

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

MEDIA FACT SHEET – TRENZ 2008

Tourism Holdings Limited
Maui Motorhome & Car Rentals
Britz Campervan, 4WD & Car Rentals
Backpacker Campervan & Car Rentals

ON THE 2008/09 SEASON ...



"2008 is a year of investment and refresh plus environmental progress 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. On the environmental front, the entire Maui fleet has also passed VTNZ's rigorous 5 Star emissions test and is approved as one of the world's lowest emitting motorhome fleets". – Chris Rusden, COO, Maui Motorhome & Car Rentals

"BRITZ is all about innovation. We launched four new products last year and a further two this year, continuing to deliver the largest and widest choice of campervans and 4WD options to our customers. We are also delighted to bring Britz Bikes into the mix - Harleys and BMWs no less!" – Kate Meldrum, GM Marketing, Britz Campervans, 4WDs & Car Rentals



"BACKPACKER 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 this year will see an increase in our rental car fleet and more downtown branch locations". - Scott Fahey, GM Sales, Backpacker Campervan & Car 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

DESIGN, QUALITY AND SERVICE 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 opened a new purpose-built facility in Hamilton to retain design control over its product line, and to ensure and employ modern, sustainable manufacturing methods.
- **ADDITIONS TO THE 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 4WD for Australia. The already popular Maui Spirit 6 has been redesigned and enhanced, with optimised storage, living space, and contemporary design.
- **6 NEW PRODUCTS IN 18 MONTHS:** Britz Rookie (sleeps 2), The Britz Voyager (sleeps 4), Britz Adventurer 4WD introduced at last year's TRENZ. The Britz Escape and Britz Safari 4WD join this exciting product expansion in Australia in addition to Britz Bikes in both countries.
- **HUNDREDS OF NEW BACKPACKER BREEZERS IN 2008:** More than 200 new vehicles in the Breezer Sleepervan category bring quality and affordability to the budget campervan sectors in New Zealand and Australia.
- **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 ...

- **ACTIVELY REDUCING CARBON EMISSIONS AT SOURCE:** THL operates the largest and one of the most efficient fleets of 2WD and 4WD campervans in New Zealand and Australia, and have taken a lead on environmental sustainability
 - **WORLD'S LOWEST EMITTING VEHICLES:** As an industry leader on emissions standards THL raised the bar and asked Vehicle Testing New Zealand (VTNZ) to develop new, world class emissions standards. THL is very proud that its fleet meets VTNZ's stringent "5 Star" rating which far exceeds European emissions standards for manufacturing.
 - 900+ new vehicles will be built in 2008 alone, all built to the latest Euro emissions standards and tested to ensure they meet the VTNZ 5 star low emissions rating.
 - 375 will be 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 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.
- **RECYCLING IN PUBLIC:** THL looks forward to partnering with the Ministry of Environment on its 'recycling in public places' initiative by installing recycling centres at key branches of Auckland and Christchurch.
- **SELF CONTAINMENT:** All fleet vehicles that feature shower and toilet facilities are self contained. This allows our customers to 'freedom camp' responsibly in permitted areas. Our aim is to certify these vehicles as self contained before the summer season.
- **PROMOTING ENVIRONMENTAL SENSITIVITY:** Maui, Britz and Backpacker brochures and the info sheet you are holding in your hand are printed using an environmentally friendly process, right down to the paper.

TECHNOLOGY UPGRADE IN PROGRESS ...

- **UNDERSTANDING THE NEED FOR CHANGE:** Knowing that connectivity and collaboration are keys 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 requirements of its partners as they embrace this new technology.

FOR MORE INFORMATION ...

TRENZ Interior Booth # 1154
TRENZ Exterior Space # 6
www.maui.co.nz
www.britz.co.nz
www.backpackercampervans.co.nz



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