



MEDIA RELEASE

SUBSIDIARY OF APOLLO BECOMES LICENSEE OF WINNEBAGO INDUSTRIES, INC.

BRISBANE, AUSTRALIA
For immediate release

Australian-owned Winnebago RV Pty Ltd, a wholly owned subsidiary of Apollo, (hereinafter “Apollo”) and Winnebago Industries, Inc an Iowa, USA corporation have entered into a licensing agreement allowing Apollo to use certain of Winnebago’s trademarks on motorhomes, campervans and caravans across Australia and New Zealand. Winnebago RV Pty Ltd also entered into a distribution agreement with Winnebago of Indiana, LLC, an Iowa, USA Limited Liability Company and a wholly owned subsidiary of Winnebago Industries, Inc., for the distribution of caravans manufactured by Winnebago of Indiana, LLC.

Apollo CEO Luke Trouchet said the agreements for Apollo to become the official licensee and distributor of Winnebago products will create opportunities for dealerships all over Australia and New Zealand.

“The name ‘Winnebago’ is synonymous with the quality motorhomes and caravans of Winnebago Industries, Inc, and we know Australian and New Zealand customers will love the opportunity to own such an iconic brand that has been a motorhome leader for over 50 years,” he said.

Winnebago USA President Randy J. Potts said he was thrilled to entrust the Winnebago brand to Apollo in Australia and New Zealand.

“We’ve been working with Apollo over the last two years, developing a motorhome rental program for their rental business in the United States,” he said.

“Apollo, as an Australian-owned business that promotes the caravan and motorhome lifestyle, is an ideal party for Winnebago Industries to work with.

“We are very pleased to be able to offer our brand name and products to Apollo in Australia and New Zealand and we look forward to seeing many Winnebago travellers on the road in Australia and New Zealand in the years ahead,” he said.

According to Trouchet, the availability of the Winnebago products is perfectly timed as the popularity of recreational vehicle travel increases, and the market expands.

“Recent figures released¹ show that caravan and campervan registrations have risen 15% over the last five years, and this figure is expected to continue to climb,” he said.

“And contrary to popular belief, it’s not just grey nomads buying caravans and campervans. The biggest market is the 30-54 year olds², many of whom are parents of relatively young children,” he said.

Trouchet expressed strong confidence in the suitability of Winnebago recreational vehicles for Australian road conditions.

“We’ve been designing and manufacturing motorhomes, trailers and caravans for rugged Australian conditions for almost 30 years, and I know those sold under the brand of Winnebago Industries, Inc. will perform very well here,” he said.

Apollo will import Australian-designed and compliant caravans, and will also manufacture Winnebago branded motorhome products at its Northgate, Brisbane factory.

A feature of the range will be the US-built ‘Minnie’™ caravan, which has been the fastest growing product for Winnebago of Indiana, LLC in the U.S.A. Designed to appeal to the younger market, the ‘Minnie’™ is a modern looking caravan with a wide variety of functional, flexible interiors.

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.

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.

A dealer network is already in development, and Apollo is taking further enquiries from dealers who wish to stock the new product.

The official website is www.gowinnebago.com.au

Winnebago will be the third RV brand retailed by Apollo. Apollo’s original RV brand, TALVOR, will continue to operate, manufacturing and importing caravans, motorhomes and campervans for Apollo’s rental fleets and as a stand-alone brand. Apollo is also the exclusive distributor for the popular European ADRIA range of caravans.

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¹ The CRVA Caravan and Camper Data Report: <http://www.crva.com.au/wp-content/uploads/2013/05/Caravan-and-Campervan-Data-Report-2012.pdf>

² Turu- Camping and Caravanning in Australia: <http://turu.com.au/caravanning-in-australia.aspx>

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See below for Q&A

Questions and Answers

Who is Winnebago Ind.?

Winnebago is the world leader in the RV industry and is delivered to the Australian and New Zealand market under licence by the Apollo Motorhome Holiday Group; one of the largest privately owned RV operators in the world. Winnebago is committed to the design and delivery of a variety of innovative, high quality RVs.

What is the relationship between Winnebago Ind. and Apollo?

Apollo Motorhome Holidays is permitted under licence to produce Winnebago branded product for the Australian and New Zealand market. Australian and New Zealand Winnebago motorhome and campervan products are designed and manufactured to Winnebago's exacting standards in Apollo's custom manufacturing facility, located in Northgate (Brisbane) Queensland. Winnebago caravans are designed and manufactured in the USA and imported to Australia by Apollo.

What models will be available?

The Winnebago product range includes motorhomes, campervans and caravans. There are a variety of models in each category. Vehicles are being designed from the ground up to reveal a new standard in Australian Motorhomes. Swivel cabin seats, a flat floor, dual living spaces and full queen size beds allow exceptional apartment style living.

Apollo will be importing the popular Winnebago Minnie, the fastest growing Winnebago brand in the USA. A fun caravan built to last, the Minnie offers maximum comfort, sleek interior and functional design for minimal maintenance.

Where are these Winnebago products manufactured?

Winnebago motorhomes and campervans are custom built for Australian conditions in our state-of-the-art manufacturing facility in Brisbane, under licence from Winnebago Ind. Winnebago caravans sold in Australia and New Zealand are designed and manufactured in the United States and imported under licence.

Will fully USA-designed and manufactured product be included in the range?

A range of USA-designed and manufactured 'Minnie'™ Winnebago caravans will be imported and made available to the Australian market. Winnebago branded motorhomes and campervans will be manufactured in Australia under licence, from our premier manufacturing facility in Northgate, QLD.