



MEDIA RELEASE

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WINNEBAGO MINNIE™ BRINGS SPLASH OF COLOUR TO CARAVAN MARKET

They say red goes faster – but does it apply to caravans? And what about lime green? Or bright orange? Australian and New Zealand RV enthusiasts will soon have a chance to find out just which colour goes best, with the first US-built **Minnie™** Winnebago caravans due to hit Australian shores before Christmas 2014.

Already a huge hit in the USA due to their adventurous styling and bright colour options, the **Minnie™** caravans are designed and manufactured by Winnebago Ind. in the USA.

Every Winnebago **Minnie™** bound for Australia will be custom-designed specifically for Australian conditions, with brand new interiors built not only to withstand the tough Australian climate, but also with traveller preferences and design aesthetic in mind.

Australian born and owned RV dealer and manufacturer Apollo Motorhome Holidays announced their exciting licencing deal with US-based Winnebago Industries in July 2014, and CEO Luke Trouchet recently travelled to the USA to see the first Australian-bound Minnie™ caravans as they came off the production line.

“It’s a real privilege to represent Winnebago in Australia and New Zealand, and we know the market is very keen to at last have access to this iconic brand,” Trouchet said.

“We’re absolutely delighted to see the first Minnie™ caravans heading down under and we are sure they will be out on the road in no time.”

Additional US-built Winnebago caravans are expected to join the model mix over the next 12-18 months. The licencing agreement also allows Apollo to design and manufacture motorised product bearing the Winnebago name at its Northgate, Brisbane facility.

CEO Luke Trouchet said Apollo’s appointment as the official **Winnebago** licensee in Australia and New Zealand was a milestone in the company’s almost 30-year history.

“We’re a family owned Australian company and it’s a great privilege to be part of the global Winnebago brand,” he said.

“It’s early days but we have exciting plans to expand the range of fully imported caravans, possibly making US-built motorised Winnebago RV’s available according to market demand,” Mr Trouchet said.

“Our pledge is to ensure these new Winnebago RV’s – whether Australian built motorhomes or US-built caravans – meet Australian market expectations, suit local consumer tastes and perform beautifully in local conditions,” he said.

Enquiries for **Winnebago** can be made by phoning 1800 825 867 or at www.gowinnebago.com.au

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PHOTOS JPG available on request

Pictured left to right: Doug Spencer, Winnebago Project Manager; Paul Truman, Apollo Executive Manager Operations; Luke Trouchet, Apollo CEO shaking hands with Towables President Johnny Hernandez; Towables National Sales Manager Brion Brady; Chairman, CEO and President Randy Potts; and VP, CFO Sarah Nielsen.



(US models shown, indicative floorplan only)

