



For immediate release

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Hamish Carter leads kiwi revolution

RoadCraft take great pride in welcoming Olympic gold medallist Hamish Carter to the RoadCraft family. The partnership will see one of New Zealand's greatest ever athletes become the face of Overland Camping Vehicle (OCV) designer and manufacturer RoadCraft.

Hamish is no stranger to leading from the front. During his stunning performance at the 2004 Olympics, he typified the fighting spirit and 'give it a go' attitude all kiwis aspire too. It's those qualities that are bred into every RoadCraft vehicle. And like Hamish, RoadCraft is kiwi - born and raised. That's why RoadCraft is now the New Zealand's biggest seller of new campervans to the leisure market.

Hamish sees RoadCraft's performance driven approach as world beating. "RoadCraft gives new meaning to the classic kiwi road trip. The Base Jumper is the OCV to take you anywhere. Family holidays have never been so good" says Hamish.

Ends

For further information, please contact:

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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