



Erwin Hymer Group and Ford Agree Strategic Partnership

- Framework agreement includes supply of Ford Transit and Ford Transit Custom as base models for recreational vehicles and motorhomes starting 2022
- New strategic partnership will also see collaborative product development to meet future customer needs in the leisure vehicle market

COLOGNE / BAD WALDSEE, Jan. 11, 2022 – The Ford-Werke GmbH, Cologne, and Erwin Hymer Group (EHG), Bad Waldsee, today announced that they have signed a framework agreement for the delivery of Ford Transit and Ford Transit Custom as the basis for customer-ready recreational vehicles and motorhomes.

In addition, Ford and EHG agreed a strategic partnership formalising a shared view on future leisure vehicle customer needs, the regulatory environment, emissions legislation, electrification, digitisation and connectivity, as well as integration of driver assistance systems. Ford – Europe’s leading manufacturer of light commercial vehicles – will also cooperate with EHG during development of their brands’ leisure vehicles.

The agreement will enable both companies to further benefit from the leisure vehicle market that has grown considerably in the past eight years, creating new opportunities for Ford, while EHG – the European market leader for motorhomes – broadens its vehicle supply base and improves its ability to deliver, which has been restricted by the semiconductor crisis. EHG is also part of Thor Industries – the world’s largest manufacturer of leisure vehicles – and views Ford’s production of the Transit family in North American and China as a further advantage.

From urban campers to large motorhomes

The new supply agreement includes panel van and skeletal chassis cab Ford Transit models, as well as Ford Transit Custom kombi vans, for conversion by EHG brands into camper vans, semi-integrated motorhomes and alcove motorhomes. Ford will produce the donor vehicles at its plant in Kocaeli, Turkey, for delivery in instalments from 2022 to 2024. Ford is investing in expanding production capacity in Kocaeli and is also strengthening its organisational structure in various European and German corporate divisions.

EHG expects strong growth in demand for compact 1T camper vans based on Transit Custom, given that their versatility, manoeuvrability and size make these vehicles suitable for daily driving. Camper vans with a pop-up roof – available with short or long wheelbases – are becoming increasingly popular as they still enable customers to access height-restricted areas such as multi-storey car parks and ferries.

A business relationship with heritage

Today’s announcement is not the first business agreement between Ford and EHG. In the early 1980s, the Ford Transit was the basis for the Hymercar – the first camper van from the Hymer

brand. In 2004 Ford and Hymer agreed to use Ford donor vehicles for semi-integrated, fully-integrated and alcove motorhomes.

“The two Ford Transit series convinced us as the donor vehicles for our brands. Our customers will particularly appreciate their versatility, innovative driver assistance technologies and attractive design. Ford also has a clear strategy for developing its commercial vehicle business in Europe, which we believe is essential to further expand our long-term partnership,” said Martin Brandt, CEO of the Erwin Hymer Group.

“At Ford, we have many years of experience and a great passion for motorhomes. We are also excited that our Transit and Transit Custom – especially the new Active and Trail series – appealed to Erwin Hymer Group and that we will supply another strong and innovative partner in one of Europe’s fastest-growing vehicle segments,” said Hans-Jörg Klein, deputy chairman of the Management Board of Ford-Werke GmbH.

Younger buyers driving growth and innovation

The typical motorhome buyer is changing, creating new challenges and growth opportunities for constructors. While 45 per cent of all new motorhomes registered in Germany during 2020 were purchased by customers aged 55 to 64 years old, motorhomes are also increasingly attracting younger buyers – leading to new designs featuring modern floor plans, smarter furnishing solutions, more accessories and fresh exterior styling including two-tone paintwork. These younger customers include single people and families, all wanting more flexible lifestyles in which a motorhome can be a mobile office or a permanent home as part of the “van life” trend.

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Ford-Werke GmbH

Ford-Werke GmbH is a German vehicle manufacturer and mobility provider based in Cologne. The company employs more than 20,000 people in Cologne, Saarlouis and Aachen. Since it was founded in 1925, Ford-Werke factories have produced more than 47 million vehicles. Further information is provided at <http://www.media.ford.com>.

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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 31,000 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 motorhome 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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About Ford Motor Company

Ford Motor Company (NYSE: F) is a global company based in Dearborn, Michigan, that is committed to helping build a better world, where every person is free to move and pursue their dreams. The company's Ford+ plan for growth and value creation combines existing strengths, new capabilities and always-on relationships with customers to enrich experiences for and deepen the loyalty of those customers. Ford designs, manufactures, markets and services a full line of connected, increasingly electrified passenger and commercial vehicles: Ford trucks, utility vehicles, vans and cars, and Lincoln luxury vehicles. The company is pursuing leadership positions in electrification, connected vehicle services and mobility solutions, including self-driving technology, and provides financial services through Ford Motor Credit Company. Ford employs about 186,000 people worldwide. More information about the company, its products and Ford Motor Credit Company is available at corporate.ford.com.

***Ford of Europe** is responsible for producing, selling and servicing Ford brand vehicles in 50 individual markets and employs approximately 43,000 employees at its wholly owned facilities and consolidated joint ventures and approximately 55,000 people when unconsolidated businesses are included. In addition to Ford Motor Credit Company, Ford Europe operations include Ford Customer Service Division and 14 manufacturing facilities (10 wholly owned facilities and four unconsolidated joint venture facilities). The first Ford cars were shipped to Europe in 1903 – the same year Ford Motor Company was founded. European production started in 1911.*

Ford in Belgium & Luxemburg

Ford Belgium distributes Ford vehicles and Ford original parts in Belgium & Luxemburg, since 1922. Ford Lommel Proving Ground is the lead test facility for validation of all Ford models in Europe, with approximately 390 employees.

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