



## Press Release

Kehl, May 2022

Bürstner cooperates with Tchibo: Bürstner Copa now available with Tchibo advantage



- The Urban Camper Copa from Bürstner is on offer from € 44,690
- The promotion is expected to run for 11 weeks from 16.5. to 31.7.2023
- Tchibo advantage for customers: Copa rear awning and Qbo capsule coffee machine included free of charge
- Brand togetherness: feeling good on the road and at home

**Kehl.** For the first time, Kehl Bürstner is cooperating with the coffee roaster Tchibo in the context of the "Wochenwelt" (weekly world) around the topic of camping. With this cooperation, the trend towards mobile leisure activities with a camping vehicle is to be brought into focus. The focus is on the Bürstner Copa, a vehicle that can be used for everyday life and holidays alike. Advice, sales and service will be provided by a selected network of Bürstner dealers. The "Outdoor World" starts on 16 May 2023. As a benefit for Tchibo customers, a matching Copa rear tent and a Qbo ESSENTIAL capsule coffee maker for on the road worth a total of €538 will also be included.

The Copa is a so-called "urban camper" - a flexible everyday companion - usable for active leisure activities, shopping, on the way to work - and fits into almost any garage. The variable seating concept (up to 6 people), flexible transport areas and plenty of storage space make this possible. The basis is the Ford Transit Custom. Thanks to its standard sleeping roof, campers have a comfortable standing height in the Copa. It is ideally tailored to the needs of couples with a child.

"Our successful Copa model is available at some dealers at short notice. Through the joint campaign with Tchibo, we are drawing attention to it with great advertising power and giving Tchibo customers special advantages when buying," comments Thorsten Erhardt, Head of Marketing at Bürstner. "Our brands go well together, because Tchibo is just as much about feeling good as we are. I'm looking forward to this Germany-wide campaign premiere."

The broad-based communication campaign will be played out from 16 May to the end of July 2023.

The offer relates to immediately available models of the Bürstner Copa in the C 500 and C 530 floor plan variants at all participating Bürstner specialist dealers. While stocks last. Further information at <http://www.tchibo.de/buerstner> .

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## 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](http://www.erwinhymergroup.com).

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