



PRESS RELEASE

2 October 2008

Apollo Drives Last Ride

In a characteristic show of support for the Australian film industry, recreational vehicle juggernaut Apollo Motorhome Holidays supplied makers of feature film 'Last Ride' a 6 Berth Euro Deluxe motorhome to use during production.

The provisionally titled film stars Hugo Weaving and was filmed in South Australia. It premieres in Australia at the Adelaide International Film Festival in February 2009, and globally at the Cannes Film festival in May 2009.

Apollo CEO Luke Trouchet said he is "absolutely delighted to support the Australian film industry. Films such as 'Last Ride' really showcase Australia's spectacular landscapes."

Trouchet predicted the release of films such as 'Last Ride' would boost domestic and international tourism, particularly the self drive market.

"Motorhome and campervan holidays are the ultimate way to explore our vast country, and any medium showcasing Australia's incredible natural beauty should have the full support of the tourism industry," he said.

'Last Ride' is based on the award-winning novel by Denise Young, and directed by Cannes Palme D'or winner, Glendyn Ivin. Producers have predicted that Hugo Weaving will give the "performance of his career."

Apollo Motorhome Holidays is known for its community spirit and sponsorship efforts. The company recently supported the Virgin Blue Cycling team, providing several vehicles for the 2008 National Road Series.

Founded in 1985, Apollo Motorhome Holidays has grown to become the largest privately owned leisure vehicle operator in the Southern Hemisphere, with 15 branches across Australia, New Zealand and the USA.

Apollo's expanded into the USA in April 2008, opening a Los Angeles branch, with Las Vegas and San Francisco branches planned for 2009.

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