



2017 ERWIN HYMER GROUP SALES EVENT

11-13th November 2016

- ✓ More choice
- ✓ More availability
- ✓ More knowledge
- ✓ More value
- ✓ More care



Report from Jeni Rees

Travelworld's End of Season '2017 Erwin Hymer Group Sales Event' was held over the weekend of 11-13th November at their Telford showroom.

For customers and new the sales area was invitingly set out, as always, and the the many visitors over the three days were appreciative of that fact. There was a very warm welcome at the reception which was followed by an offer of liquid refreshments, cold and hot. Closer to lunchtime jacket potatoes with a varied assortment of fillings were available.

The sales team had obviously been busy during the week leading up to the weekend arranging the stock of new and pre-owned motorhomes within the showroom and also on the outdoor sales area.

Travelworld's Managing Director, Ross Edwards gave us the following report.

"Travelworld Motorhomes staged their largest display of Erwin Hymer Group products to date during the weekend, giving customers who had visited the 2016 Motorhome and Caravan Show at the NEC in October another chance to view new models and place orders ready for





the start of next season.

Travelworld were in fact very excited to announce that there were more models and more model debut's in their showroom during this weekend than displayed by Carado, Hymercar, Hymer and Niesmann + Bischoff during the NEC show!

Due to the large commitment of stock customers were also able to buy brand new 2017 models during the weekend that were 'in stock' and available for immediate delivery, something that is not normally possible with long lead times from major manufacturers currently. There was also more good news that 'Erwin Hymer Group' had hedged currency for the whole season at an incredible Euro exchange rate of 1.25! And therefore lessening the impact that has occurred since the fallout from Brexit.

We were definitely concerned about the fallout from Brexit, especially as everything we sell is imported from Germany and we found that confidence was a little bruised in the month or two after the vote. However it seems that confidence has now returned in full swing to our industry and we are selling better than ever

The National Caravan Council has also just announced figures of new motorhome registrations from September 2015 to August 2016 having exceeded 12,000 units, and this represents the largest ever number so we are very excited about our prospects for the future.

Ross Edwards

