



Press Release

Kehl, February 2024

Bürstner: Lea Isenmann is the new Head of Marketing



Kehl. Bürstner, renowned manufacturer of motorhomes, campervans and caravans, is pleased to announce the appointment of Lea Isenmann as the new Head of Marketing.

Lea Isenmann (30) has taken over the position of Head of Marketing at Bürstner on 1 February 2024. She began her career with the company 8 years ago and has since established herself as a proven expert in digital marketing and as a team leader. Stays abroad in Sweden and New Zealand round off her experience. For her new role as Head of Marketing, Isenmann not only brings a deep understanding of the market and Bürstner's products, but also relies on innovative approaches from the field of digital marketing to further strengthen Bürstner's position.

Bürstner's management is convinced that Lea Isenmann will make a significant contribution to the further development of the company's marketing strategies with her in-depth expertise and creative approach. We look forward to moving successfully into the future together and further consolidating the Bürstner brand and its #homefeel positioning under her leadership. ***END***

Bürstner on social networks



Bürstner GmbH & Co. KG

Bürstner is a brand in the mainstream segment that manufactures motorhomes, caravans and vans. Bürstner is particularly known for harmonious living ideas, functionality and living comfort with a contemporary look. Bürstner GmbH & Co. KG is based in Kehl, Germany, with a second production facility in Wissembourg (France/Alsace) and is part of the Erwin Hymer Group. Further information is also available at <https://www.buerstner.com/>

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 32,000 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 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.

PRESS ENQUIRIES



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