

Discover a new Horizon

Winnebago, the world-famous RV manufacturer, has launched a "game-changing", completely new Class A motorhome for North America – the Horizon. Aboutcamp BtoB interviewed Ryan Roske, Product Manager at Winnebago, to find out more about the new style and design of RV, and Winnebago's reasons for introducing it.

Words John Rawlings



With two awards under its belt already, the contemporary styling of the new Winnebago Horizon has already made its mark in the North American market for 2018.

Launching a bold, new-look is a big step for any manufacturer in a market that is currently very traditional and conservative, however the RV industry in North America, and across the world, has to attract and appeal to a new generation of customers, so will the Horizon achieve this?

According to Ryan Roske, the Winnebago product manager responsible for the Horizon, there were several key reasons and objectives behind its development:

"It's a statement. We're trying to get 'outside the box' and come to the market with something new and innovative that nobody has ever seen or done before. It's also a statement to the industry, the owners and the buyers out there to allow us to tell them what we're capable of doing. When you have something this different and innovative, it draws attention to you and widens your fan base."

This new "statement" starts on the outside

where both traditional and contemporary paint options are now available. The new contemporary paint option immediately makes it look different from other American motorhomes with a simpler, two-tone full-body paintwork which, some would say,

looks more like some European designs. But it is the ultra-modern, residential-style interior design that really makes the Horizon stand-out in the North American RV market, especially in the Class A sector niche where Horizon retails from \$385,214 (plus delivery,



Proud to be partners in the style of Winnebago

Thanks to Tecnoform, the Italian manufacturer of furniture for caravans and motorhomes, Winnebago has received a prestigious award for the design and construction of the interior of its new class A, Horizon® RV. It is a great honour for Tecnoform to work with Winnebago and to win RV Business Magazine's International Innovation Award. "With constant commitment and investment, Tecnoform has created a new way of conceiving RV furniture. Tecnoform first did it in Europe, now it is doing it in the rest of the world" - says Renzo Kerkoc from Tecnoform.

"We are really happy that we produced a highly innovative project that creates a new benchmark in a particular segment of leisure vehicles. For the last twenty years Tecnoform has established the trends of style, technology and comfort for leisure vehicles. Last year, in Louisville, United States, the new Winnebago Horizon captured everyone's attention, thanks to its modern style, its contemporary look, and its high quality LED lighting fixtures". Tecnoform strengthened a long-standing collaboration when Winnebago chose the Italian company as a partner for interior furnishings by setting up their Tecnoform class A. "Today, Tecnoform aims to consolidate its leadership in the design of furniture for the RV sector both for style and technology" - continues Kerkoc - "Our intent is to continuously encourage ever-closer collaboration with customers from the very beginning of the project, creating strong connections in the joint design and engineering".



"We showcased our products at the Louisville National RV Trade Show with a selection of exclusive decorative styles from the home furniture market's trends. We had a great feedback about the design of our products and earned new clients." - says Stefano Sghedoni, Tecnoform Sales and Marketing Manager.



"We also showed a concept we presented at the Düsseldorf Caravan Salon in 2016: the integrated lights in the wall unit doors. This is a revolutionary system because light gets directed inside the door by reflection without increasing installation costs for cables or for replacement or fitting in the aftermarket." Stefano continued.