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What matches the thrill of journeying across endless waves? Imagine enjoying the same luxury on land, extending the yacht season year-round. By adhering to the design principles of luxury yachts, Dembell's unique, modern motorhomes deviate from tradition to revolutionize premium leisure or business travel. Our mission is to ensure absolute freedom and comfort in mobility. We are dedicated to exceptional quality and service, allowing our clients to embark on unforgettable adventures, gain unparalleled experiences, and explore the world at their own pace.

### CATEGORY-CREATING DESIGN

Founded in 2014, the company group's motorhome division has been producing motorhomes since 2015. The production of the currently known models began in 2019, with the design of three different

types. Initially designed to meet the needs of the Formula racing car community, it soon became clear that interest from other sectors was also significant.

*„We aim to continually push boundaries in design, technology, and service, foreseeing and surpassing our clients' evolving needs and desires. The final design of the rolling apartment, built on the Mercedes-Benz Actros Gigaspace base, is the result of collaboration with an Italian design studio responsible for the interiors of private yachts,”* says Attila Török, sales and marketing specialist.

The motorhome has garnered global attention: the introductory video has amassed over 34 million views in a year on Enes Yilmazer's YouTube channel, and the Discovery Channel has featured its production in a dedicated episode.

### LAND YACHTING

This term perhaps best describes the Dembell experience, as the 12-meter-long, 26-ton motorhomes can be used similarly to yachts. Owners must carefully plan their routes and book their spots at the destination. Then, with their small car or motorcycle, which they carry in the motorhome's "garage," they can freely explore the area. Typical buyers seek luxury away from home, "wanting to stop anywhere," says Attila, "and enjoy the freedom of travel in style."

Each vehicle is a handcrafted, hand-painted artisanal masterpiece. The RedDot Design Award has twice recognized the 16,000 work hours invested in the models. With production limited to just ten motorhomes per year, the product remains special. The existing three Dembell models differ in interior



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layout and garage size, with the largest accommodating a vehicle up to four meters long.

### INTRODUCING OUR 4<sup>TH</sup> MODEL

In 2024, many updates were made to the Small Garage model, creating a new innovative version that combines the Large Garage model's solutions, providing more space for larger vehicles while maintaining the grandly spacious interior. The fourth type of motorhome has undergone stunning developments: an ergonomic feat with a foldable office workstation and an integrated large coffee machine to enhance travel comfort. More advanced air conditioning systems guarantee maximum comfort in extreme heat, improved internet connectivity is achieved with Starlink, and countless small details clearly set Dembell apart from competitors. The new model will be showcased at the Caravan Salon 2024, as well as our small-garage version with a lifting ramp, and we hope it will charm all interested parties right from the start.

### FACTORY SALES PROGRAM

In 2023, we launched the Factory Sales Program, which offers potential owners a deeper understanding of product specifications and detailed insight into the manufacturing process. A dedicated factory sales representative assists the buyer from the initial stages in selecting the appropriate configuration, ensuring that the finished piece is delivered with technical content that meets all expectations twelve months from the order. While the company primarily exports to Europe, global demand for the product is rising, and plans are in place to enter the American and Asian markets.

### ANOTHER PIONEER OF MOBILITY

We are thrilled to announce a unique collaboration for this year's exhibition, where we've invited Novus, the pioneering figure in urban mobility, to join us as a partner. The NOVUS One seamlessly blends the agility, lightness, and simplicity of eBikes with the performance of motorcycles and a forward-thinking



design. This dedication to innovation and superior craftsmanship aligns perfectly with the Dembell philosophy. We are pleased that, following their collaboration with Boss, they have become so enamored with the technical and aesthetic excellence of our motorhomes that they have decided to present their extraordinary vehicles alongside ours. We are confident that our brand enthusiasts will also recognize the exceptional value in Novus.



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