



Press release

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Positioning LUME Traveler; for the happy you

This year is the 3rd time that LUME Traveler is present at the Caravan Salon in Düsseldorf. In the earlier two years, the 100% aluminum travel trailer got a lot of attention because of its exceptional appearance. The No.1 is the model with which it all began. The first compact Dutch Design Traveler that doesn't compromise on style and comfort. So back then, it was mostly about the beautifully styled product attributes, that still are present in all models.

The unique Dutch Design, the panoramic roof and the full-fledged kitchen. The natural materials such as the teak floor, felt wall coverings and orange interior details. They are all there. Now, if you look further, your eye for detail will see so much more luxury. Think of the solar panel and the air conditioning. A top mattress under the starry sky that you can conjure up at the push of a button. The No1. model LT360 still is very trendy and of high quality.

This year, at the Caravan Salon in Düsseldorf, all eyes are on the big brother of The no. 1 original LT360. It's the current version of the LT540 and it has it all. Adult dimensions, a full-fledged outdoor kitchen, a top mattress of 180 x 200 cm under the spectacular panoramic roof, a sofa, cupboard space and a toilet. Of course, the outdoor kitchen also has three PITT cooking gas hobs, a stainless steel worktop with integrated sink and a refrigerator. Heating, hot water, air conditioning, solar panels, the teak floor and a luxurious mosquito screen in the roof ensure ultimate enjoyment in.

And while the models are getting developed further, so does the brand. The LUME Traveler organization evolves into the luxury segment even more. The chosen positioning is exposed to a target group that can be characterized as people, who know what they want. Daring to make striking choices. LUME is made for and by people who choose their own path. People who don't always follow the beaten track. Fortunately...

The current marketing campaign is the thirteenth episode in this new branding. It's about the effect of feeling free. In nature. By escaping the masses. This campaign tells us: 'Go wherever you want. Whenever you want. As long as you want. But always in style. Your own style. With an eye for the beautiful things in life. And having all the time in the world to enjoy delicious food, a good night's sleep, lazing around. Or whatever makes you happy. With the LUME you just do it. Get to know your own 1000-star get-away. Discover the legend. You deserve it.'

That's why LUME presents a new logo: FOR THE HAPPY YOU.

FEEL FREE to discover more LUME at www.lumetraveler.com.

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