



PRESS RELEASE #100 🍾

July 2026

MORELO KICKS OFF THE 2027 MODEL YEAR WITH A NEW PALACE INTERIOR AND THE EMPIRE LINER ON IVECO S-WAY

At CARAVAN SALON Düsseldorf 2026, MORELO will be presenting a model year with a clear ambition: the popular MORELO PALACE receives a comprehensively redesigned interior, the MORELO EMPIRE LINER will in future be based on the IVECO S-Way chassis, and the new management team is setting the next impulses for the future of the brand.

MORELO is entering the 2027 model year with a strong design ambition, technical maturity and a refined understanding of mobile luxury. At the heart of the brand's presence at CARAVAN SALON Düsseldorf is the new MORELO PALACE. A model range that has been one of the brand's most popular for many years, the PALACE now receives a comprehensive redesign and functional evolution in its interior. The model year launch is complemented by the MORELO EMPIRE LINER, which will in future be based on the IVECO S-Way chassis and also introduces a new interior, an extended standard specification and noticeably enhanced driving comfort.

"The 2027 model year is not a departure from what has made MORELO strong. It is a consistent evolution," says Robert Crispens, Managing Director of MORELO Reisemobile GmbH. *"Our customers expect more than luxury. They expect a motorhome that has been thought through in every detail – both on the road and in everyday use."*

Outside PALACE. Inside, reimagined.

For the 2027 model year, the MORELO PALACE represents a particularly clear form of evolution. On the outside, it remains unmistakably a PALACE – confident, prestigious and dynamic. Inside, however, the model range has been completely reinterpreted: more modern, calmer, more homely and more strongly focused on everyday life in the vehicle.

At the centre of this development is a new understanding of design. The interior now follows a clearer architectural line: smooth surfaces, reduced transitions, handleless overhead cabinets, premium accents and a well-considered interplay of light, materials and structure. Rather than placing individual design effects in the foreground, MORELO has created an interior that works as a whole – clean, premium and enduring.

The new dashboard plays a particularly important role. It was not conceived as an isolated driving area, but as a design transition between cockpit and living space. Its design language is more automotive, integrated and premium. Displays and controls move closer to the driver's natural field of vision and reach, while important functions remain easily accessible when the vehicle is stationary. After all, a luxury motorhome is not only driven – it is inhabited.



The new cockpit therefore brings together two worlds that are particularly demanding to unite in a motorhome: precise operability while driving and seamless integration into the habitation space when parked. Flowing lines, integrated displays, calmer materials and indirect lighting accents ensure that the cab area feels less technical and more like part of the overall interior.

The habitation area of the PALACE has also been consistently developed. New upholstery with improved ergonomics, a multi-level lighting concept, horizontally aligned wood décors and subtle accent surfaces give the space greater depth and generosity. The lighting is not merely an atmospheric detail, but an integral part of the interior architecture: indirect, warm, zoned and tailored to different usage scenarios.

In the kitchen, MORELO places greater emphasis on a clean, homely appearance. Closed fronts, internal drawers, premium domestic fittings and Bosch-Siemens household appliances support the ambition to bring motorhome comfort and a sense of home even closer together. The bathroom follows the same line: reduced design, premium fittings, a new shower surface and a rain shower fitted as standard create a noticeably calmer, more homely overall impression.

In the sleeping area, optional solutions such as eliminated overhead cabinets on the back wall, adjustable elements for comfortable sitting and integrated niches for small items provide greater openness and practical value. As a result, the space feels longer, lighter and less traditionally furnished.

New materials and styles will give customers greater orientation when configuring their vehicle. Instead of maximum complexity, the focus is on a clearly curated design system. Wood décors such as teak and walnut can be combined with different styles – individually, but in a more structured way than before.

“With the PALACE, our aim was not to create as many visible effects as possible,” says Ralf Schütte, Managing Director of MORELO Reisemobile GmbH. “The true quality reveals itself where customers live in it every day: when sitting, operating, storing, cooking, showering and driving. That is exactly where we started.”

With nine layouts, the proven IVECO Daily 70 C 18 as its base, a technically permissible gross vehicle weight of 7,490 kg and a base price starting at € 309,900.00 incl. 19% VAT, the MORELO PALACE remains a central model range in the luxury segment for the 2027 model year.

MORELO EMPIRE LINER: new base on IVECO S-Way chassis

The MORELO EMPIRE LINER is also taking an important step forward for the 2027 model year. In future, the model range will be based on the IVECO S-Way chassis – a new technical foundation that further underlines the commanding character of the EMPIRE LINER.

In addition to the new base vehicle, the interior has also been selectively refined. Brushed stainless steel replaces glossy elements, while new wood décors and reduced surfaces create a calm as well as premium appearance. Indirect lighting in the ceiling canopy, a straight-lined bathroom and an open kitchen area create a sense of comfort and spaciousness.



In the cockpit, the MORELO EMPIRE LINER benefits, among other things, from a new Birdview monitor with higher resolution, a new speaker arrangement and a significant reduction in noise and vibration. Functional details have also been further developed – for example in terms of accessibility in the double floor and the opening and closing behaviour of the storage compartment flaps.

The standard specification has also been expanded. Mirrorcams, storage compartment lighting, a rain shower, induction hob, larger tank capacities, solar panels and powerful battery technology strengthen the EMPIRE LINER's character as a First Class motorhome for long journeys with a high degree of autonomy.

The MORELO EMPIRE LINER on the IVECO S-Way 190 S34 with a permissible gross weight of 18,000 kg comprises six layouts and is available from € 514,900.00 incl. 19% VAT.

Model year 2027: more clarity, more comfort, more MORELO

Beyond the major innovations, the 2027 model year stands for a clearer model strategy, a stronger focus on meaningful equipment and a further developed operating logic. This includes new solutions for assistance systems, energy supply, lighting control, air conditioning, sound and connectivity via MORELO Connect.

The ambition remains unchanged: MORELO builds luxury motorhomes for people who do not want to compromise on space, comfort or technical sovereignty while travelling. Vehicles for everyone who does not see travel as a disruption from home – but as its extension.

Robert Crispens and Ralf Schütte: dual leadership with a clear course

With the 2027 model year, MORELO also showcases itself with confidence under a new management structure. Since 1 January 2026, Ralf Schütte has been Managing Director of MORELO Reisemobile GmbH. Together with Robert Crispens, he forms the company's dual leadership team.

Schütte has been active in the motorhome industry for around 35 years and brings a distinctive combination of industry experience, technical proximity and personal enthusiasm for motorhomes. He has already been closely connected with MORELO since 2018, particularly in the areas of production, process design and quality improvement. His first months as Managing Director have shown that the transition has been successful, his operational signature is visible – and the brand remains in motion.

"MORELO is driven by people who work on a product with conviction," says Ralf Schütte. "This energy within the team is one of our greatest strengths. Together with Robert Crispens, I want to ensure that we consistently continue to develop our structures, our quality and our closeness to customers."



MORELO at CARAVAN SALON Düsseldorf 2026

MORELO will present the 2027 model year from 28 August to 6 September 2026 at CARAVAN SALON Düsseldorf in Hall 16, Stand A04. Visitors are invited to experience the new MORELO PALACE, the MORELO EMPIRE LINER on the IVECO S-Way chassis and further First Class motorhomes from the brand on site.

In total, MORELO will be exhibiting 21 motorhomes from all six model ranges in Düsseldorf.

All interested press representatives are warmly invited to arrange an appointment for a personal meeting at the MORELO exhibition stand and to get to know the vehicles on display. Please register early at the information desk.

MORELO Reisemobile GmbH is Europe's leading manufacturer of luxury motorhomes, based in Schlüsselfeld in Franconia and part of Knaus Tabbert AG.

Image material is available on our website:

<https://www.morelo-reisemobile.de/en/downloads/press-releases>

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Words: **1,297** | Characters (without spaces): **7,064** | Characters (with spaces): **8,343**

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