

Just go secures exclusive agreement with Coca Cola for Euro 2004TM

Submitted by: Skewbald Marketing

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Just go, the motorhome rental company based near Luton in Hertfordshire has secured a contract with Coca-Cola for EURO 2004TM. Coca-Cola Ireland is to hire five of Just go's Nomad motorhomes to offer as competition prizes to its Irish consumers as part of its promotion plan for EURO 2004TM .

The 'Coca-Cola Big Send Off' competition will be advertised on roadside billboards and through TV commercials in Ireland, and run from February to April 2004. The five lucky winners of the competition will be chauffeur driven to Portugal, the venue of this year's Euro 2004, and will be taken to 3 quarter final games.

The Just go Nomad vehicles will be converted to reflect Coca-Cola's promotional name and EURO 2004 branding; with a black leatherette interior, the fridge full of Coca-Cola bottles and the outside of the motorhome branded in Coca-Cola distinctive 'red' colour.

Brid Drohan, Media & Marketing Activation Manager Coca-Cola Ireland said: "We are delighted with the response we received from Just go. They have worked hard to deliver our needs and we feel that these Motorhomes are excellent - just what was needed to bring our EURO 2004 campaign to life. The name of our promotion: 'The Big Send Off - The Ultimate Road Trip' reflects the excitement and fun our consumers can have as prize winners. "

Nick Roach, director of Just go commented: "We are thrilled to be working with one of the world's most recognised brands. When we started Just go our main aim was to market the use of motorhomes to both the traditional audience but also encourage a new generation of travellers to the freedom of motorhoming. The Coca Cola brand encapsulates vitality and fun which are exactly the attributes we would want associated with Just go."

All Just go motorhomes are less than 18 months old and come equipped with bike rack, DVD player & screen, CD player, microwave and ski racks (winter only). The vehicles sleep up to six and have seat belts for the same number. The vehicles can be taken into mainland Europe as well as over to Ireland. Prices range from £450.00 to £750.00 per week for a fully furnished six berth motorhome. This includes comprehensive standard insurance, VAT, unlimited mileage and AA breakdown cover.

Just go launched in April 2003 and is based near Luton in Hertfordshire. The Just go fleet consists of CI Motorhomes with both the Carioca 5 and Riviera 181 models. In addition to the UK based hire fleet, Just go has formed a partnership with Maui to provide motorhome holidays in Australia and New Zealand.

For further information please contact Just go on 0870 240 1918 or email info@justgo.uk.com. Also more information can be found on the website, www.justgo.uk.com.

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Notes to editors:

Photography enclosed. For further press information, please contact Sarah Roach at Just go on: Tel. 0870

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