



MEDIA RELEASE

MAY 2011

APOLLO MOTORHOMES DRIVES BEST EXPEDITION IN THE WORLD'S ULTIMATE QUEENSLAND ROAD TRIP

Australian success story Apollo Motorhomes is the driving force behind the ultimate Queensland Road Trip, part of The Best Expedition in the World.

The world's largest privately owned recreational vehicle operator, born and bred in the sunshine state, is providing an Apollo Motorhomes campervan as part of their sponsorship of The Best Expedition in the World, the next chapter of Tourism Queensland's Best Job in the World campaign with Island Caretaker Ben Southall.

Ben will paddle, pedal and kayak as he retraces the 1600km route taken by English adventurer and seafarer Captain James Cook. As he does, his parents Margaret and Duncan Southall will follow his epic voyage – not by sea but by road - to showcase the amazing range of holiday experiences on offer as part of a Queensland touring trip. The Southall's this week left behind their home in the United Kingdom and yesterday (Thursday May 12) hit the road in the direction of Noosa and Hervey Bay in their Apollo Euro Tourer.

Apollo Motorhome Holidays CEO Luke Trouchet said Apollo is thrilled to host the Southall's in one of its premier vehicles. "We are delighted to play our part in showing the Southall's, and in turn the world, our sun-soaked shores, majestic national parks and our amazing tourist attractions," he said.

"These incredible destinations helped cement the foundations of our business more than 20 years ago and last year alone, lured an estimated 345,000 overseas visitors here to experience a Queensland touring trip. We hope more international visitors will want to follow the Southall's and their Apollo adventure."

Online audiences around the world will be able to follow the Southall's on their Aussie adventure via Ben's blog at www.bestexpeditionintheworld.com.

Luke and Karl Trouchet are the Brisbane brothers and brainchilds 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 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. Together, these dynamic brothers have taken the company to the world. 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, a proudly Australian and family owned company, has a fleet of 3000 plus vehicles across 23 rental branch locations through Australia at Adelaide, Alice Springs, Brisbane, Broome, Cairns, Darwin, Hobart, Melbourne, Perth and Sydney as well as in New Zealand, the United States and Canada. For more information call +61 7 3265 9200, visit the website – www.apollocamper.com or www.facebook.com/ApolloCamper.

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