

# TV-Service – Seeing is believing

**BASF in motion**

[tvservice.basf.com](http://tvservice.basf.com)

## Concept-Campervan “VisionVenture”

Footage material

The Concept-Campervan “VisionVenture” is a joint project of BASF and Hymer and the first showcase project of the Creation Center in Ludwigshafen.

With the help of more than 20 innovative BASF materials and the development expertise of the BASF Creation Center, a new vehicle class has been created that sets standards in terms of lightweight construction, self-sufficiency, travel experience and design.

### (02) CARAVAN SALON 2019 – Visitor reviews

(08-31-2019 / 1'36 / MIX / Report)



**World premiere of the VisionVenture, a Concept-Campervan co-created by BASF and HYMER.**

BASF's innovative materials and development expertise open up new dimensions in lightweight construction, independence, travel experience and design. The VisionVenture's self-inflating pop-top roof is a world first and one of the van's most striking features. It inflates in less than 60 seconds, creating more living space than ever before.

**For further information:**

BASF SE, Multimedia and Publications, Photo, TV and Film  
Silke Buschulte-Ding  
Tel. 0049 621 60 48 387  
E-Mail: [silke.buschulte-ding@basf.com](mailto:silke.buschulte-ding@basf.com)



**narrator**

Two companies, a thousand ideas, and one year development time. This resulted in what is certainly the most fascinating camper in the world. The curtain goes up for the Hymer Vision Venture at the Caravan Salon in Düsseldorf.

**visitor**

I think it is exciting when two large companies get together, because this results in synergies. I like the nice shape in particular. We are moving away from angular into round, and for a vehicle that can be used off-grid – optimal.

**visitor**

There are photovoltaics up top on the roof, and this new pop-top technology, which has special insulation. I believe this will be the future here.

**visitor**

It's super cozy, and you feel comfortable right away from the wooden surfaces. I also find it to be very modern in contrast to many other vehicles.

**visitor**

Everything has been rethought here; we even have real stairs that lead up. It is thrilling.

**visitor**

The lights stood out to me spontaneously. A small, simple, round portable lamp, rubbery, that can be put wherever you would like to have it.

**visitor**

It looks considerably more modern and dynamic than many other models. By the coloring alone, and this here up on the roof, and I think that is absolutely super.

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