

Ambitious Apollo lifts off with Winnebago

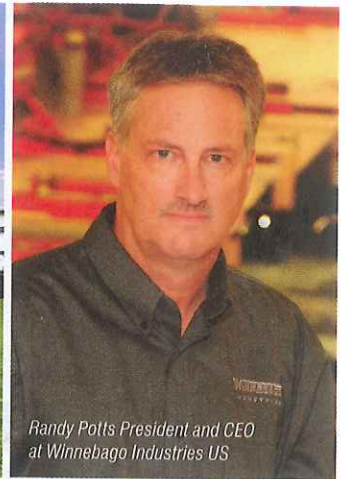
US Motorhome giant Winnebago has signed a new exclusive Australian partnership agreement with Brisbane-based Apollo in a deal which will see the world's most famous RV brand built in Queensland.

The announcement follows the long legal battle by the US company to wrestle back the naming rights from the Penrith NSW-based firm now called Avida which had been building Winnebago brand motorhomes for decades.

On the day of the bombshell announcement, a new Winnebago Australia website went live displaying a range of four new motorhomes named after Australian beaches.

Apollo CEO Luke Trouchet said the new subsidiary would build Winnebago motorhomes in its Northgate factory and import a range of caravans from the US.

"A feature of the range will be the US-built "Minnie" caravan, which has been the fastest growing product for Winnebago. Designed to appeal to the younger market, the Minnie is a



Randy Potts President and CEO at Winnebago Industries US


modern looking caravan with a wide variety of functional, flexible interiors," the company said.

Winnebago US President Randy J. Potts said the new Australian partnership was forged as the two companies came together to expand the Apollo rental brand into the US market.

"Motorhomes to be manufactured under licence in Brisbane have been designed from the ground up to reveal a new standard in Australian motorhomes. Swivel cabin seats, a flat floor from drivers cabin right through

to rear, dual living spaces and full queen size beds will offer apartment style living," the company media statement said.

"All models will be tested for Australian conditions and prices will range from \$40,000 for compact caravans, through to \$170,000 for top of the range motorhomes."

Apollo already manufactures and sells motorhomes locally under the Talvor brand, an arrangement it says will continue in addition to the new Winnebago line. 

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