

# A stately home, on wheels! Take your car on holiday with the ultimate in leisure vehicle luxury.

Submitted by: RSM - Result Strategic Marketing

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Morelo Empire Liner models start at £350k with no limit to specification options

Optional garage to transport a car

Twice the torque (1,200 Nm) of a Lamborghini Aventador, the pulling power of a Toyota Hilux (over 3.5 tonnes) and the same horsepower as a Mercedes-Benz C 300

Morelo Empire Liner 100 GB (model shown) spec.

Engine: 7.7-litre, six-cylinder engine

Max power: 220kW / 299 bhp

Max torque: 1,200 Nm

Transmission: 6 gear automatic

L / W / H: 10.29m / 2.5m / 3.72m

Price: £378,200.00 (specific model on show £382,960)

The Lamborghini of the leisure vehicle world will be unveiled to the UK public at the Motorhome & Caravan Show 2016 next week; the Morelo Empire Liner.

The new show-stopping super-liner from German motorhome manufacturer Morelo is equipped with premium fittings expected of a home, including under-floor heating, rain shower and even a garage, perfect for storing a car.

Over 1 million leisure vehicles are in use in the UK\* and the leisure vehicle industry contributes in excess of £6 billion to the UK economy through the value of holidays, vehicle sales and associated supplies and services^, supporting over 130,000 jobs.

Many motorhome manufacturers are designing their vehicles to be as compact as possible but Morelo is bucking this trend with the Empire Liner, offering a luxurious and spacious interior. The smallest model in the Empire Liner range, the 90 L, starts at 8.99 metres, while the largest 110 GSO model is a vast 11.29m in length. The Morelo Empire Liner took a year to develop and is based on a Mercedes Atego chassis, featuring a 7.7-litre, six-cylinder engine that produces 299hp.

The Morelo Empire Liner includes a huge panoramic roof that provides views from the spacious double bed. It's the luxurious interior features like these that has attracted A-list owners and has made it particularly popular with customers from Formula One.

Andreas Wolfer-Heimann, International Sales Manager for Morelo, said, "We're thrilled to be unveiling our latest luxury motorhome prototype at the Motorhome and Caravan Show later this year. Being the biggest launch event in the UK, it's an ideal opportunity for us to showcase our newest super-luxury motorhome to the UK audience. We've spent almost a year designing and developing the Empire liner and we believe motorhome enthusiasts, and the general public alike, will be impressed by the craftsmanship

and attention-to-detail on display.”

Morelo's 100 GB model of the Empire Liner will be unveiled at the Motorhome & Caravan Show on Tuesday 11 October, with the show running until the 16 2016 at the Birmingham NEC. It will be joined by the latest models from a host of motorhome and caravan manufacturers, including Swift, Bailey, Elddis, Coachman, Lunar, Adria and many more.

Tickets for the UK's largest leisure vehicle show start from £7.50\*\* and include free car parking and a free show guide. Book your tickets now by simply logging on to the shows website at [www.mcshow.co.uk](http://www.mcshow.co.uk) or call the ticket line on 0844 873 7333.

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Notes to Editor

\* [http://www.thencc.org.uk/our\\_industry/statistics.aspx](http://www.thencc.org.uk/our_industry/statistics.aspx)

\*\* Tickets: £7.50 Senior (over 60s), £8.00 Adult when booking before 23.59hrs 10/10/16 after which time prices revert to the on-the-door price of £11 Senior and £12 Adult. A £1.25 transaction fee applies. Calls cost 7p per minute plus your phone company's access charge. Car parking is included in the ticket price. No dogs (except assistance dogs). Children 15 years and under go free when accompanied by a paying Adult/Senior. Free show guides are subject to availability.

^ The NCC is the trade body for the UK caravan industry, encompassing touring caravans, motorhomes, caravan holiday homes and park homes. The NCC represents some 800-member outlets in manufacturing, park operations, distribution, retailing, and in the provisions of specialist suppliers and services within the UK caravan industry, which is worth in excess of £6 billion per annum (sale of products, services and holiday spend).

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