



**Media Release**  
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### ***thl* Announces Brand Consolidation With Launch Of Motek**

Tourism Holdings Ltd (***thl***) is excited to launch its new brand Motek, in a strategic move to consolidate its New Zealand and Australian manufacturing and vehicle sales brands, from September 2011.

Motek is the fusion of New Zealand brands Ci Munro, Action Motor Bodies and Maui Vehicle Sales as well as ***thl***'s Australian vehicle sales and manufacturing businesses.

Its official launch will take place on 9 September, at Auckland's Covi Motorhome, Caravan and Outdoor Supershow.

"Motek is a response to ***thl***'s design-led and customer focused strategy, backed by manufacturing excellence," says ***thl***'s CEO Grant Webster. "Our operations in manufacturing and vehicle sales exemplify this and it therefore made sense to consolidate under one brand allowing us to leverage the strength of what we do."

"The consolidation of our brands naturally also leads to cost efficiencies in terms of marketing, whilst one over-arching Trans Tasman brand will also maximise our market presence."

The name Motek refers to the *mobile* nature of the vehicles the company currently designs manufactures and sells, as well as the *technical* design and engineering innovation at the core of our product development", says Webster. "The initial focus of our strategy was initially led by a 2009 review of Ci Munro, which is known for pioneering the caravan and motorhome industry in New Zealand."

At this time ***thl*** embraced the Better By Design philosophy as part of its transformation, and has recently appointed a new User Experience Design Manager, Ed Burak, to accelerate ***thl***'s design-led strategy.

"Over the last two years customers have seen the benefit of these actions, with superior product and design emerging in the new Platinum range of Maui Motorhomes, three innovative Britz campervan designs, and the rebirth of a legend – a new range of Oxford Caravans that will be also be launched at the Covi Supershow."

"From the drawing board to the prototypes to the final product, our customers have always been top of mind," Webster says.

“In addition to working on a clear strategy for Ci Munro we also refocused on our vehicle sales business model, which in New Zealand has been operating under the name of Maui Vehicle Sales. Where previously campervans were sold at the end of their rental life, the company has now elected to sell them at their different life stages.”

“This provides more choice for customers and provides more opportunities to flex fleet and increase production through manufacturing,” says Webster.

The third business unit, Action Motor Bodies, is the bespoke side of **thl**'s manufacturing and prior to the new branding was a division of Ci Munro.

“Action Motor Bodies has been going from strength to strength, from the amazing work designing and building a fleet of dental health units for the District Health Board’s Child and Adolescent Oral Health project, to more recently securing a contract to design and manufacture St John Ambulances in New Zealand.”

“Motek will continue the tradition of New Zealand’s trusted name of innovative design, and quality vehicle manufacturing and sales,” Webster says.

#### **Ends**

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#### **About Motek:**

Motek (formerly Ci Munro and Maui Vehicle Sales) is part of Tourism Holdings Limited (**thl**). Other brands in the **thl** stable include; Maui, Britz, Backpacker and Explore More Campervans and Rental Cars, Roadbear RV (USA), Waitomo Glowworm Cave, Ruakuri Cave, Aranui Cave, The Legendary Blackwater Rafting co. , and Kiwi Experience.

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