

PRESS RELEASE

CARADO: NEW YOUTUBE SERIES WITH ORGANISATION COACH ISABELLA FRANKE

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Decluttering, tidying up, organising - order is half of life. According to Statista, almost every tenth household in Germany declutters once a month. Many use spring cleaning (24 percent) or an upcoming move (14 percent) as an opportunity, most do not need a special occasion (61 percent). However, 4 out of 5 respondents have no specific method of keeping things tidy. Organisation coach Isabella Franke, founder of “The Home Habit”, knows exactly how to best clean up your own four walls. In cooperation with the motorhome manufacturer Carado, she explains in the new YouTube series “Simple. Clever. Organise.”, how your own motorhome can be transformed into an oasis of well-being, so that the journey in your mobile home is even more fun.



Organisation coach Isabella Franke finds the right place for everything in the Carado motorhome © Carado
[Here is the trailer](#) for the YouTube series. Additional images are available for download [at this link](#).



At the beginning of August 2022, the 7-part series "Simple. Clever. Organise." will premier on Carado's Youtube channel. Isabella Franke takes the viewers into the interior of a Carado motorhome and reveals practical tips and tricks on how to optimally organise the various areas.

Whether for solo travellers, friends, couples or families - the passionate tidying up expert and clearing-out trainer knows exactly where chaotic problem areas form and how to eliminate them. In the kitchen, the bathroom, the mobile office as well as in the sleeping area, Isabella ensures practical order. Because true to her personal principle of "deorganising" - a fusion of decorating and organising - she embellishes even problematic corners with creative ideas and turns them into harmonious and stylish feel-good areas. The before-and-after comparison creates a wow effect that not only motorhome fans will look forward to.

"Carado and Isabella Franke represent the same values: It's about family, order and functionality. We are very happy to be working with Isabella and look forward to transferring her expertise to motorhome travel," says Julian Manz, Managing Director of Carado.

Order in the motorhome ensures a positive attitude towards travel and life

Isabella Franke managed to turn her hobby into a job. Born in the Palatinate region, she lived in the USA for ten years, where she founded her company "The Home Habit" in Los Angeles in 2011. The declared goal: to combine her passion for interior design with her love for tidying up and to make her customers happy. The concept is also successful in Germany. With her well thought-out tips, the organisation coach, who now works as a TV presenter, podcaster and writer, inspires an audience of millions.

The mother of two likes to spend her holidays in her Carado motorhome with her husband and two children.

"When I go on a camping holiday with my family, I feel at home in my Carado motorhome. Working with Carado was a completely new project for me and I really enjoyed it. In the new YouTube format "Simply. Clever. Organise." I share my knowledge with the community and look forward to showing how any RV can be decorated with simple tips and tricks. Because a tidy home means a tidy head – and that makes you happy." says Isabella Franke.



About Carado

Carado GmbH is a company of the Erwin Hymer Group. Carado offers durable and well thought-out motorhomes, vans and camper vans with the best price-performance ratio in the entry segment. These convince with practical and solid functionality, high quality "made in Germany" and modern design with smart details. They are characterized equally by the highest reliability and safety as well as comfort and versatility. Carado is the brand for families, singles, couples and for all people who are looking for a home for the time on the road, a place to feel good with which they can visit their favorite places and in whose life travel plays a very special role.

Further information on www.carado.com/de.

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Press relations:

Carado GmbH

Kruger Media GmbH

Ölmühlestraße 6
88299 Leutkirch im Allgäu

Torstraße 171
10115 Berlin

Sandra Rudhard
Tel.: +49 (0) 7561 9097 134
Fax: +49 (0) 7561 9097 400
Email: sandra.rudhard@carado.com

Oliver Urban
Tel.: +49 (0) 171 4419072
Fax: +49 (0) 30 3064 5448 99
Email: carado@kruger-media.de

About the Erwin Hymer Group

The Erwin Hymer Group is a 100 percent subsidiary of THOR Industries, one of the world's leading manufacturers of recreational vehicles with more than 31,000 employees worldwide. The Erwin Hymer Group unites motorhome and caravan manufacturers as well as motorhome and caravan accessory specialists, hire and financing services under one roof. The motorhome and caravan brands Buccaneer, Bürstner, Carado, Crosscamp, Compass, Dethleffs, Elddis, Eriba, Etrusco, Hymer, Laika, LMC, Niesmann+Bischoff, Sunlight and Xplore, the motorhome rental companies Crossrent, McRent and rent easy, and also the chassis specialist Goldschmitt, the accessories specialist Movera and the touring portal freeontour all belong to the Erwin Hymer Group. Further information is provided at www.erwinhymergroup.com.