

**MEDIA RELEASE**

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## **HIPPIE CAMPERS RE-FUEL AND ROCK THE ROADTRIP**

### **These are Hippies you'll want to pick up**

Popular youth campervan brand **Hippie Camper** has re-fuelled with new vans, new branding and a new mantra, ready for destination unknown.

Promising "**Rockin Roadtrips for Happy Campers**", new Hippie vans boast an earthy colour scheme, 'nicknames', and a retro-vibe including a few luxuries sure to hit a note with Gen Y.

Luke Trouchet, CEO of Hippie's parent company Apollo Motorhomes, says the Australian and New Zealand road trip dream is alive and well in the 18-29 age bracket, but has 'morphed' over recent decades.

"The latest survey-based research from the Caravan and Recreational Vehicles Association of Australia shows 41% of respondents aged 18-25 thought they would 'definitely or very likely' visit a holiday park in the next two years as part of a holiday," he said.

"The typical 'Hippie Camper' is just as likely to take six months out and travel around the country as they are to take a weekend away to see their favourite band headline at a music festival," he said.

"Our new Hippie vans capture the nostalgia of the original road trip era during the 60's and 70's, while ensuring the comfort of intrepid travellers. Hippie's new vans are all about the journey – in reliable vehicles backed by Apollo Campers' quality service."

The new Hippie Deluxe vans boast televisions, better designed internal space, the biggest fridge in their class, safes for stowing valuables, and awnings.

*Brisbane advertising agency Junior created the new logo, new look website and fresh social media destinations to reflect a 21<sup>st</sup> century idea of free-spiritedness.*

*"These are Hippies you'll want to pick up," said Creative Director Jonathan Drapes.*

There are three types of Hippie vans available: the new Hippie Deluxe, the Hippie Budget and the spacious Hippie Hitop. All sleep two people. Popular with backpackers, young couples and friends looking for a fun road trip, Hippie's can be picked up in Cairns, Brisbane, Sydney, Melbourne and Perth, as well as Christchurch and New Zealand.

Competition:

Where's your dream 'rockin road trip' destination? Enter the Hippie Camper Get Refreshed Competition at [www.facebook.com/hippiecampers](http://www.facebook.com/hippiecampers) before November 1<sup>st</sup> to win return flights and 10-day camper hire to the destination of your choice.

-Ends-

**Media contact:** Carla Adams, Mosaic Corporate, 0411 015 538 [adams.carla@gmail.com](mailto:adams.carla@gmail.com)