

Fuel hikes don't faze Apollo

Business continues to boom for the company's 13 branches

Crude oil prices of nearly US\$124 a barrel have not impacted leisure vehicle operator Apollo Motorhome Holidays. Business continues to boom for the company's 13 branches providing motorhome, campervan, 4WD and car rental vehicles throughout Australia, New Zealand and the USA.

Apollo CEO Luke Trouchet described the market as "buoyant" and predicted continued success for the business.

Mr Trouchet said that there is a "misconception that campervan and motorhome hire is particularly affected by soaring fuel prices.

"However, while other businesses have passed on additional costs via rate hikes, our rates remain competitive.

"Our clients are able to self regulate their fuel use, and therefore the cost of their holiday," he said.

Mr Trouchet said that while fuel prices affect the cost of most consumer goods, holidays are still a top priority for Apollo clients.

"When compared to the growing cost of flights and accommodation, motorhome and campervan hire is an affordable alternative," Mr Trouchet said.

He said Apollo has "maintained a strong market presence since its inception in 1985. Despite market highs and lows, booms and crashes, the business has continued to thrive."

As the largest privately owned recreational vehicle operator in the Southern Hemisphere, Apollo Motorhome Holidays now maintains a fleet of over 2500 vehicles.

As a testament to the company's continued growth, Apollo recently announced plans for a tenth Australian branch in Hobart. Apollo also opened a Los Angeles branch in March.

[b]Initial Source: [\[color=#0000ff\]http://www.apollocamper.com/press/pdfs/fue-hikes-do-not-faze-apollo-080508.pdf\[/color\]](http://www.apollocamper.com/press/pdfs/fue-hikes-do-not-faze-apollo-080508.pdf)[/b]

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