



MEDIA RELEASE

APRIL 2011

APOLLO MOTORHOMES LAUNCH STELLAR ADDITIONS TO FLEET

Queensland is open for business – just ask homegrown success story Apollo Motorhome Holidays, which is expanding with the stellar launch of three styles of caravans and the very first four-berth 4WD vehicle on the market.

The world's largest privately owned recreational vehicle operator, born and bred in the sunshine state, is introducing not just one but two new exciting products to its fleet.

From April 1, 2011, Apollo Motorhome Holidays will ensure more visitors get off the beaten track to discover Australia with their 4WD Outback Camper. Apollo has used its creative endeavour to re-design and build the back of a Mitsubishi Triton to forge a unique 4 berth family-friendly campervan. The Outback Camper boasts two double beds, an awning, automatic transmission and air conditioning.

Not content to leave it there, Apollo Motorhome Holidays has added three caravans to its fleet to cater to the company's wide range of customer needs. There's no set up with the deluxe Cruiser caravan, pull up a spot and you're camping. This four-berth van has all the mod cons from a TV/DVD player to an iPod docking station, air con, toilet and shower facilities and all your cooking essentials. The six-berth Explorer pop-up caravan is the largest in the fleet and sleeps up to six people in three double beds. With TV/DVD player, cooking facilities and a toilet and shower, this compact vehicle is also easy to drive and fuel efficient, making it the ideal solution for family-style happy camping. The Ranger pop-up caravan has back to basic essentials for no-fuss campervanning. The four-berth vehicle boasts all you'll ever need in the kitchen and its streamlined design ensures your petrol really goes the distance.

Apollo Motorhome Holidays CEO Luke Trouchet said Apollo's expansion into caravans is a win-win situation for both the company and its loyal base of customers. "It gives our customers greater flexibility with their daily travel plans. All they have to do is unhook the caravan and they're away. They can explore the great outdoors in their car and return home to their caravan."

Mr Trouchet said Apollo is pioneering the way forward with the launch of the very first four-berth 4WD on the market, Apollo's bold Outback Camper, which is also the ultimate solution to a giant gap in the family-focused market. "Our customers have been specifically asking for a four-seater off-road campervan to suit families and because we manufacture our own fleet, there was nothing to stop us designing and delivering the first family 4WD camper."

The 4WD Outback Camper is available for hire nationally, except Hobart, and costs from \$133 a day. The Cruiser, Explorer and Ranger caravans cost from \$129 a day and are available for pick up and drop off only along the east coast of Australia, from Cairns, Brisbane, Sydney and Melbourne.

Apollo Motorhome Holidays began in 1985 in the backyard of the Trouchet family home at Victoria Point with a pop-top campervan the family began renting out at weekends. The campervan was so popular, the family purchased more vans and so began the birth of this remarkable company – which has since spread its wings to the world but still remains a family owned company. Apollo also designs and builds its entire fleet through its sister-company Talvor Motorhomes, the nation's largest privately owned manufacturer of recreational vehicles.

Apollo has branch locations throughout Australia at Adelaide, Alice Springs, Brisbane, Broome, Cairns, Darwin, Hobart, Melbourne, Perth and Sydney as well as in New Zealand, the United States and Canada. For more information call +61 7 3265 9200, visit the website – www.apollocamper.com or www.facebook.com/ApolloCamper

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Apollo Motorhome's new Outback Camper – the family 4WD.



Apollo Motorhomes' new Cruiser Caravan, 1 of 3 new caravans available for hire from the Apollo fleet.