

## ON THE 2008/09 SEASON ...



- **6 NEW INNOVATIVE BRITZ PRODUCTS IN 18 MONTHS:** The Britz Rookie (sleeping 2), the Britz Voyager (sleeping 4), the Britz Adventurer 4WD (NZ) were all introduced last year. Not to be stopped on innovation, this year Britz brings - the Britz Safari 4WD Camper-Car (Australia only), Britz Motorcycles (NZ and AU) and featured at ATE – the Britz Escape (sleeping 5) – a vehicle for every adventure.
- **FLEET GROWTH: 12% INCREASE IN THE BRITZ FLEET IN AUSTRALIA AND 25% INCREASE IN FLEET IN NEW ZEALAND.**
- **HUNDREDS OF NEW BACKPACKER BREEZERS IN 2008:** More than 200 new vehicles in the Breezer sleeper-van category brings quality and affordability to the budget campervan sectors in Australia and New Zealand. This represents 45% increase in the Backpacker fleet in Australia and 20% increase in fleet in New Zealand.
- **AN EXTENSIVE TECHNOLOGY UPGRADE;** Building on the already strong trade and communication lines between Britz, Backpacker and its trade partners and customers.

## PRODUCT DESIGN AND QUALITY HIGHLIGHTS ...

- **NEW FACTORY:** THL have opened a purpose-built NZ facility to retain design control over the product line, and to employ and ensure modern, sustainable manufacturing methods. This comes in addition to their successful Melbourne based factory that has designed and produced the new Britz 4WD Safari.
- **BRITZ ESCAPE:** 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 family. 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 SAFARI 4WD:** Britz specialises in 4WD rental vehicles and the Safari is the fourth 4WD vehicle in the Britz line-up, alongside the custom-built Bushcamper, Adventurer and 4WD Car. The Safari is positioned in between the Bushcamper and the Adventurer. The **SAFARI 4WD** is the 'go anywhere' camping vehicle. Seating 5 people, the Safari is based on the Toyota Landcruiser V8 4WD Workmate Wagon – as tough as they get!
- **BRITZ BIKES:** Britz Bikes reflects the key Britz brand values of 'adventure', 'no boundaries' and 'freedom'. The range features three exciting models from BMW and Harley Davidson, available from Melbourne and Christchurch.
- **BRITZ INNOVATIONS:**



- **BACKPACKER CAMPERVANS, 4WDs & RENTAL CARS UNLEASHED:** Backpacker Campervans is putting hundreds of new budget-friendly Backpacker Breezers on the road this year, bringing quality as well as affordability to the budget-conscious end of the campervan market.

Expansion does not stop at product but runs to new locations too, providing more accessibility to the Backpacker customer - a new downtown branch just opened in heart of the backpacker's zone in Kings Cross, Sydney. Brisbane is next, with more to open across Australia and New Zealand this year.

Affordability and accessibility...  
Quality thrown in for FREE!



## PARTNER RESOURCES

**INVESTMENT IN TECHNOLOGY:** THL is working with best-of-breed partners to upgrade technology and infrastructure to provide improved access for trade partners now, on a future-friendly platform.

**GLOBAL ACCOUNT MANAGEMENT:** THL has invested in dedicated regional account management teams to service your account and ensure access to instantaneous decision making by senior THL personnel.

**24 HOUR TURNAROUND ON BROCHURE PROOFING:** THL brand managers provide overnight turnaround on brochure proofing. This service is designed to relieve pressure on product managers, maximise the value of the Maui, Britz, and Backpacker pages and ensure accuracy.

**24/7 REAL TIME LIVE AVAILABILITY AND PRICING:** THL's B2B reservations system allows you to be first to market to win the booking. This service is available through direct feed or via THL's web based system. This service is now backed by a 24/7 B2B support centre.

**RESOURCES IN 5 LANGUAGES:** Product information is available in German, Dutch, French, English and by August, Danish too. This will allow you to become an instant THL expert in the language that suits.

**NEW IMAGES:** THL's online image library is available for you to download the latest images anytime and in any format.

## SERVICES

**INVESTMENT IN TRAINING:** Newly created positions of training and customer services manager allow for an escalation of in-house training and have already improved service results.

**BRANCH CONCIERGE:** THL introduced a concierge at its Auckland branch this year. It was a tremendous success and the role will be reinstated again for the forthcoming season.

## CUSTOMER FEEDBACK

THL's customer response level is now over 70% each month. The goal is to consistently achieve a 90%+ satisfaction rating and have 90% + customers recommending Maui, Britz and Backpacker to their friends and family.

## FOCUS ON ENVIRONMENTAL LEADERSHIP ...

- Britz operates one of the most efficient fleets of motorhomes in Australia and New Zealand, and have taken a lead on environmental sustainability. 240+ new vehicles will be built in 2008 alone, all on Euro IV cab chassis.
- **CONSERVING WATER:** With water at a premium in Australia, Britz has adopted a water recycling program in Perth, WA, and continues its ongoing waste measurement programme to reduce waste considerably in the year ahead.
- **BP GLOBAL CHOICE:** In 2005, Maui & Britz were the first Motorhome Rental brands in Australia to be accepted as partners in BP Australia's environmental programme; Maui and Britz proudly tally a combined contribution of a reduction of 2,352 tonnes of greenhouse gas emissions to-date.
- **PROMOTING ENVIRONMENTAL SENSITIVITY:** Britz brochures and the info sheet you are holding in your hand are printed using an environmentally friendly process, right down to the paper.

## CONTACTS



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