

2022

PRESS BACKGROUNDER

MOBILE LIVING MADE EASY!

Dometic develops solutions for great outdoor experiences

With its sights set firmly on the growing number of outdoor lovers keen to experience vehicle-based adventures, Swedish company Dometic's key goal is to provide smart and compact solutions to these active experiences.

Ensuring all the comforts of home can still be easily accessed, regardless of how far from civilization the journey leads.



Dometic designs innovative, award winning products geared towards every type of camping excursion, from serious road trips to short weekend breaks. Whether that involves cooking and keeping food and drinks fresh, maintaining a comfortable travel climate or enjoying a sustainable power supply.

With its mission statement "Mobile Living Made Easy," the Stockholm-based company is focused on those who are simply looking for some freedom by experiencing the natural world. As well as those with a greater desire to get out on the road and discover as much of the world as possible.

It all began 100 years ago, when Swedish engineers Baltazar von Platen and Carl Munters invented the world's first refrigerator without a compressor or ice.

In the meantime, Dometic has developed into a global lifestyle brand whose primary goal remains to make people's lives easier.

Therefore, the product portfolio is both diverse and comprehensive. In addition to many OEM products for installation in vehicles and boats, Dometic is increasingly focusing on developing solutions for consumers and outdoor enthusiasts ranging from classic campers to mountain bikers.

"In order to expand further in the outdoor sector, extending to vehicle-based activities is one of the most important components of our growth strategy," explains Dometic CEO Juan Vargues.


As part of the trend towards larger vehicles, more and more families are now using their own cars to spend time outdoors rather than in campers or hotels. "During the week, the vehicle is used for commuting, and on weekends it is used as a camper," Vargues describes. Sustainability, mobile workplaces and lifestyle as well as electrification are accelerating this trend. The goal is to support these trends and offer great outdoor experiences even whilst outside of a vehicle or a boat.

By leveraging the technological know-how and experience in space-efficient product design from the RV and marine industries, Dometic has developed products that meet the needs of this ever-growing consumer base, making trips and life on the road easier for them.

By offering versatile products and solutions that can be used in any vehicle, Dometic's addressable market is growing to 300 million registered vehicles worldwide. "End-user

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demand for flexible products to support vehicle-based outdoor activities is on the rise, and it is encouraging to see our offering and presence in this fast-growing market steadily increasing," Vargues explains.

Dometic offers innovative, durable, low-carbon products that inspire an active, comfortable and responsible life in the outdoors.

ABOUT DOMETIC

Dometic is a global market leader in the mobile living industry. Millions of people around the world use Dometic products in outdoor, residential, and professional applications. Our motivation is to create smart, sustainable, and reliable products with outstanding design for an outdoor and mobile lifestyle in the areas of Food & Beverage, Climate, Power & Control, and Other Applications. Dometic employs approximately 9,000 people worldwide, had net sales of SEK 21.5 billion (USD 2.5 billion) in 2021 and is headquartered in Stockholm, Sweden.

For more information on Dometic, please visit:
<http://www.dometic.com>

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