



Campervan, 4WD & Car Rentals

MEDIA RELEASE

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A NEW ERA IN FAMILY HOLIDAYS - BRITZ UNVEILS THE ESCAPE

The entire family can now escape to the bush, ocean or outback thanks to an innovative new addition to Australia's largest campervan rental company.

Britz is expanding its fleet of campervans, 4WDs, motorbikes and cars with the launch of its sensational new campervan, the **Britz Escape**, available for travel from 20 July 2008.

The Britz Escape is the first campervan on the market designed specifically to sleep five people – in two double beds and one single bed - providing the perfect get away for the average Australian family of 2.16 children*.

Built on the state of the art Mercedes 515, this full automatic vehicle features world class design and outstanding technology with a focus on bringing the family together.

Britz Brand Manager, Johanna Penny, said the launch of the family-designed **Britz Escape** comes as Australian Bureau of Statistics figures* reveal the average Australian family is a couple with children. "Statistics show 2.4 million Australian couples – or 45% of families – have children," Johanna said. "As a nation that thrives on exploring our great outdoors, families can now travel in comfort and see Australia at their leisure with the **Britz Escape**."

More and more Australian families are choosing campervan holidays, with Britz seeing an increase of 35% in the last three years. Now, 25% of all Britz customers are families.

The vehicle boasts a front dinette, so passengers are closer to the driver for all the fun of family sing-alongs and car games, while safety is paramount with features to fit two baby booster seats.

The **Britz Escape** showcases a range of unique design features, not available in any other Britz vehicle, such as an external storage locker for outdoor camping equipment and a fixed awning.

The single bed located at the back of the **Britz Escape** ensures more living space and comfort while the vehicle also features every family's must-have for keeping children happy on the road – a TV and DVD player.

The **Britz Escape** comes equipped with all the standard Britz mod cons, from a fridge and freezer, microwave, gas stove, shower, toilet, air conditioning and heating, to a fresh water tank, gas bottle, power steering and a radio/CD player.

For more information on Britz visit www.britz.com.au or freecall 1800 331 454 (within Australia) or (+61 3) 8379 8890 (outside Australia).

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* Average Australian Family Bureau of Statistics figures from www.abs.gov.au