

iMotorhome magazine

because getting there is half the fun...

What's in the Box?



Win!
\$50 Caltex
Fuel Card!

Slide-On Feature...
A close look at these versatile motorhome alternatives

US Winnebago for Australia!
Winnebago America finally moves Downunder...

Paradise Oasis 4WD...
Final instalment of an excellent owner adventure!

**Inside Trailblazers' all
new tough truck camper...**

US WINNEBAGOS IN AUSTRALIA



Iconic US manufacturer **Winnebago** has entered into a licensing agreement to allow newly formed **Winnebago RV Pty Ltd**, a wholly owned subsidiary of Brisbane-based manufacturer and rental company **Apollo**, to “use certain of Winnebago’s trademarks on motorhomes, campervans and caravans across Australia and New Zealand.” The official website is www.gowinnebago.com.au.

According to a press release dated 29 July, “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.”

Motorhomes aside, Apollo will also import Australian designed and compliant caravans. A feature of the range will be the US-built ‘Minnie’™ caravan, which has been the fastest growing product for Winnebago in America. “Designed to appeal to the younger market, the ‘Minnie’™ is a modern looking caravan with a wide variety of functional, flexible interiors,” the press release says.

On-sale dates and prices are yet to be confirmed and although the new website shows various “Winnebago” motorhome models, iMotorhome was unable to confirm if the

images are accurate or for illustration purposes at this stage.

A dealer network is in development and Apollo is taking enquiries from dealers wishing to stock the new range. 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.

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.

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

Winnebago will be the third RV brand retailed by Apollo. Apollo’s original RV brand, **Talvor**, will continue, 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 European ADRIA range of caravans.

