

**MEDIA RELEASE**

**27 JANUARY 2015**



## **MOTORHOME ROAD TRIP RULES**

2015 marks the 30<sup>th</sup> anniversary of Apollo Motorhome Holidays and to celebrate they are offering up to 55% off rentals throughout the year\*.

As thousands of Apollo campervans, 4WD campers and motorhomes hit the road during 2015, CEO Luke Trouchet is encouraging travellers to 'unplug' and reconnect.

"As technology takes up more of our time, the value of a family road trip holiday increases," Mr Trouchet said.

"Family members who take a motorhome road trip holiday together have a chance to talk, joke, sing along and indulge in a few classic road trip games, creating great memories and close bonds," he said.

### **Apollo's Summer Motorhome Road Trip Rules**

1. Drive safely and take your time.
2. Enjoy the view before you post it to social media.
3. Support local businesses everywhere you go.
4. Enjoy music and conversation on the road.
5. Take an occasional detour and discover something new.

Mr Trouchet can personally attest to the value of family motorhome holidays – the company he heads up with his brother Karl began in a Brisbane backyard 30 years ago, when the boys' parents began renting their campervans out to friends, then strangers, creating the foundation for what has become the world's largest privately owned recreational vehicle rental company.

"Our fleet has grown to thousands of rental vehicles across Australia, New Zealand, the United States of America and Canada, but the essence of road trips remains the same," Mr Trouchet said.

"Travellers want freedom, a little adventure and to connect – with each other and the places they visit," he said.

Apollo Motorhome Holidays has branch locations throughout Australia in Adelaide, Alice Springs, Brisbane, Broome, Cairns, Darwin, Melbourne, Perth, Hobart and Sydney as well as in Auckland and Christchurch in New Zealand. There are four branches on the West Coast of the United States, and seven branch locations throughout Canada.

Apollo has a vehicle to suit every kind of self-drive holiday. Australian rental options include the popular [4WD Adventure Camper](#), the family-friendly six-berth [Euro Deluxe](#) and Australia's largest

rental motorhome, the [Euro Slider](#). All vehicles feature the highest quality finishes and innovations to maximise storage space, sleeping comfort, and to provide a great place to cook and relax while on holidays.

Visit [www.apollocamper.com/holiday](http://www.apollocamper.com/holiday)

\*For great travel deals of up to 55% during 2015 off visit [www.apollocamper.com/hotdeals](http://www.apollocamper.com/hotdeals). Terms and conditions and limited availability apply.

-ends-

**Media contact:** Carla Adams, [carla@mediamosaic.com.au](mailto:carla@mediamosaic.com.au) 07 3103 2390

**Hi-res motorhome and destination images available on request**