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Concept-Campervan “VisionVenture”

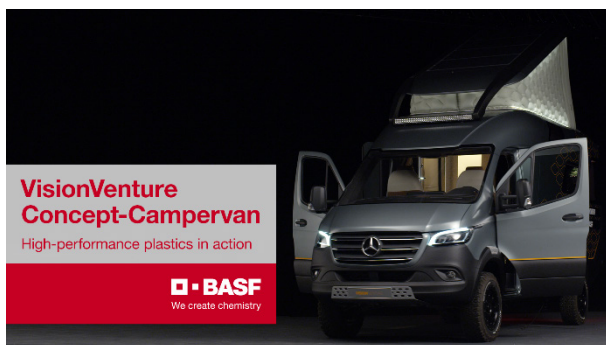
Footage material

The Concept-Campervan “VisionVenture” is a joint project of BASF and Hymer and the first showcase project of the Creation Center in Ludwigshafen.

With the help of more than 20 innovative BASF materials and the development expertise of the BASF Creation Center, a new vehicle class has been created that sets standards in terms of lightweight construction, self-sufficiency, travel experience and design.

(03) High-performance plastics in action

(09-11-2019 / 8'18 / MIX / Report)



A lightweight approach.

To avoid any compromises in comfort on the open road, BASF and HYMER have come up with a customized NVH (noise, vibration, harshness) package for the VisionVenture. The compact, microcellular polyurethane Cellasto® is used to reduce vibrations and block noise in the interior, drive or chassis. Specifically for off-road adventures, a special Cellasto® solution for vibration decoupling combines driving safety with dynamics and comfort.

For further information:

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Clip 01 (0'04 – 1'03)

Richard

Hello everyone! It's nice to have you here. I'm Richard.

Annelena

And I'm Annelena and we both work for BASF. Today we are not at BASF, but in a film studio in Berlin.

Richard

And there is a good reason for that. Today we would like to introduce you to a project that we are really proud of. The Vision Venture, the motorhome of the future, jointly developed by BASF and Hymer.

Annelena

What is special about the vehicle is that we've installed more than 20 BASF materials. For Hymer, that means that the vehicle is lighter, more comfortable, more self-sufficient and more personalized.

Richard

Of course, camping is also all about individual freedom and adventure. And our BASF innovations make that adventure possible in the Vision Venture.

Clip 02 (1'03 – 2'21)

Richard

Camping is also all about individual freedom and adventure. And our BASF innovations make this adventure possible in the Vision Venture. Let's take a look at the innovations and start with the exterior. The first thing that stands out in the Vision Venture is its special color. It is not white, like almost every other motorhome, but instead it's painted in a grey-green color. This color not only looks fantastic, but it also has a function. It is a special paint technology called Chroma Cool, developed by BASF Coatings. And it's this technology that ensures that the UV radiation from the sun is reflected. That way, the vehicle stays pleasantly cool, even on long days on the beach.

Annelena

You'll also want to take the Vision Venture out into the wild and over tougher terrain. While off-road though you'll encounter more flying rocks and stones. Elastocoat® C helps with that. It's abrasion resistant and non-slip, which is especially important for the roof terrace. Up here Elastocoat® C ensures that the roof terrace is both accessible and ensures that nobody slips or falls.

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Clip 03 (2'21 – 4'00)

Annelena

Great vehicle, but I'd like to show you something else. Individualization is the key today; everyone wants to stand out. That's where 3D printing comes into play. We've printed over 100 components in the vehicle. I'd like to show you one right now. Take this insert for the wheel arch. The great thing about it is that it not only looks amazing, but it's also extremely flexible and easy to clean. Best of all: Here could be your name!

Richard

Wow look! There has never been a real staircase in a motorhome. But come up here and I'll show you another world first. Yes, you can sleep in the Vision Venture, right here in this unique roof tent. It will self-inflate in less than a minute and thanks to BASF's Elastollan® coating, it's super light, wind proof and creates a comfortable indoor climate for a peaceful sleep. Ah! Oh yes, one more thing. Thanks to our BASF materials, you will have a great sleep in the Vision Venture. We installed a slatted frame made of Elastocoat® pultrusion. It's extremely stable and at the same time very easy to clean. The elastic comfort elements and the bed frame that you can see here are made of Infinergy®. That's a material that you normally see in Adidas running shoes.

Clip 04 (4'00 – 6'04)

Richard

Yes, welcome home, come in! The great thing about the Vision Venture is that we equally combined high-performance plastics with natural materials. For example, here in these decorative fronts for the kitchen cabinet. That is a material called Elastoflex®. And we have combined that with a hemp fibre. It's super light, you can adjust it in different colors and of course the designer is happy, because it makes such round contours possible. But inside the cabinets we also have something to offer, namely these practical Neopor® organizer boxes. They make sure that everything is in its place during the journey and that nothing rattles or clatters about.

Annelena

A highlight in the Vision Venture is the bathroom. There's something special here that has never been done before. Real slate - a wonderful natural material: Great surface, great feel but actually way too heavy for vehicle construction. But thanks to our developers, there's a solution that has a real slate surface that's super light and flexible, so a real world first. We call it VENEOL SLATE®. It's so cozy here in the Vision Venture. Perhaps because of two other highlights which we really need to have a look at. Here on the ceiling, for example, we have Haptex®. It's very soft, has a great surface, beautiful color and is also really easy to clean. But when we think of comfort in the vehicle, light also plays an important role. This 3D printed lamp is very flexible, and the great thing is that the diffuser has similar properties to frosted glass, except it's much lighter and shatter-proof, because that's what matters in a vehicle. This is enabled by Ultramid®Vision.

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Clip 05 (6'04 – 8'18)

Richard

Yes, many of the more than 20 BASF materials in the Vision Venture can be seen at first glance, but some work their magic in secret. For example, in the area of insulation, which is very important especially for motorhomes, since we have very little space here. We have used three different materials for insulation. One is Elastopor® which is used for the insulation of the outer wall, but also our two new high-performance insulating materials SLENTITE® and SLENTEX®, which we have used, for example, to insulate built-in appliances or even door frames and window frames.

Annelena

The Vision Venture is a home on wheels, so both driving and living comfort are important. Speaking of home comfort, I'd like to show you Elastoflex. A super soft, elastic foam which is used for benches and seats. For mattresses and pillows, CosyPUR® is used, which is super elastic and very comfortable. Thinking about a hot summer day, what could be better than a cooling coating, like here with Elastocoat® Spray Gel.

Richard

Yes, and driving comfort translates in the Vision Venture especially to keeping unwanted noise and vibrations out of the interior as much as possible and we have installed two BASF materials to do exactly that. For example, this Basotect®. This foam absorbs the noise and ensures a quiet and pleasant ride in the interior. And we also have a tailor-made damping system made of these Cellasto® BASF springs, which ensure that no unwanted vibrations or bumps occur, and you always have a quiet, relaxed and safe ride.

Annelena

The Vision Venture really is a high-tech vehicle. Countless cables and connectors ensure that everything runs smoothly. Our materials have to provide maximum performance in the smallest of spaces. That's what Ultradur® does in the photovoltaic system and Ultramid® Advanced N in the engine compartment.

Richard

That's it from us. And now off to the future!

Annelena & Richard

Bye!

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