



## PRESS RELEASE

6 May 2009

### **Apollo Announces Advisory Board**

**RV industry leader Apollo Motorhome Holidays has established an Advisory Board. A number of leading Australian business people have been appointed to the Advisory Board in a move predicted to accelerate Apollo's already strong global presence in the tourism industry.**

Apollo CEO Luke Trouchet said "we are privileged to have such respected and talented business people join our Advisory Board."

Mr Trouchet said the board is an "integral step in the development of the Apollo Group of Companies," and that it would provide "external non-biased, specialist, and industry leading direction and strategy to the business."

He said the Advisory Board is part of a long term strategy to ensure Apollo retains its strong market presence and high operational standards as the company grows.

Inaugural members of the Advisory Board include brothers Luke and Karl Trouchet, owners of Apollo; Brett Heading, Chairman of Partners at McCullough Robertson Lawyers; Chris Rusden, former Chief Operating Officer of THL Rentals; Phil Degenhardt, Principal of software company Platinum Ray Pty Ltd and Adjunct Professor Stephen Lonie, a former Managing Partner of KPMG.

Mr Trouchet said "the Advisory Board reflects Apollo's ongoing commitment to becoming the Global Solution for RV Rental. Collectively, the Advisory Board members bring with them decades of expertise in their respective fields and will each play an important role in the company's continued growth and development."

Apollo's continued growth has defied tourism industry expectations, with several new branches opening in the midst of an industry downturn.

Operating in Australia, New Zealand and the United States of America, the motorhome, campervan and car rental business has developed several brands to service all markets and established a separate RV manufacturing arm, Talvor Motorhomes.

© 2009 Apollo Motorhome Holidays Pty Ltd

**Media Enquiries:**

**Elysha Loiterton**

**Media & Marketing Coordinator**

**Phone: +61 7 3265 9245**

**Email: [e.loiterton@apollocamper.com](mailto:e.loiterton@apollocamper.com)**

**Web: [www.apollocamper.com](http://www.apollocamper.com)**



**Apollo Motorhome  
Holidays Pty Ltd**  
ABN 81 051 584 153

**Head Office**

698 Nudgee Road  
Northgate (Brisbane)  
Qld 4013 Australia

**Telephone**

+61 7 3265 9200

**Facsimile**

+61 7 3265 9201

**Free Phones**

Australia:

1800 777 779

International:

+800 3260 5466

**Internet**

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

**Email**

[info@apollocamper.com](mailto:info@apollocamper.com)

**Australia**

- Adelaide
- Alice Springs
- Brisbane
- Broome
- Cairns
- Darwin
- Hobart
- Melbourne
- Perth
- Sydney

**New Zealand**

- Auckland
- Christchurch

**United States of  
America**

- Las Vegas
- Los Angeles
- San Francisco

## Apollo Advisory Board Members

### Luke Trouchet (Chairman)

Luke is the co-owner and Chief Executive Officer of Apollo Motorhome Holidays and its associated group of companies. Luke's parents founded Apollo in 1985 and he grew up working in the business. After completing a Bachelor of Laws in 1996 he joined Apollo full time as Sales and Marketing Manager. Luke became CEO in 2001 taking over full management control of Apollo.

Luke is a well known figure in the tourism industry leading Apollo to win many business awards. His entrepreneurial achievements were recognized when he won a prestigious Ernst & Young "Young Entrepreneur of the Year" award and a spot on the BRW Young Rich List.

He is a member of the Australian Institute of Management.

### Karl Trouchet

Karl is the co-owner and Chief Financial Officer of Apollo Motorhome Holidays and its associated group of companies. Karl's parents founded Apollo in 1985 and he grew up working in the business. After completing a Bachelor of Business majoring in Accounting in 1997 he joined Apollo full time as CFO, managing finance and strategic business planning.

Karl is actively involved in developing and managing new initiatives across all divisions of Apollo. Karl's business success has earned him a spot on the BRW Young Rich List.

He is a member of the Australian Institute of Company Directors.



**Apollo Motorhome  
Holidays Pty Ltd**  
ABN 81 051 584 153

**Head Office**  
698 Nudgee Road  
Northgate (Brisbane)  
Qld 4013 Australia

**Telephone**  
+61 7 3265 9200

**Facsimile**  
+61 7 3265 9201

**Free Phones**  
Australia:  
1800 777 779

International:  
+800 3260 5466

**Internet**  
www.apollocamper.com

**Email**  
info@apollocamper.com

#### **Australia**

- Adelaide
- Alice Springs
- Brisbane
- Broome
- Cairns
- Darwin
- Hobart
- Melbourne
- Perth
- Sydney

#### **New Zealand**

- Auckland
- Christchurch

#### **United States of America**

- Las Vegas
- Los Angeles
- San Francisco

## **Brett Heading**

Brett is Chairman of Partners at McCullough Robertson Lawyers where he has been a partner since 1985. He is an experienced corporate lawyer and advises on capital raising, IPOs and M & A transactions.

He is a member of the Takeovers Panel, a Federal Government appointment.

Brett is an experienced company director and is currently Chairman of the dual-listed (ASX and NASDAQ) biotechnology company Chemgenex Pharmaceuticals Limited, and a director of the Australian Agricultural Company Ltd.

Brett has long term interests in agribusiness and his family have been in the South Burnett for over 100 years. His personal interests include Burnett Valley Vineyards Pty Ltd, Burnett Valley Olives Pty Ltd, Clovelly Estate Pty Ltd and James Heading Pastoral Pty Ltd, all of which are involved in agribusiness operations in the South Burnett (cattle, vineyards, winery, olive grove, lucerne).

## **Chris Rusden**

Chris has over twenty years experience in the vehicle rental industry in Australia and New Zealand.

Chris was a Director of Operations for Hertz Australia from 1991 to 2001 and he was the Chief Operating Office of THL Rentals from 2002 to 2008. During his career at THL Rentals he was responsible for the brands Britz, Maui and Backpacker in the Australian, New Zealand and South African markets, as well as being accountable for sales offices in the USA, UK and Germany.

Chris holds a Bachelors degree from the University of Washington in Seattle, USA, and a MBA from Monash University.

Now a 21 year resident of Australia, Chris has one daughter and lives in Melbourne with his wife, Donna Fisher.



**Apollo Motorhome  
Holidays Pty Ltd**  
ABN 81 051 584 153

**Head Office**  
698 Nudgee Road  
Northgate (Brisbane)  
Qld 4013 Australia  
**Telephone**  
+61 7 3265 9200  
**Facsimile**  
+61 7 3265 9201  
**Free Phones**  
Australia:  
1800 777 779  
International:  
+800 3260 5466  
**Internet**  
www.apollocamper.com  
**Email**  
info@apollocamper.com

**Australia**

- Adelaide
- Alice Springs
- Brisbane
- Broome
- Cairns
- Darwin
- Hobart
- Melbourne
- Perth
- Sydney

**New Zealand**

- Auckland
- Christchurch

**United States of  
America**

- Las Vegas
- Los Angeles
- San Francisco

## Phil Degenhardt

Since commencing his career in 1985, Phil has been an IT practitioner and has worked on a diverse range of IT projects for the construction, manufacturing, finance and tourism industries.

He was involved with the Britz Rentals business from 1987 and was Group IT Director from 1995 to 2000. He sat on the board of advisors to the private owners of that business and was heavily involved in the successful sale of Britz to Tourism Holdings Limited. Since 2000, Phil has pursued private business interests and has had a variety of IT and management consulting roles. From 2000 to 2004 he also served on the board of East Grampians Health Service.

Phil is currently collaborating with two long-time colleagues in a software development enterprise Platinum Ray Pty Ltd and lives in north-west Tasmania with his family.

## Stephen Lonie

Stephen's career was spent with KPMG for over 30 years, both in its Australian and UK practices. In 1995, he became Managing Partner of KPMG Queensland and was on the national board for several years. Since retiring from KPMG he has pursued a career as an independent Chartered Accountant and Management Consultant, practicing in the areas of strategic and businesses planning and financial management.

Stephen consults to a range of industries including public infrastructure, professional services, project management, agribusiness, tourism and the mining industry.

Stephen is the Chairman of several corporations including CS Energy Ltd, Brisbane Transport, Queensland Coal Mine Management Pty Ltd and is a Non-Executive Director of Pioneer Mortgage Services Pty Ltd and Grosvenor Australia Group. He is a Fellow of the Australian Institute of Company Directors, the Financial Services Institute of Australasia and the Institute of Management Consultants in Australia.

He is an Adjunct Professor of the University of Queensland Business School.