



PRESS RELEASE

- „The Original SPORTCARAVAN“ wins the international Automotive Brand Award in the category „Future, Mobility, Parts“ of the German Design Council
- Well-respected design award for the innovative transport and lifestyle caravan „Cube“ , manufactured by Steffen Gross
- Award ceremony at the Mondial de l'Automobile in Paris on 2 October 2018.

Paris / Harthausen. Just three years after foundation and already this surprise: „The Original SPORTCARAVAN“ wins the Automotive Brand Contest 2018 in the category „Future, Mobility, Parts“. With the competition, the German Design Council honors outstanding product and communication design, thereby promoting the elementary importance of brand and brand design in the automotive industry.

Company founder Steffen Gross and his team won the treasured award for the first time with the original SPORTCARAVAN „CUBE“. Steffen Gross was able to convince the jury with a high sophisticated concept, manufactured in the best German workmanship and an optimal use of space.

SPORTCARAVAN generates new market segment

With the design of the SPORTCARAVAN, a new market segment has been created and awarded: a product „for bikers and caravans“ in its most functional form. The International Automotive Brand Award was the only one in this category to be awarded to „The Original SPORTCARAVAN“. Steffen Gross has succeeded in developing a comfortable caravan with an integrated motorbike garage for up to three motorcycles. With the SPORTCARAVAN, the owners and their bikes arrive safely and comfortably at the starting point of their planned tours. The SPORTCARAVAN is a small rolling hotel with a garage for the two-wheeled treasures.

You never be alone!

This slogan meets the spirit of the time. Due to the simple practical external design of a cube, nobody is able to imagine what kind of goodies are waiting inside the SPORTCARAVAN: comfortable beds, perfect mini-kitchen, dining table, storage space and in the XL version even a shower . Right next to the cabin is the garage with space for up to three motorbikes, fully sealed off the cabin in order to prevent unpleasant smell.

Steffen Gross: A pioneer in modern lifestyle travel

Without any doubt, the inventor and founder of SPORTCARAVAN is a pioneer when it comes down to a „new way of traveling with motorbikes or leisure equipment“. The idea is: Man and machine, man and leisure device united in a unique trailer, which is at the same time hotel and garage. Owners of a SPORTCARAVAN can take along their motorcycles, but also bicycles, mountain bikes, jet skis, paragliders and other high-quality leisure equipment. Steffen Gross's main target is the growing number of owners of elegant two-wheelers. The rising sale figures prove him right.

Award ceremony in Paris

The members of the jury were absolutely enthusiastic about so much inventive talent. Among them, Prof. Andrea Lipp-Allrutz, Dean of Transportation Interior Design, Reutlingen University and Andrej Kupetz, Managing Director, German Design Council, Frankfurt am Main. The winners of the Automotive Brand Contest will be introduced during the first day (2nd October) of the Mondial de l'Automobile in Paris - during a festive award ceremony. For sports caravan founder Steffen Gross, the award is „just awesome“. What particularly pleases him: „As a small business we do not have a big marketing budget. We put all our energy into the functionality and quality of the CUBE versions in order to conquer the hearts of our fans. „Meanwhile customers come to Harthausen (near Speyer) and pick up their SPORTCARAVAN at the company personally. It becomes a real cult.“ Many Harley-Davidson and BMW owners take the CUBE to securely transport their „baby“ to the starting point of their travel destinations. In addition they save on hotel costs and do not let their treasuries out of sight.

German Design Council sets the mark. The Automotive Brand Contest is organized by the German Design Council. Founded in 1953 as a foundation on the initiative of the German Bundestag, it supports the economy in consistently achieving brand added value through design. This makes the Design Council to one of the world's leading communication and branding competence centers for design. The Automotive Brand Contest is the only neutral, international design competition for automotive brands and has quickly become one of the world's most important industry competitions. In total, prizes will be awarded in 12 categories and 4 special categories.

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Publication desired! Please send us a receipt or link of your contribution.

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