



## Press Release

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### **Apollo acquires USA RV Rental Business**

**Apollo Motorhome Holidays announced today that it was purchasing Los Angeles based Happy Travel Campers.**

Happy Travel Campers is a leading economy RV rental operator in the United States of America. Started in 1987 by Klaus and Gaby Hollerith, Happy Travel Campers has developed a solid reputation of offering personalised service and quality economy product.

In announcing the deal Mr Luke Trouchet, the CEO of Apollo, said "This is an exciting development for Apollo which gives us immediate operational knowledge and management as we start in the USA. We feel very privileged and honoured to have been able to acquire such a well respected business."

Apollo had recently announced plans to open in the USA as part of their plan to offer a global RV rental solution. The acquisition of Happy Travel Campers will be used as a base to rapidly expand the Apollo brand and to maximise efficiencies in starting up in a new market.

Mr Hollerith, the Managing Director of Happy Travel Campers, said "I have every confidence in the direction of Apollo to further develop the business. Both companies share a philosophy of exceptional customer service, quality vehicles and competitive rates."

Apollo is the largest privately owned leisure vehicle operator in the Southern Hemisphere with a fleet of over 2000 vehicles. Operating 11 branches across Australia and New Zealand, the business employs over 200 people and has a multi-million dollar turnover.

Mr Trouchet said "The US is a ready market - full of opportunity. Our expansion to the USA answers the call of our travel industry partners who are looking for global RV rental partners."

He further stated "Our clients will benefit greatly from proven systems, products and best practices. Our experience shows a demand for continuity of service and product across markets. We can offer the same excellent results we have proven in Australia and New Zealand. We will offer our full stable of brands including Apollo, Cheapa Campa and Hippie to cover all ends of the market."

An immediate 150% increase of the Happy Travel Campers fleet is planned as the Apollo vehicles are added to the mix. For this season the business will operate solely out of Los Angeles with branches opening next year in Las Vegas and San Francisco and further expansion planned to Denver, New York and Miami in subsequent years. Additional fleet will be added ensuring that Apollo is one of the largest RV rental operators.

When asked, Mr Trouchet confirmed that "Apollo is looking at further USA acquisitions to facilitate growth." He also added that, "further domestic Australia and international expansion are on the cards."

For the first time Apollo will be attending the premier US Travel Industry convention, Pow Wow. The event will be held in June in Las Vegas. The event will be particularly important for Apollo as it will allow the company to spell out its expansion plans in detail.

Apollo's last international expansion was in 2003 when it opened in New Zealand. Demand was so great that the company grew well above expectations, quickly becoming a major force in RV rental. With its expansion into the USA, Apollo will once again bring its experience and expertise to a major international market.

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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