



PRESS RELEASE

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Apollo launches Tourism Radio in New Zealand

New Zealand self drive enthusiasts will soon enjoy free Tourism Radio when they hire an Apollo Motorhome Holidays rental vehicle. The GPS driven information station will guide Apollo clients on their New Zealand self-drive journeys, broadcasting area information, great local music and quality radio shows.

Boasting more than 1,600 location based points of interest, Tourism Radio uses GPS technology as a virtual tour guide, broadcasting real time content relevant to the listener's location by drawing their attention to prominent landmarks and highlights as they approach them.

Tourism Radio also plays area information regarding 150 towns/cities including history of the area, interesting facts, local anecdotes and things to see and do. Clients will be shown how to use the system when they pick up their vehicle.

Apollo CEO Luke Trouchet said Tourism Radio would "prove a fantastic addition to the living equipment Apollo provides free with every hire,"

"This luxury extra will enhance our client's self drive experiences," he said. "Apollo constantly strives to provide the best service and equipment possible, and providing Tourism Radio for free is a great way to continue this commitment."

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