

PRESS RELEASE

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NEW in the exhibition!

"Eriba Touring - Trailers with Travel Fever"

The new exhibition program "Eriba - Trailers with Travel Fever" looks back to the beginnings of the museum founder and benefactor Erwin Hymer, who opened his museum 10 years ago! "Eriba Touring - Trailers with Travel Fever" goes on a tour through the history of Eriba Touring caravans and shows how they became the epitome of individual travel by caravan for generations of travel-hungry people. What began as a commissioned project in 1957, in the hands of Erwin Hymer and Erich Bachem in Bad Waldsee, developed at record speed into an entire series with an enthusiastic fan base. Today, the construction and exterior design of the model series called "Touring" are still in the tradition of the first prototype, are unmistakable and still have a cult following. What made these caravans so special? How were they able to stay in the market to this day and achieve cult status in camper circles?

Visitors discover the Eriba Touring myth with "Puck", "Faun", "Troll", "Titan" and Co. and dive with them into adventurous travel dreams in the Orient and Occident. "The exhibition program is not just for Eriba fans, but for everyone who shares the longing for faraway places and adventure", the museum team is convinced.

The exhibition program "Eriba Touring - trailers with travel fever" can be seen in the permanent exhibition of the Erwin Hymer Museum from October 29. Registration is not necessary. Museum admission only, children have free admission!

All information on visiting the museum and the current exhibition and event program is available at www.erwin-hymer-museum.de or at the museum box office, on 07524-9776676-00.

Photo credits:

Citroen DS with Eriba Troll-O (1966) - Hymer / Erwin Hymer Museum

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Erwin Hymer Stiftung

The sponsor of the Erwin Hymer Museum is the Erwin Hymer Foundation based in Bad Waldsee. The charitable foundation under civil law was established in 2001 by Erwin Hymer with the purpose of promoting art and culture, in particular the promotion of cultural assets in the technical field, establishment and maintenance of a museum for vintage caravans and motor caravans.

