

Tourism Holdings Limited (THL) is one of Australasia's premier tourism companies. THL owns and operates Maui Motorhomes, 4WD & Car Rentals, Britz Campervans, 4WD and Car Rentals and Backpacker Campervans, 4WD and Car Rentals.

## MEDIA FACT SHEET – ATE 2008

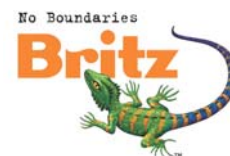
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Maui Motorhomes, 4WD & Car Rentals  
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Backpacker Campervans & Car Rentals**

### ON THE 2008/09 SEASON ...



*"2008 is a year of investment and refresh for **MAUI**, marked by the launch of new vehicle designs, new models and a new fleet of Mercedes-Benz motorhomes rolling off the production line. The entire 2WD Maui fleet in Australia will be on customer-friendly automatic transmissions – a first for the industry."* – Chris Rusden, COO, Maui Motorhome & Car Rentals

*"**BRITZ** is all about innovation. We launched four new products last year and bring a further two this year, delivering the largest and widest choice of campervans and 4WD options to our customers. We are unveiling our new Britz Escape – perfect for family trips or groups of friends – at this year's ATE."* – Kate Meldrum, GM Marketing Britz Campervans, 4WD and Cars



Campervan, 4WD & Car Rentals



*"**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. Plus a new downtown branch has just opened in the heart of the backpacker's zone in Kings Cross, Sydney. Brisbane is next, with more to open across Australia and New Zealand this year, providing even more accessibility to our customers."* - Scott Fahey, GM Sales, Backpacker Campervan Rentals

### FROM THE CEO ...

*"Quality, classic design, environmental sustainability and strong technological infrastructure are the keys to the future. With Maui, Britz and Backpacker, we are firing on all cylinders."* – Trevor Hall, CEO, THL

*"We treat our fleet as a mobile hotel – one of the biggest in Australasia – with a capacity of over 10,000 beds and a refurbishment cycle that ensures all 'rooms' meet our brand standards."* – Trevor Hall, CEO, THL

*"Growing environmental awareness is already affecting tourism consumer behaviour. Companies that invest in lowering emissions will be the clear winners."* – Trevor Hall, CEO, THL

### PRODUCT DESIGN AND QUALITY HIGHLIGHTS ...

- **\$50 MILLION FLEET UPGRADE:** THL are committed to this sizeable investment over the next year, building over 900 new campervans for their Maui, Britz and Backpacker fleets in Australasia, including 375 new Mercedes-Benz vehicles.
- **WHY MERCEDES-BENZ?** Because they are renowned for quality and are also world leaders in emission engine management and recycling at end-of-life.
- **NEW FACTORY:** THL have opened a new, purpose-built NZ facility, in addition to its Melbourne factory, to retain design control over its product line and to employ and ensure modern, sustainable manufacturing methods.
- **ADDITIONS TO THE CLASSIC MAUI LINE UP:** Maui has an expanded product range with the new Maui Grande (sleeping 2) providing over 65% more space than its predecessor and a new deluxe Maui 4WD. The already popular Maui Spirit 4 & 6 have been redesigned and enhanced with optimised storage, living space, and contemporary design.
- **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. No4t to be stopped when it comes to innovation, this year Britz unveils the Britz Safari 4WD Camper-Car (Australia only), Britz Motorcycles (AU and NZ) and – featured at ATE – the Britz Escape (sleeping 5); a vehicle for every adventure.
- **HUNDREDS OF NEW BACKPACKER BREEZERS IN 2008:** More than 200 new vehicles in the Breezer sleeper van category bring quality and affordability to the budget campervan sectors in Australia and New Zealand.
- **INVESTMENT IN SERVICE:** Newly created positions of Training and Customer Services Manager and a Concierge at our Auckland Branch have enhanced our service delivery at every touch point.

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## FOCUS ON ENVIRONMENTAL LEADERSHIP ...

- THL operates the largest and one of the most efficient fleets of 2WD and 4WD campervans in Australia and New Zealand, and have taken a lead on environmental sustainability:
  - 900+ new vehicles will be built in 2008 alone; all built to the latest Euro emissions standards.
  - 375 motorhomes will be built on Mercedes-Benz Sprinters. The environmentally friendly four cylinder 2.2 litre diesel engines offer excellent power and torque outputs and low fuel consumption. Mercedes-Benz also use low solvent paints and up to 95% of body parts are recyclable at end-of-life.
  - THL invested in automatic transmission vehicles to enhance the customer experience in addition to saving on fuel costs and reducing emissions outputs.
- **CONSERVING WATER & REDUCING WASTE:** With water at a premium in Australia, THL has adopted a water recycling programme in Perth, WA. The company is also auditing its waste with a clear aim to reduce waste considerably in the year ahead.
- **SELF CONTAINMENT:** All fleet vehicles that feature shower and toilet facilities are self-contained.
- **BP GLOBAL CHOICE:** In 2005, Maui & Britz were the first (and remain the only) Motorhome Rental brands in Australia to be accepted as partners in BP Australia's environmental programme. To date, the THL contribution rings in at a reduction of 2,352 tonnes of greenhouse gas emissions.

## TECHNOLOGY UPGRADE IN PROGRESS ...

- **UNDERSTANDING THE NEED FOR CHANGE:** Knowing that connectivity and collaboration are key to survival in a fast-changing world, THL is working with best-of-breed partners to upgrade technology and provide improved access for trade partners now, on a future-friendly platform that can be built upon and enhanced as needed. This significant change and investment strategy involves new infrastructure and software that will enhance THL's ability to trade, communicate and meet the demands of its customers as they embrace this new technology.

## FOR MORE INFORMATION ...

ATE Booth # MAUI - #418  
ATE Booth # BRITZ & BACKPACKER - #406  
[www.maui.com.au](http://www.maui.com.au)  
[www.britz.com.au](http://www.britz.com.au)  
[www.backpackercampervans.com.au](http://www.backpackercampervans.com.au)

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