

## Press Release

Switzerland, Collombey, September 25, 2012.

With the new **RoomBox® easyTech**, the camping-car **becomes smaller, simpler and even cheaper !**



Following the great commercial success experienced since the first **swissRoomBox®** launch less than one year ago, a worldwide « buzz » expanded rapidly from this innovation and this new trend in travel. Therefore, the company misC sport & loisir has decided to develop the new model **RoomBox® easyTech 2012** to meet the broad expectations of **this new market.**

This new model enables you to **turn your car into a camping-car in less than 5 minutes without tools or modification of the vehicle** while keeping the concept of being able to cook, eat, shower and sleep « on board » during your journeys and on the way.

The major innovation of the **RoomBox® easyTech** lies in its **new integrated system of adjusting the height of the modules and adjusting the length of the bed**, allowing it to fit as well in small cars as in cars from medium to large volume (station wagon, ludospace, monospace).

**home on board**



The challenge faced in this new product was to keep the technical innovations of the first model while making it simpler, lighter, smaller and **even cheaper**. This is **so that families and young people can experience the joys of camping-car travel** in their own car without having to spend tens of thousands of Euros. This new **RoomBox® easyTech** is « à la carte » **according to the user needs**. The nature lovers who already own camping equipment such as stoves, pans, mattresses, sleeping bags, water tanks, etc... can be equipped with the **basic camping-car modular system from €3'300.- (without taxes)**. As for those who want all **the comforts of a true camping-car**, they will choose the options that interest them such as the gas or alcohol stove, the shower with hot water (reservoirs of clean water 25lt and sewage 25lt), the 220 volt electrical system, the solar panel, the roof tent for 2 extra beds (4 sleeping in total), etc.

**RoomBox® easyTech**, a small marvel which is based on a **simple and highly functional technology** that will transform the car into the “**car-VOYAGE**” ... and revolutionize the “**nomadism**” of the **XXI Century!**

The new RoomBox® easyTech **is available from September 2012** via the online store [www.swissroombox.com/shop](http://www.swissroombox.com/shop)  
In addition, we are starting a **European dealer network** for this new opportunity. Any interested retailer active in the fields of Leisure & Outdoor activities, can contact us at : [dealers@swissroombox.com](mailto:dealers@swissroombox.com)

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