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ENTRY-LEVEL CAMPER VAN FOR PRICE-CONSCIOUS CUSTOMERS

INNOVAN PURE: YOUR INTRODUCTION TO VANLIFE – SMARTLY DESIGNED, ATTRACTIVELY EQUIPPED

- **Beginner-friendly:** Freedom at an optimal price-performance ratio
- **Three layouts:** Models 540, 600, and 640 on Citroën chassis
- **LMC quality and design:** also available in affordable models
- **Starting price:** €48,990 incl. VAT
- **Official unveiling:** CMT Stuttgart, January 2026

Sassenberg, November 28, 2025 – At the upcoming CMT, LMC Caravan GmbH & Co. KG will unveil the Innovan Pure camper van series, specifically designed for camping newcomers and price-conscious vanlifers.

With a thoughtfully designed configuration, Innovan Pure models on Citroën chassis strike the perfect balance between comfort, affordability, and LMC's renowned quality – beginner-friendly, reliable, and budget-conscious.

Innovan Pure: Your Gateway to Mobile Travel

The Innovan Pure models offer the ideal solution for those venturing into the world of mobile travel with an attractive price-performance ratio. As the "younger sibling" of the renowned Innovan, the Innovan Pure delivers the familiar LMC quality and space optimization, and comes standard with 140 HP on a Citroën chassis.

The three available layouts – 540, 600, and 640 – provide the usual functionality and include practical features such as a standard fly screen door and anthracite-colored awning. Safety features such as the tire repair kit, smoke detector, and park distance control are included as standard. The equipment can be further enhanced with optional packages that provide additional comfort and safety features.

A Step Towards Accessibility

"With the Innovan Pure series, LMC is taking another step towards welcoming camping newcomers without compromising on quality, comfort, or design. This new series offers optimal equipment at a very attractive price-performance ratio," says Bodo Diller, Managing Director of Sales at LMC.

Variety and Customization: Optional Accessories and Packages for the Innovan Pure

The Innovan Pure offers options and packages tailored to meet the individual needs and preferences of customers. These packages enable additional customization and optimization of the vehicle:



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- **Pure Package (€2,990):**
 - Wide electric entry step.
 - Rearview camera integrated into the third brake light.
 - Transparent roof hatch (700x500mm) with blackout blind and insect screen above the seating area.
 - Shower equipment (extendable shower head, shower curtain, guide rail, showerhead holder, shower tray).
 - Wooden insert for the shower tray.
 - Foldable clothes rail in the toilet/shower.
 - Bathroom window (frosted glass) with blackout blind and insect screen.
 - Cabin blackout blinds (pleated blinds).
 - Swivel plate for table extension.
 - Convertible seating area into a bed with additional cushion.
 - Insulated and manually electrically heated wastewater tank.
 - TV pre-wiring & solar pre-wiring.
 - USB socket in power rail.
- **Chassis Design Package (€1,690):**
 - 16" black alloy wheels with all-weather tires.
 - Bumpers matching the vehicle color.
 - Leather steering wheel and gear knob.
 - Glossy black skid plate.
 - Dashboard with Techno Trim accents.
 - Fog lights.
- **Citroën Safety Package (€1,190):**
 - Rain and light sensors.
 - Lane departure warning system.
 - Emergency braking assistant with pedestrian recognition.
 - Traffic sign recognition.
 - Driver fatigue detection.
 - Intelligent speed assistant.
- **Infotainment Package (€3,490):**
 - 10" DIN radio with DAB+ and navigation software.
 - Inductive smartphone charging with cupholder.
 - Automatic air conditioning (driver's cabin).
 - Fully digital instrument cluster.



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- **Options:**
 - Metallic black (€990).
 - Expedition Grey (€730).
 - Electric parking brake (€540).
 - 140 HP automatic transmission (€3,990).
 - 180 HP automatic transmission (€6,990).
 - Rhyolith upholstery (€240).

Conclusion

The launch of the Innovan Pure series marks another step in catering to price-sensitive camping newcomers. With a carefully selected range of layouts, packages, and options, the Innovan Pure offers an appealing and affordable camper van solution for both beginners and seasoned campers. We look forward to officially unveiling this exciting new series at the CMT in January. Two layouts will be showcased at the event.

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Important: Embargo due to pending image material: December 15, 2025. You will be notified directly regarding the availability of images via the same channel.

To give you an initial impression of the LMC Innovan Pure, you will find here a first selection of preview images of the 600 layout:



Chassis colour white (standard)



Chassis colour metallic black



Exterior graphics



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kitchen



Entrance area with Rhyolith upholstery (option)



Seating area with Obsidian upholstery (standard)



Kitchen / rear area



Transverse bed / rear area



Bathroom

ABOUT LMC CARAVAN GMBH & CO. KG

LMC is an experienced manufacturer of caravans, motorhomes, and camper vans under the umbrella of the Erwin Hymer Group. Based in Sassenberg in Münsterland, the company has been producing recreational vehicles in its own facilities for over 70 years. LMC vehicles are distinguished by their high quality, durability, safety, and numerous clever onboard ideas that allow for worry-free travel. Learn more about LMC Caravan at www.lmc-caravan.de, on Facebook at www.facebook.com/lmc.caravan, on Instagram at www.instagram.com/lmc_caravan, and on YouTube at <https://www.youtube.com/user/LMCcaravaning>.

ABOUT THE ERWIN HYMER GROUP

The Erwin Hymer Group is a 100% subsidiary of THOR Industries, one of the world's leading manufacturers of recreational vehicles, with just over 22,000 employees. The Erwin Hymer Group brings together manufacturers of motorhomes and caravans, accessory specialists, as well as rental and financing services under one roof. The Erwin Hymer Group includes brands such as Buccaneer, Bürstner, Carado, Crosscamp, Dethleffs, Elddis, Eriba, Etrusco, Hymer, Laika, LMC, Niesmann+Bischoff, Sunlight, and Xplore, rental companies like Crossrent, McRent, and rent easy, chassis specialist Goldschmitt, accessory specialist Movera, and the travel portal freeontour. For more information, visit www.erwinhymergroup.com.

PRESS CONTACT



Nina Wesselmann
Tel.: +49 2583 27 344
E-Mail: nina.wesselmann@lmc-caravan.de

LMC Caravan GmbH & Co. KG
Rudolf-Diesel-Straße 4
48336 Sassenberg



Mona Seifert
Tel.: +49 2583 27 589
E-Mail: mona.seifert@lmc-caravan.de

LMC Caravan GmbH & Co. KG
Rudolf-Diesel-Straße 4
48336 Sassenberg