



CONSUMER RELEASE

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## APOLLO LAUNCH BOLD NEW ALLIANCE WITH RENTAL GIANT HERTZ

Australian success story Apollo Motorhome Holidays has joined forces with renowned car rental company Hertz.

Hertz this week announced its expansion into the motorhome holiday market in mainland Australia and New Zealand thanks to a new partnership with recreational vehicle giant Apollo Motorhome Holidays.

Under the alliance, from April 1, 2011, Apollo Motorhome Holidays will provide car rental from select Australian and New Zealand locations and various downtown and airport branches, ensuring customers have access to Hertz rental cars alongside Apollo's extensive range of campervans and motorhomes.

The deal is a partnership made in motoring heaven. Apollo is the world's largest privately owned recreational vehicle operator, with a fleet of 3000 plus vehicles across 23 rental branches in Australia, New Zealand, Canada and the United States. On the other hand, Hertz is the largest worldwide airport general use car rental brand.

Brisbane brothers Luke and Karl Trouchet are the driving force at the helm of Apollo Motorhome Holidays - an extraordinary Australian institution. The business began in 1985 in the backyard of the Trouchet family home at Victoria Point when Luke and Karl's parents, Gus and Carolyn, bought a pop-top campervan that they began renting out at weekends. The campervan was so popular, the family purchased more vans and so began the birth of a multi-million dollar Australian company. Gus and Carolyn handed over the keys for the business to Luke and Karl in 2001 and, together, these dynamic brothers have taken the company to the world.

Apollo Motorhome Holidays now employs 300 plus people in Australia, New Zealand, the United States and Canada and despite its overseas expansion, Apollo Motorhome Holidays continues to hold a place in the hearts of Australians, its popularity ensuring half of the company's fleet is based on home soil.

Apollo Motorhome Holidays is now Australia's biggest and best campervan rental company. In addition to renting motorhomes, Apollo also designs and builds its entire fleet through its sister-company Talvor Motorhomes – Australia's largest manufacturer of recreational rental vehicles.

Apollo Motorhome Holidays CEO Luke Trouchet said he was thrilled with the Hertz partnership, which will give Apollo customers more choice thanks to the extensive range of Hertz car rental options available. "As our company continues to grow and expand, this is an exciting new business partnership not only for us but for our valued customers," he said. "Now our customers have easy access to the best of both worlds – recreational vehicles and rental cars. This is one more step forward in our bold expansion plans."

Apollo Motorhome Holidays, a proudly Australian and family owned company, has branch locations throughout Australia at Adelaide, Alice Springs, Brisbane, Broome, Cairns, Darwin, Melbourne, Perth and Sydney as well as in New Zealand, the United States and Canada.

For more information call +61 7 3265 9200 or visit the website - [www.apollocamper.com](http://www.apollocamper.com)

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