



For immediate release

29 October, 2009

Fast ride for leading New Zealand manufacturer

RoadCraft today announced that it ranked number 5 in the 2009 Deloitte Fast 50, the barometer of successful, innovative businesses across the country. The company also took away the award for fastest growing manufacturer at the awards ceremony last night. The Fast 50 index ranks New Zealand companies based on revenue growth. RoadCraft achieved 5th position with a massive 704% percent growth over the previous two years.

RoadCraft is New Zealand's only designer and manufacturer of Overland Camping Vehicles (OCVs). A family owned and operated company, RoadCraft has come from humble beginnings to be the biggest seller of new campervans to the leisure market in New Zealand over two years.

The company attributes its success to its innovative and unique product range which appeals to people who don't see themselves driving a traditional motorhome. A strong design led approach inspired by New Zealand's unique conditions has appealed to adventure loving kiwis and allowed RoadCraft to grow the market.

RoadCraft founder, John Managh credits the companies' colossal growth with creating a clear point of difference at both brand and product level. "We're outdoor junkies and, I'm not ashamed to admit, gear junkies too. We build OCVs that we love to use and, as it turns out, others do too." said John Managh.

Success in the 2009 Deloitte Fast 50 builds on last year's achievement by sister company Wilderness Motorhomes who was recognised as the fastest growing tourism company in New Zealand.

Ends

For further information, please contact:

Gray Borrell
Marketing Leader
021 271 5300
roadcraft.co.nz



Background

RoadCraft design and manufacture NZ made Overland Camping Vehicles to the domestic leisure market. Outdoor junkies choose RoadCraft – people who are serious about getting out there and doing it. They want the best – the drive, the gear, the place. Getting in the zone has never been this exhilarating – until RoadCraft.

RoadCraft is no stranger to pushing the boundaries and are the proud partners of RoadCraft K2, 2009 RoadCraft FIM Junior World Motocross Championships, NZ Olympian Hamish Carter, Junior MX rider Brandon Tipene, Mizone 7 in 7 Challenge and Team RoadCraft MTB Tour.

Lead all. Follow none.

roadcraft.co.nz