



## media release

18 December 2008

### **Never a better time to buy - Make the most of caravan bargains this Christmas**

Christmas shoppers on the look out for a caravan, motorhome or other type of recreational vehicle (RV) should strike while the savings are hot. There has never been a better time to buy than now and here are just a few reasons why:

- Competitive market prices - In the lead up to 2009 caravan dealerships are offering some great deals to move 2008 stock;
- A caravan, motorhome or RV purchase is a good investment - These vehicles hold their value well and often sell above their original purchase price.
- Lower interest rates - Less mortgage stress means more freedom on your finances;
- Lower fuel costs - A full tank of petrol now costs a lot less, meaning more opportunities to travel;
- Weak Australian dollar - Due to a poor exchange rate overseas holidays cost even more, meaning holidaying domestically offers you better value for money.

Of course there are also priceless lifestyle benefits to be gained from a caravanning holiday, like spending quality time with loved ones, getting back to nature, enjoying the best locations in Australia from the closest possible vantage point and allowing your mind and body to take it easy, de-stress and, in doing so, improve your overall health.

A caravan/holiday park holiday is an Australian institution with 86% of the entire population having stayed in a caravan park at least once in their lives, according to CRVA research. This research also shows that production of caravans and other recreational vehicles has more than quadrupled since the early 1990's, with a caravan manufactured in Australia every nine minutes.

"Dealers are currently getting ready to receive 2009 stock, so right now is a good time to jump in and take advantage of some fantastic deals," said Ben Yates, CEO of Caravan, RV & Accommodation Industry of Australia (CRVA).

Mr Yates said the global financial crisis appears to have had little impact on the enthusiasm Australians have for caravanning holidays. "Australians have for a long time enjoyed the social aspect and freedom of a caravanning holiday which we believe will increase. They know you can't put a price on those lifestyle benefits.

“But Australians do like a bargain,” added Mr Yates. “So now is the time for people who have been dreaming of owning their own holiday vehicle to make that purchase.”

CRVA have a Free Buyers Service on their website making it possible for potential customers to make contact with a dealer in their area who can assist with their needs. Visit [www.welovethiscountry.com.au](http://www.welovethiscountry.com.au) and click on the Free Buyers Service link to get in touch with a dealer today.

###

**ENDS: For further information, interviews or images contact:**  
Ben Yates, CEO, CRVA, Ph. 0409 800 950