

CARAVAN SALON Düsseldorf: Connected through Passion

Over 300 exhibitors will be presented from 4 to 13 September in ten halls

Like no other leisure trade fair CARAVAN SALON from 4 to 13 September 2020 is synonymous with the passion that all caravanning enthusiasts share. This year sees the Düsseldorf trade fair for motorhomes and caravans already kick off for all parties interested on Friday – giving all visitors an extra day to get to know the fascination of mobile leisure. Commenting on this Stefan Koschke, Director of CARAVAN SALON, said: “In ten halls and on the outdoor fairgrounds in excess of 300 exhibitors will showcase the trends, innovations and novelties for the coming season. This year there will a wide range of manufacturers and brands again be a broad spectrum of manufacturers and brands offering a huge selection of products across all vehicle categories. Here with us in Düsseldorf the top launches for the season will be on show. We are also especially delighted that the new Hall 1 will be integrated into the visitors’ loop for the first time. Furthermore, the South entrance will be inaugurated to mark the start of our trade fair.” In addition to motorhomes and caravans, base vehicles, accessories, technical equipment, detachable parts, roof-top tents, mobile homes, campsites, motor camps as well as travel destinations will be on show.

Well-thought Out Hygiene Concept for a Trade Fair in Corona Times

Messe Düsseldorf and the Caravanning Industrie Verband (CIVD) as a conceptual sponsor look with optimism to the 59th edition of CARAVAN SALON, which will be held in an extraordinary year. “We have worked out a viable hygiene concept in close cooperation with the authorities that fulfils all prerequisites for trade fair operations in Corona times. A variety of measures will enable visitors, exhibitors and members of staff to maintain the prescribed minimum distance of 1.5 m across the entire fairgrounds and inside the halls. Our hygiene and infection protection standards ensure that the safety and health of our exhibitors, visitors, partners and members of staff are protected in the best possible way,” explains Wolfram N. Diener, CEO of Messe Düsseldorf. The aisle width was increased and the space allocated in halls more generously, to mention but two measures. The use of face masks is compulsory on the complete fairgrounds and inside the halls, as known from retail, and, on top of this, all hygiene measures were adapted to the new circumstances. There will be hand sanitizer dispensers available for stand staff and visitors at all hall entrances and stands. Additionally, the only persons allowed in a vehicle are those not subject to contact restrictions, e.g. persons from one household.



04.–13.09.2020
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**Messe
Düsseldorf**

Messe Düsseldorf GmbH
P.O. Box 10 10 06
40001 Düsseldorf
Messeplatz
40474 Düsseldorf
Germany

Phone +49 211 4560 01
Fax +49 211 4560 668
Internet www.messe-duesseldorf.de
E-mail info@messe-duesseldorf.de

Board of Managing Directors:
Wolfram N. Diener (CEO)
Bernhard J. Stempfle
Erhard Wienkamp
Chairman of Supervisory Board:
Thomas Geisel

County Court Düsseldorf HRB 63
VAT ID number DE 119 360 948
Tax ID number 105/5830/0663

Messe Düsseldorf
memberships:

 The global
Association of the
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Voluntary Control of
Fair and Exhibition Statistics

Public transport:
U78, U79: Messe Ost/Stockumer Kirchstr.
Bus 722: Messe-Center Verwaltung

The distribution of persons across the halls and the observance of minimum distances will be surveyed by video systems and an increased number of staff. On top of this, the maximum number of visitors will be limited to 20,000 per day – for a total surface area of more than 200,000 square metres. Tickets can be ordered exclusively online at www.caravan-salon.com from 15 July. Also available on the CARAVAN SALON website from 15 July will be reservations for overnight stays on parking lot P1.

“The interest taken in recreational vehicles, accessories and services has been enormous for years and not ceased during the Corona crisis either. Quite the contrary – we have seen that the popularity of caravanning as a form of vacationing is growing, especially in the current situation and is attracting many new customers,” says Daniel Onggowinarso, General Manager of the Caravanning Industrie Verbandes e.V. (CIVD) and adds: “Motorhomes and caravans are above all emotional products. Potential customers want to see and touch the vehicles before buying them and this does not work digitally. The persuasive power of real displays accelerates decision-making processes substantially. We are therefore pleased to be able to offer exhibitors a stage for their new products and innovations especially in this extraordinary situation.”

2020 also scores with greatest variety of products and innovations galore

Again this year many renowned international manufacturers will be presenting their latest generation of motorhomes and caravans. The spectrum on display in the Düsseldorf exhibition halls ranges from compact, smart models to spacious luxury mobile homes not forgetting special all-terrain vehicles. “Despite changed conditions we can present a vast diversity of products making the visit to the trade fair an interesting experience again – for both end users, trade visitors and media representatives alike. CARAVAN SALON will once again prove the best platform to gain a comprehensive and yet condensed overview of the market. This applies in particular to newcomers who are now interested in caravanning for the first time and want to obtain basic and comprehensive information,” says Onggowinarso.

CARAVAN SALON will also serve in 2020 as the place where the sector launches its technical innovations and product news. One trend continues to be the connection of various components in the vehicle. Furthermore, customers want more convenience. Ever new layouts and furnishing options make it possible to configure vehicles according to individual needs and preferences. This also holds true for the interior design with soft colour schemes and modern



lighting concepts all designed to create a feelgood atmosphere.

In the motorhome segment compact models are especially popular as they particularly appeal to younger target groups and caravanning newbies with easy handling, maximum agility and lower entry-level prices. On a smaller footprint smart and space-saving storage solutions and furnishing concepts are of particular importance. Add to this the wide range of base vehicles now available.

New Hall Structure / Inauguration of South Entrance

With a view to implementing the hygiene concept and complying with distancing rules 100%, this year's CARAVAN SALON will be held in a new array of halls. For the first time Hall 1 will be incorporated into the "hall loop" – on top of this, the South entrance with its spectacular roof structure will celebrate its debut being inaugurated at the start of the trade fair in September. Alongside Hall 1, Halls 4, 9 to 12 as well as 16 will display caravans and motorhomes, vans can be found in Hall 15 and the premium segment can be marvelled at in Hall 15. The exhibitors of the tourism segment presenting campsites and motor parks as well as travel destinations will be featured in Hall 12 next to the cash & carry segment for camping accessories. Exhibitors from the "technical equipment for order" segment can be found in Hall 13. Visitors can enter and leave the fairgrounds via four entrances (Nord, Süd, Ost and the entrance next to Hall 17).

Facts and Figures for CARAVAN SALON DÜSSELDORF

CARAVAN SALON DÜSSELDORF 2020 is open from 10.00 am to 6.00 pm from Friday, 4 September, to Sunday, 13 September 2020. The 1-day online ticket for adults is EUR 13; students and CARAVAN SALON Club members pay EUR 10 online, and children (aged 6 to 12) pay EUR 5 for the online ticket. Tickets are exclusively available online and in advance, there will be no ticket counters open on site! Admission tickets include a free return trip to the exhibition centre within the networks of the Rhein-Ruhr transport authority (VRR) on the day of the visit to the trade fair. (DB trains travelling in 2nd class compartments.).

For current information and news visit www.caravan-salon.com

Press Contact:

Alexander Kempe

Marion Hillesheim

Tel.: +49(0)211/45 60-997/-994

Mail: KempeA@messe-duesseldorf.de

HillesheimM@messe-duesseldorf.de



04. – 13.09.2020
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