

TOURISM HOLDINGS' NEW CAR & CAMPERVAN RENTALS BUSINESS EXPERIENCES UNPRECEDENTED SUCCESS

Cheap New Zealand car and campervan hire company, Explore More, has quadrupled its staff and rental vehicles following phenomenal success in its first quarter of operation.

09 NOVEMBER 2007, AUCKLAND: After only four months in business, Tourism Holdings' newest company, Explore More – a New Zealand low cost car and campervan hire company – is quadrupling its staff and vehicles to match customer demand.

Responding to positive customer research, which praised staff for excellent customer service and rental vehicles for their great condition, Explore More now offers more travellers more vehicles. There are 3 new rental car categories and 2 new camper hire categories allowing Explore More to maintain its position of being fun and flexible, and allowing customers to roam New Zealand at their own price and pace.

Tara Baskerville, Marketing Manager of Explore More, says of the news, "It doesn't get much better than this – in just four months we've had so much business we're already able to quadruple staff and vehicles! Explore More has had a fantastic utilisation rate – meaning most of our fleet is flying out the door and on the road. And the timing couldn't be better – this expansion comes just as we're preparing for the exciting summer season."

Overall, Explore More Rentals say they have increased their campervan rentals fleet from 40 to 120, whilst car rentals have increased from 50 to 250 vehicles.

The company has also expanded its website, www.ExploreMore.co.nz, to give customers more choice when planning and researching their holiday, and most importantly giving them the confidence to hire a car or campervan online before arriving in New Zealand.

Explore More was launched to provide cheap car and campervan hire in New Zealand and compliment its sister company, Kiwi Experience which has been providing a hop-on, hop-off bus

service to backpackers and other New Zealand budget travellers for 18 years. Both companies are owned and operated by Tourism Holdings Limited, New Zealand's largest tourism company and the world's second largest motorhome and campervan hire company.

FOR FURTHER INFORMATION PLEASE CONTACT:

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