



## **Pinnacle Industries & Kerala Tourism introduce “Keravan Kerala”, a luxury Motorhome**

*The caravan was launched at the hands of Hon’ble Minister Mr. P A Mohammed Riyas, Minister for Tourism, Government of Kerala*

Caravan tourism, which is popular in the West, has found a new home in India. Kerala Tourism has collaborated with Pinnacle Industries Limited, India’s leading manufacturer of automotive seating systems, interiors & speciality vehicles, to unveil a premium range of Motorhome to promote and revive tourism in the state. Kerala Tourism in association with Pinnacle Industries will roll out numerous motorhomes in the forthcoming months.

Speaking at the launch, Mr. Sachin Deshmukh, Executive Director, Pinnacle Industries Limited, highlighted, “Caravan & Recreational Vehicle Tourism is set to bring in exponential growth to the much-affected travel & tourism industry. Customised vehicles offer not just a variety of amenities, comfort & luxury, but they also provide flexibility & freedom to travel, explore, and minimize the risks involved in using public transport and public spaces in transit. We have designed this motorhome keeping in mind the comfort and convenience of end-users while maintaining the design and functional aesthetics.”

Built on Force Traveler model T2 4020 & approved by ARAI under AIS 124 standards, the Pinnacle Motorhome is having less turning radius as compared to other caravans, which will allow enhanced driving experience in backwaters or narrow roads. The motorhome has living and sleeping areas that can accommodate 9 seats which convert into 2 beds offering more comfort during the travel as well as staying in the vehicles. With a combination of modern & elegant interior & exteriors, it offers a class of excellence that is crafted to complement your taste of finest motorhomes. The motorhome has a lounge at the rear which can be converted into a queen-sized bed, along with convertible bed at the front for the accommodation.



With a provision of a kitchen, toilet, awning, direct and indirect LED lights & Mood Lighting, provision of hot & cold water, Elegant Control Touch Panel Circuits, mini-fridge, LED TV, external power supply and backup, music system, 3 fire extinguishers, the motorhome is equipped with all luxury, functional, entertainment & safety utilities.

The onset of the pandemic has brought major transformations to the travel and tourism industry globally. However, there has been a resurgence of travel, though with a paradigm shift. Slow, sustainable, responsible travel with the utmost concern for hygiene, safety and social distancing has prompted more travellers to hit the roads for holidays. Motorhomes have redefined road travel by bringing in luxury, convenience, safety, hygiene, and accessibility to one platform.

#### **About Pinnacle Industries**

Incorporated in 1996 in Pithampur, Madhya Pradesh, Pinnacle Industries is India's largest manufacturer and provider of a range of industry-leading seating systems, automotive interiors, and special application vehicles. Pinnacle has consistently expanded its product range through investing in its employees, clientele, and technology partners to emerge as India's largest automotive seating, interiors, and speciality vehicles company. Pinnacles special applications vehicles range included Tourist Vans, Office-on-Wheels and Executive Vans, Motorhomes, Product Display & Demo Vans, Food Trucks, Ambulance & Mobile Clinics, Reefer Vans, Campaign Vans, Other Specialty Vehicles.

**For more details on the company, log on to:**

<https://pinnacleindustries.com/>  
<https://pinnaclevehicles.com/>

**For media-related queries, contact:**

Harshita Chauhan  
[hsingh@pinnacleindustries.com](mailto:hsingh@pinnacleindustries.com) | +91-70301 52828