



## PRESS RELEASE

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### **APOLLO EXPANDS TO TASMANIA**

Apollo Motorhome Holidays announced today that Tasmanian travellers will enjoy increased competition in the motorhome rental market when it expands operations to Hobart in September.

Apollo CEO, Luke Trouchet, described the plan as a “natural progression. The Tasmanian market is crying out for more quality motorhome rental operators.”

Clients will enjoy the full range of Apollo vehicles, from the budget Hitop Camper to the lavish Euro Deluxe Motorhome. Apollo will offer its usual competitive rates and flexible deals, including one way rentals.

“A motorhome holiday is the perfect way to enjoy Tasmania’s breath taking scenery at your own pace,” Mr Trouchet said. “Clients will benefit from Apollo’s proven systems, products and best practices.”

Apollo is the largest privately owned leisure vehicle operator in the southern hemisphere, with a fleet of over 2500 vehicles. With the Hobart expansion, the company will operate 12 branches across Australia and New Zealand.

Apollo also expanded operations to the USA in March 2008, bringing its experience and expertise to a major international market.

Apollo CEO, Luke Trouchet said “The US is a mature market, full of opportunity. Our expansion to the US answers the call of our travel industry partners who are looking for global RV rental partners.”

According to Mr Trouchet, the primary key to Apollo’s success has been a commitment by staff and management to provide excellent product and customer service.

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