



MEDIA RELEASE

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WINNEBAGO RV HITS THE ROAD

Winnebago RV has launched to crowds of more than 50,000 visitors at the 2015 Victorian Caravan, Camping and Touring Supershow. Held 11-16 February at the new Showgrounds site, excited visitors were able to explore the 2015 inaugural range of motorhomes, campervans and caravans.

At the official launch event on Tuesday 10 February, Winnebago USA Towables President, Johnny Hernandez, said the American industry leader was proud to partner with Apollo Group in Australia and New Zealand.

“Winnebago is to RV’s what Hoover is to vacuum cleaners, or Kleenex is to tissues - it is synonymous with the RV lifestyle and we are extremely confident about the range that will be sold here in Australia and in New Zealand,” Mr Hernandez said.

Mr Hernandez said the 2015 Winnebago RV range had been designed combining the best of their manufacturing from North America with Australian market knowledge and expertise.

Winnebago RV CEO Luke Trouchet heads up the AU\$65 million Australian-owned Apollo Group with his brother Karl, a family business started by his parents in Brisbane in 1985.

Mr Trouchet said the Apollo Group had ‘jumped at the chance’ to bring Winnebago product to Australia, and been given access to import the entire Winnebago Industries range from the USA, as well as producing motorised product under the Winnebago brand at the group’s Brisbane manufacturing facility.

“This is only the start – we have been overwhelmed with interest from dealers and we expect to establish a national dealership network both in Australia and New Zealand during 2015,” Mr Trouchet said.

Mr Trouchet said Winnebago RV had designed and built an entire new range of five motorhomes and two campervans in Australia, and went through a rigorous process to make the highly popular Winnebago Minnie caravan range, fully imported from the USA, compliant with Australian caravan standards and consistent with the tastes of Australian travellers.

The first official dealerships are expected to be announced within the next few weeks.

Visit www.gowinnebago.com.au

About Winnebago RV Pty Ltd

[Winnebago RV Pty Ltd](#) (‘Winnebago RV’) is a wholly owned subsidiary of Australian-owned [Apollo Motorhome Holidays](#) (‘Apollo’). [Winnebago Industries](#) Inc., an Iowa, USA corporation allows Apollo to exclusive use of certain Winnebago trademarks on motorhomes, campervans and caravans across Australia and New Zealand.

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