

## **Caravans you won't see on the road this August bank holiday: Airstream officially relaunches in UK**

Submitted by: RSM - Result Strategic Marketing

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The iconic American Airstream brand will officially relaunch in the UK at October's Motorhome and Caravan Show 2017, the UK's largest leisure vehicle show.

After a couple of years' absence, Airstream returns with the appointment of a new UK distributor. Three new models for the UK include the flagship four-berth Colorado retailing at £99,195.00, as well as the smaller Yukon and Missouri models. The unmistakably aerodynamic, silver-bullet Airstream shape is handcrafted with a buck-riveted aluminium bodyshell over a ribbed frame, with visible aluminium inside as well as out. A UK specification includes leather upholstery as standard, Corian worktops, hand-crafted cabinets, central heating and LED lighting throughout.

Manufactured since the 1930s, 70% of Airstreams made are still in use around the world, with celebrity owners including Brad Pitt, Colin Farrell, Tom Hanks, Sandra Bullock and Matthew McConaughey.

Touring and holiday parks are gearing up for the busy August bank holiday: the industry contributes an estimated £6 billion to the UK economy\*. It is estimated that almost £2 billion was spent on caravan holidays across Great Britain in 2016, with over 50 million nights spent in caravans each year. The industry employs some 130,000 people and there are over 1.7 million caravaners and motorhomers in the UK. An estimated 555,000 touring caravans, 205,000 motorhomes and over 300,000 caravan holiday homes are in use in the UK.

The Motorhome and Caravan Show 2017 runs from 17 to 22 October at Birmingham's NEC. The launchpad for new 2018 products, over 700 vehicles are displayed including motorhomes, tourers, campervans, caravan holiday homes and residential park homes. New models are launched daily from manufacturers such as Swift - the appointed Airstream importer - Bailey, Hymer, Auto-Trail, Hillside Leisure and Opus. With cooking a theme of this year's event, celebrity chefs including Antonio Carluccio, Lisa Faulkner and Steve Groves give demonstrations from new vehicles in the show's LIVE Theatre.

Tickets are on sale now for the Motorhome and Caravan Show 2017, and start from as little as £8.50\*\*. Children 15 and under enter free. Visit [www.mcshow.co.uk](http://www.mcshow.co.uk) or call 0844 873 7333.

-Ends-

Notes to Editor

\*Source: all industry data from The NCC (National Caravan Council), which is the trade body for the UK caravan industry comprising touring caravans, motorhomes, caravan holiday homes and residential park homes. The NCC represents some 850 member outlets within manufacturing, park operations, distribution and retail, and in the provision of specialist suppliers and services within the caravan industry, which is worth more than £6 billion per annum (sale of products, services and holiday spend).

Further details about the NCC can be found on its website [www.thencc.org.uk](http://www.thencc.org.uk)

\*\*£8.50 Senior (over 60s), £9.50 Adult when booking before 23:59hrs 16/10/17 after which time prices

revert to the on-the-door price of £12.00 Senior and £13.00 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. Tickets are non-refundable.

For any additional information or further photographs please contact us on the details below.

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