



PRESS RELEASE

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Apollo Announces 50% Fleet Increase

Strong forward bookings have led Recreational Vehicle leader Apollo Motorhome Holidays to announce a dramatic 50% increase in motorhome and campervan production from their Brisbane factory. This news comes amid widespread reports of a general downturn in the tourism industry.

Apollo CEO Luke Trouchet said "increased demand during such turbulent economic times can only be a positive sign for Apollo. We have gone from strength to strength over the last few years,"

"While some of our competitors have announced staff cuts and aggressive discounting, we have been fortunate enough to be able to avoid taking these steps," he said.

The production increase will be carried out by Apollo's own factory, Talvor Motorhomes, which since its inception has grown to become Australia's largest RV manufacturer.

Mr Trouchet attributed the company's latest success to Apollo's "great relationships with our travel industry partners and a philosophy of continuous innovation,"

"Being aligned with Talvor means we are able to quickly react to the latest market trends and increase or decrease vehicle production as necessary. The Talvor team are amongst the industry's most efficient."

In addition to the production increase, Apollo has already grown significantly during 2009, with three new rental branches and a state of the art upgrades existing branches already complete. Founded in 1985, Apollo Motorhome Holidays is the largest privately owned recreational vehicle operator in the world.

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