



Press Release

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Apollo to expand to the US

Apollo Motorhome Holidays announced today that it would be starting operations in the United States next year.

Ending months of speculation the announcement came as no surprise to many in the industry. The new US business is part of Apollo's continued expansion designed to offer a global RV rental solution.

Apollo is the largest privately owned leisure vehicle operator in the Southern Hemisphere with a fleet of over 1500 vehicles. Operating 11 branches across Australia and New Zealand, the business employs over 175 people and has a multi-million dollar turnover.

Apollo CEO, Luke Trouchet said "The US is a ready 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."

Mr Trouchet continued, "Their 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 of Apollo, Cheapa Campa and Hippie to cover all ends of the market."

In order to fully integrate systems and to ensure local expertise is gained the initial opening will be quite small and will only be based in California. A massive expansion is planned during the first year with the aim of Apollo growing to be in the top 3 RV rental operators in the US by the start of the 2009 season. Acquisitions are also being explored to maximise efficiencies in setting up and expansion opportunities.

Mr Trouchet said he was looking forward to attending the premier US Travel Industry convention, Pow Wow, for the first time. The event will be held in June next year in Las Vegas. The event will be particularly important for Apollo giving it the opportunity to spell out its ambitious 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 US, Apollo will once again bring its experience and expertise to a major international market.

The company plans to invest more than \$80M in its US business launch over 3 years.

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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