



Press Release

Isabella launches VenturaAIR – a new range of air awnings for caravans, motorhomes and campervans

The Danish camping brand [Isabella](#), renowned for high quality and functional design since 1957, is now unveiling a brand-new range of air awnings: **VenturaAIR**. The series will be presented for the first time at the major Caravan Salon in Düsseldorf, Germany, 29 August – 7 September 2025. Visitors can discover VenturaAIR and all the new products in Hall 3, stand C90-01.

VenturaAIR is created for campers who want comfort and flexibility – with minimum hassle.

VenturaAIR: Easy set-up and high comfort

VenturaAIR is a new generation of air awnings – combining modern air technology, smart solutions and premium quality materials. The unique air system connects all air tubes in one single circuit, so you only need to pump in one place. At the same time, the system prevents the tubes from being pinched or twisted at the joints. This means the awning stands more securely – even when the weather changes – as the air can move freely and equalise pressure.

The series has been developed with a focus on long durability and user-friendliness. This is especially true thanks to the use of VenTex, a solution-dyed polyester that ensures a pleasant indoor climate and is easy to maintain. An electric 12V pump is included as standard, and all awnings are prepared for a thermal roof, which can be purchased separately to improve comfort in the early and late season.

"VenturaAIR is designed for campers who want to set up their awning in just a few minutes – but still enjoy high comfort and long-lasting quality," says Nathan Leighton, Field Sales Manager, Isabella UK. *"We have focused on both user-friendliness and functional design – without compromising on quality."*

Seven VenturaAIR models – designed for every need

The entire VenturaAIR range will be presented at the Düsseldorf show – seven models, each developed for different needs and vehicle types:

For caravans

- **VenturaAIR Nova** – spacious full awning in six sizes
- **VenturaAIR Aura** – flexible porch awning in three widths
- **VenturaAIR Sol** – air sun canopy with optional side panels

For motorhomes and campervans



- **VenturaAIR Lux** – porch awning for motorhomes and campervans in three widths
- **VenturaAIR Alto** – porch awning with extra height for motorhomes in three widths
- **VenturaAIR Vita** – freestanding drive-away air awning with three tunnel sizes for motorhomes and campervans

For all models

- **VenturaAIR Annex** – practical annex for extra sleeping or living space, attachable on both sides

Etna and Alba – new colours for Isabella favourites

In addition to the new air awnings, Isabella is also launching three popular models in fresh, stylish colours:

- **Magnum** is now available in the light and elegant colour Alba, creating a modern and airy look. A new compact version, 260 cm wide, is also introduced – perfect for weekend trips and for campers looking for a lighter awning.
- **Ambassador** and **Commodore** are now available in the colour Etna – inspired by earthy tones of nature, designed to give a harmonious and timeless look that matches both new and older caravans.

New accessory products

At the Düsseldorf show, Isabella will also present a range of brand-new accessories:

- **Compressor cool box** – 40 L with app control and display
- **IsaCool** – air conditioning with both cooling and heating functions
- **Nanna chair** – lightweight and comfortable camping chair
- **Ran footstool** – footrest or extra seating
- **Beach Trolley** – practical pull cart for camping and beach
- **Tarpaulin cover for Camp-let** – high version for roof rack and low version without rack

Press pack

[Download logo and images from Isabella VenturaAIR](#)

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