



Press Release

Kehl/Oberschwarzach, April 2023

Bürostner enters into long-term cooperation with booking platform AlpacaCamping

- Cooperation agreement signed in Kehl in April 2023: Bürostner is a supporting member
- Support by providing vehicles for development tours and content production as well as financial support for the start-up company
- Synergies in marketing and communication will be used jointly
- Active contribution to the development of new campsites in Germany, Austria, France and Italy

Kehl/Oberschwarzach. With immediate effect, the motorhome manufacturer Bürostner from Kehl is cooperating with the pitch booking platform AlpacaCamping and has been an official supporting member since 1 April 2023. The aim is to provide long-term support for the innovative start-up company for green pitch growth, which has so far developed over 3,500 green pitches mainly in Germany and Austria, but also in other European countries, and offers them via its own booking platform. Positive side effect: Both brands use the synergies of their communication channels, especially in the digital area.

Bürostner mainly supports AlpacaCamping in the phase of developing new, near-natural pitches with private individuals, on farms, with winegrowers or in municipalities. For this purpose, the manufacturer provides the team with up-to-date vehicles equipped with all the comforts of home, with which they will tour Germany, Austria and France for more than a year. During this tour, atmospheric pictures will also be taken, which will be used in communication, especially in social media and on websites. The aim is to increase the range of official pitches and offer customers an unforgettable, authentic nature experience. In addition, Bürostner also supports these tours financially.

The Kehl-based manufacturer is thus making an active contribution to the sustainable development of new pitches. Because these are becoming increasingly scarce due to the growing popularity of camping holidays. Pitches in the countryside, far away from mass tourism, are becoming more and more popular with campers. With this cooperation, Bürostner also wants to promote nature conservation. Because currently the increasing "wild camping" is causing environmental pollution, which can

be reduced by a network of official pitches and bookings.

"What we like about AlpacaCamping is that the platform does not focus on motorhome owners, but takes all vehicle types into account: including caravans and XXL pitches for larger motor homes. The offer is as broad as our own product range, the perfect basis for a successful partnership" - Thorsten Erhardt, Head of Marketing at Bürstner. "Spending the night on a nice pitch contributes at least as much to the feeling of being at home on the road as the feel-good features in our vehicles. That is why we support the growth of this dynamic start-up company. The fact that we are also using marketing synergies on digital channels with this cooperation is a positive side effect."

"Bürstner stands for quality and can look back on more than 60 years of experience. The brand language and the fresh appearance of the product range also speak a similar language to that of AlpacaCamping. Last but not least, the friendly exchange at eye level with the Bürstner employees, has convinced us that the cooperation will bring real added value for the industry and each individual camper." - Dominik Quambusch, founder & marketing manager of AlpacaCamping.

Caption 1:

Vehicle handover of the first camper van in Kehl: Bürstner Marketing Manager Thorsten Erhardt (left) hands over the key for a Campeo Black Forest to Dominik Quambusch - Founder & Marketing Manager at AlpacaCamping - (centre) and Christopher Feuerlein - Founder and Sales Manager at AlpacaCamping - (right).

Caption 2:

After Thorsten Erhardt, the Marketing Manager of Bürstner (right), the co-founders of AlpacaCamping Dominik Quambusch (left) and Christopher Feuerlein (centre) also sign the joint cooperation agreement in the first vehicle made available in Kehl.

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AlpacaCamping GmbH

AlpacaCamping GmbH was founded in 2021 by Steffen Drews, Simon Illner, Christopher Feuerlein and Dominik Quambusch as a booking platform for pitches in the countryside. With their young company, they promote sustainable, regional tourism and at the same time support local providers. Currently, around 3,500 parking spaces for all types of vehicles can be easily booked online at www.alpacacamping.de, mainly in Germany and Austria, but also in other European countries. The pitches are located far away from mass tourism, with farmers, winegrowers and private individuals - camping as it should be, on small pitches in the countryside, with few or no camping neighbours. To ensure a complete camping experience, AlpacaCamping offers - also free of charge - a supply and disposal station search and the booking of storage and shelter pitches.

Bürstner on social networks



Bürstner GmbH & Co. KG

Bürstner is a brand in the mainstream segment that manufactures motorhomes, caravans and vans. Bürstner is particularly known for harmonious living ideas, functionality and living comfort with a contemporary look. Bürstner 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, one of the world's leading manufacturers of recreational vehicles with more than 32,000 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, Bürstner, Carado, Crosscamp, Compass, Dethleffs, Elddis, Eriba, Etrusco, Hymer, Laika, LMC, Niesmann+Bischoff, Sunlight and Xplore, the rental companies Crossrent, 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.

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