



MEDIA RELEASE

SUNLINER RECREATIONAL VEHICLES, Melbourne, Australia

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Sunliner's platform for growth in 2009

Sunliner Recreational Vehicles ended a turbulent 2008 with strong sales from Australia and New Zealand and is expected to continue this in 2009. Last September saw the company complete a strategic and operational review addressing the impact of slowing demand in the current economic climate. The review resulted in many initiatives, one of which a decision to re-release the entire Sunliner range. Whilst many of the existing series names have remained, every model has experienced a change of some description, including the release of a complete new range; the Holiday Series.

CEO Tony Hunter says: "Sunliner performed well in a year that saw significant changes and slow down for the global RV industry. Whilst I don't think we have seen an end to this slowing of demand, Sunliner are well positioned for growth in 2009 provided by the platform of the 2009 product release and the return to an importance on quality, experienced in such climates."

Whilst quality and finish has and will continue to be a strong brand attribute for Sunliner, they have also focused heavily on research and development to ensure operational efficiency and effectiveness can be achieved, enabling competitive prices. "Whilst we can not put money back into everyone's retirement income we, have certainly done our very best to provide new products with more for less money throughout the entire Sunliner range."

This is exemplified in the new Holiday Series with the 24ft, Holiday G31 starting at \$110,901 including a slide out; something unseen in the Australian RV industry. Whilst there is a great future ahead for the Holiday Series there are also exciting new larger affordable motorhomes in the 2009 line up including the introduction of an additional two layouts to the flagship Monte Carlo.

To complement the Sunliner product range, Sunliner have many value added services that will be released throughout the year, including a 1300 RVCARE phone number and membership program. This week already has seen the re launch of the web site; www.sunliner.com.au. The user friendly site enables customers to view and download information to make informed decisions on their RV choice. The site will be further developed in the year including images of the new models as they come from the manufacturing line.

Media Contact: melissa_hunter@sunliner.com.au