



PRESS RELEASE

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WORLD CUP DRIVES NEW ZEALAND MOTORHOME DEMAND

The 2011 New Zealand Rugby World Cup has sparked such strong demand for accommodation and transport that leisure vehicle rental company Apollo Motorhome Holidays is ramping up campervan and motorhome production by 25% from their Auckland factory.

Apollo CEO Luke Trouchet said “we’ve had so many requests for campervan rental during the world cup that our factory is in overdrive. We’re even shipping extra vehicles from Australia to boost our fleet numbers.”

Trouchet said campervan hire was popular during the cup due to the flexible nature of the product. “With a motorhome, you can follow your favourite teams around New Zealand. Both the North Island and South Island will host games, and we have branches in Auckland and Christchurch.”

According to the official 2011 Rugby World Cup website, those who hire campervans or motorhomes will enjoy “an excellent holiday-park network already in place... plus each host city will put temporary inner-city facilities in place to meet additional peak demand.”

The 2011 Rugby World Cup runs from 09 September and 23 October 2011, with over 70,000 visitors expected. Trouchet said many clients were starting their rentals before or finishing after the cup to enjoy an extended holiday in New Zealand.

Apollo has a range of 2 Berth, 4 berth and 6 berth rental vehicles available for the world cup which can be secured via their online booking engine on www.apollocamper.co.nz, by calling 0800 113 131 within New Zealand or +800 3260 5466 from outside New Zealand. Some special conditions apply for bookings with a collection date between 1 September 2011 and 31 October 2011.

As the world’s largest privately owned recreational vehicle operator, Apollo operates 23 rental branches in Australia, Canada, New Zealand and the USA. The motorhome, campervan and car rental business has developed several brands to service all markets and established manufacturing arm Talvor Motorhomes in 2005.

Media Enquiries:

Elysha Loiterton

Public Relations & Brand Manager

Apollo Motorhome Holidays

Phone: +61 7 3265 9245

Email: e.loiterton@apollocamper.com

Web: www.apollocamper.co.nz

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