



Campervan, 4WD & Car Rentals

MEDIA RELEASE

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BAZ AND THE AUSSIE DOLLAR PUT SELF-DRIVE ADVENTURES BACK ON THE MAP
BRITZ DISCOUNT OFFER MAKES CAMPERVANS THE IDEAL WAY TO EXPERIENCE *AUSTRALIA*

Baz Luhrmann's outback epic *Australia* has intrepid travellers everywhere itching to visit the stunning landscapes captured so evocatively in the movie: Kununurra and the Kimberley in the rugged northwest of WA; tropical Darwin in the Territory and Bowen on Queensland's Whitsunday Coast; and some of Sydney's most magnificent historic homes.

Early indications show that Australians are falling in love with Australia again and turning to self-drive adventures as the most affordable way to relax, regroup, recharge and discover the real Australia for themselves.

Driving holidays are firmly back in vogue, helped along by declining petrol prices. Johanna Penny, Brand Manager at **Britz Campervans**, the largest campervan rental company in Australia, says predictions about further reductions at the pump before Christmas are fuelling the urge of many Australians to hit the road in search of simpler, more authentic holiday experiences.

"We're all watching our spending right now but Australians also understand how important it is for our wellbeing and family life to take time out to rest and reconnect with each other," she said. "Campervan holidays offer a real sense of autonomy, spontaneity and affordability for those of us chasing something more than a pre-packaged holiday product." Johanna said.

In recognition of the increased demand for self-drive fun, **Britz** is offering up to 36% off for bookings received until 30 May 2009, with travel between 20 April and 30 June 2009. This offer is based on a minimum hire of five days and is subject to availability and conditions. Travellers who book now will ensure their escape from the southern winter with an unforgettable trip up north during the dry season and rest easy knowing all their transport and accommodation needs are taken care of.

Britz Campervans and 4WDs offer more vehicles than any other campervan rental company in the country. The 10 different models in the **Britz** fleet offer something for every taste and budget, from two- to six-person options, to 4WD vehicles equipped with a tent.

For more information on **Britz** visit www.britz.com.au or freecall 1800 331 454 (within Australia) or +800 200 80 801 (outside Australia).

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