



PRESS RELEASE

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Rental Vehicle Leader Bucks Industry Trends

Apollo Motorhome Holidays has defied tourism industry expectations with its rapid expansion, announcing three new rental branches and a state of the art upgrade to an existing branch over six months. The leading recreational vehicle operator's move has been lauded as a positive market trend in light of the burgeoning global financial crisis.

Operating in Australia, New Zealand and the USA, the motorhome, campervan and car rental business has invested in all markets. Apollo opened its 10th Australian branch in November 2008, while its Christchurch branch moved to a deluxe custom built property in December 2008.

New branches in Las Vegas and San Francisco will open before April 2009, bringing Apollo's USA depot numbers up to three. Apollo's Los Angeles branch will likewise move to new premises. Apollo CEO Luke Trouchet said the expansions were "great news for Apollo clients and staff alike,"

"While many of our competitors are experiencing a significant downturn, we have been fortunate enough to not only weather the storm, but continue our legacy of strong growth in the new season."

Trouchet said the company was also adding new, unique vehicles types to its fleets in all three countries, as well as renewing its focus on subsidiary brands Cheapa Campa and Hippy Camper, and manufacturer Talvor Motorhomes.

"Diversifying our market presence and maintaining our philosophy of great customer service and competitive rates has helped us grow the business throughout previous crises," he said.

Operating in more countries than any other privately owned recreational vehicle operator, Apollo was founded in 1985.

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