

## CARAVAN SALON DÜSSELDORF 2010: Clear signs for economic upswing

### World's largest selection for mobile holidays

At CARAVAN SALON DÜSSELDORF from 28 August to 5 September 2010, visitors will see all their wishes fulfilled. In ten exhibition halls, more than 550 exhibitors will show the world's largest selection relating to mobile holidays: motorhomes and caravans, basic vehicles, accessories, equipment, tents, mobile homes and travel destinations.

"CARAVAN SALON DÜSSELDORF 2010 again welcomes the entire caravanning industry. We are especially happy that after the difficult last year, there are more and more signs for economic upswing," explains Wilhelm Niedergöker, Managing Director of Messe Düsseldorf GmbH. "In Düsseldorf, visitors can gather a complete market overview and will find it easy to compare offers. All in all more than 550 exhibitors will present their latest developments and successful models at CARAVAN SALON. 120 caravan and motorhome brands are represented. In addition we are welcoming all renowned accessory companies and all manufacturers of basic vehicles."

### The trend goes to compact and multifunctional

The smallest and simplest caravan for two people is available at CARAVAN SALON DÜSSELDORF for a price of around € 5,000. Those with larger budgets or space requirements will be interested in the compact vans or camping buses, while families like the large selection of family caravans and alcove models. Nearly unlimited possibilities exist in the area of luxury motorhomes, which are customized based on client specifications.

The trend continues to favour compact, multifunctional and aerodynamic vehicles. Motorhomes also suitable for daily life are becoming more and more popular. After nearly all manufacturers last year discovered lift beds in low profile units, they now are creating additional (sleeping) room on the roof, i.e. pop up roofs - traditionally customary in box wagons - are now also being offered for caravans and low profile units. This means that the compact models can also be enjoyed by the whole family.

An international jury consisting of renowned designers and industry experts will scrutinize the design of the new vehicles and products and their



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Mitgliedschaften der  
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The global  
Association of the  
Exhibition Industry



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Öffentliche Verkehrsmittel:  
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practical functions in connection with the “caravaning design award: innovations for new mobility”. The winners will receive the coveted caravaning design award, which is presented by Messe Düsseldorf GmbH for particularly innovative products from the caravaning industry every two years. This industry competition is organised by red dot projects.

### **Information and entertainment for caravaning fans**

As before, CARAVAN SALON DÜSSELDORF will also offer an informative and entertaining program in addition to the product lines displayed by the exhibitors. A new feature is the presentation “Green Caravaning“ by CIVD, which informs about energy savings options and environmentally friendly fittings and retrofitting possibilities for older camper vans.

Visitors may enter their holiday pictures from the 80s in a photo contest to win attractive prizes. At the north entrance, the popular oldie exhibition is set up, and children can play at the AWO play stand and in the open area.

Due to last year’s excellent success, visitors bitten by the travel bug may again look forward to three different dream vacation shows at the upcoming CARAVAN SALON. This time, Konstantin Abert will present a multi-vision show on travelling in Madagascar by camper van. In his second show, he invites visitors to cross the Gobi desert with him on his great Asia trek and drive the Qinghai passes for the first time, while recounting amusing anecdotes about the people he met. Last year, the Panamericana show by Jeanette Emerich and Uwe Hamm enthused so many visitors that the two presenters are offering a repeat performance this year. By now the show has been expanded by new adventures and pictures from the duo’s latest South America trip.

### **Hiking trade fair runs parallel in the hall 5**

Running parallel with CARAVAN SALON DÜSSELDORF, the hiking and trekking exhibition TourNatur is being held on the second tradeshow weekend (03 to 05 September). The CARAVAN SALON admission ticket also covers this exhibition without surcharge. At this show, hiking enthusiasts may gather information about the most beautiful hiking destinations and the latest hiking and trekking equipment. 275 exhibitors present a total of about 5,000 travel destinations, and independent hiking experts provide valuable tips for tour planning.



## **CARAVAN SALON DÜSSELDORF: Dates and Facts**

CARAVAN SALON DÜSSELDORF is open from Saturday, 28 August to Sunday, 05 September 2010, from 10 am to 6 pm. The trade fair is accessible to trade visitors and media representatives on Friday, 27 August. The cost of a one-day ticket for adults is € 12, a two-day ticket is € 19. Discounted tickets are available for children, pupils, students and members of the CARAVAN SALON Club. Advance tickets also include free transportation to and from the Exhibition Centre on all VRR (Verkehrsverbund Rhein-Ruhr) transit services on the day of the trade fair visit (DB, 2nd class). Tickets purchased at the ticket office include a free return trip in the VRR region. Tickets are available as of August at the customer centres of the VRR. ADAC automobile club members can get their tickets at the ADAC branch offices, as well. DCC members may order their tickets at the DCC. Information and news on CARAVAN SALON DÜSSELDORF may be accessed on the Internet at [www.caravan-salon.de](http://www.caravan-salon.de).

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