio Life will sell even better in future. "We are currently seeing a high demand for compact, light-weight caravans that nevertheless offer plenty of space and comfort on the market. The vehicle is ideal for caravanning fans with smaller tow cars. And the price is unbeatable."

"There are many reasons for the current demand for compact and affordably priced caravans. The demographic development plays a role, of course, as the group of people over 50, an important target group for the industry, is growing considerably. At the same time, the outdoor trend ensures that younger families are also rediscovering caravanning for themselves," adds Pangerl.

The Premio Life is available from €12,940 (price in Germany) with an optional four packs of extra features that increase the on-the-road comfort even further, such as the "Self-sufficiency Pack", for example. The lightest Premio Life version weighs 1,100kg.

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## Bürostner on social networks



### **Bürostner GmbH & Co. KG**

Bürostner is a brand in the mainstream segment that manufactures motorhomes, caravans and vans. Bürostner is particularly known for harmonious living ideas, functionality and living comfort with a contemporary look. Bürostner GmbH & Co. KG is based in Kehl, Germany, with a second production facility in Wissembourg (France/Alsace), and is part of the Erwin Hymer Group. Further information is also available at <https://www.buerstner.com/>

### **Erwin Hymer Group**

The Erwin Hymer Group is a 100 percent subsidiary of Thor Industries, the world's leading manufacturer of recreational vehicles with more than 25,000 employees worldwide. The Erwin Hymer Group unites motorhome and caravan manufacturers as well as motorhome and caravan accessory specialists, hire and financing services under one roof. The motorhome and caravan brands Buccaneer, Bürostner, Carado, Crosscamp, Compass, Dethleffs, Elddis, Eriba, Etrusco, Hymer, Laika, LMC, Niesmann+Bischoff, Sunlight and Xplore, the motorhome rental companies McRent and rent easy, and also the chassis specialist Goldschmitt, the accessories specialist Movera and the touring portal freeontour all belong to the Erwin Hymer Group. Further information is provided at [www.erwinhymergroup.com](http://www.erwinhymergroup.com).

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