



New name and branding for the representative body of the New Zealand RV Industry

Following a period of consultation, the Recreational Vehicle, Caravan and Manufacturers Association (RVC MANZ) has announced that it has decided upon the adoption of a new Association name and associated branding.

With immediate effect the RVC MANZ will be known operationally as the Recreational Vehicle Industry of New Zealand (RVINZ) and will adopt a new brand identity including the new logo shown below.

The Association was formed in 2005 when a dedicated assembly recognised the need for better representation of the Industry amidst changes to various key standards directly affecting the design and manufacturing of both motor homes and caravans.

Since inception, the Association has comprised a mix of members from both the manufacturing and supply sectors of the NZ Industry and during its existence has played a significant role at critical times by assisting the shaping of important legislation directly related to the Industry's interests. This advocacy and advisory work continues.

Its membership group includes all of the best known names in New Zealand RV manufacturing and supply and forms clearly the most experienced and broadest knowledge base from which both its members and consumers are able to draw.

In choosing a new name and branding current President, Malcolm Horne of Action Manufacturing explains that the quest to rebrand considered both the history and future of the Association;

"The RVC MANZ was formed at a time when rapid industry growth was just beginning to take hold in New Zealand. The local manufacturing and supply industry needed to have a say in decision making that was happening there and then on critical safety and development issues. Our on-going role continues to be one of shaping legislation and advising Government agencies, but with the rapid growth and re-profiling of our industry we also need to be ready to further our services as an unparalleled base of knowledge for all sectors"

The new logo reflects the key elements of the new operational name with clear links to the imagery of New Zealand. The web domain name www.rvinz.com will also be utilised and a new multi service website gradually introduced.

Future presence at the major RV Shows is also planned where an information bureau type stand will be deployed.

ENDS

For further Information, please contact;

Malcolm Horne

President

Email; malcolm.horne@actionmanufacturing.co.nz

Kevin Newton

Vice President

Email; kevin@rvsupplies.co.nz

Alan Thoresen

Secretary

Email; alan@leisureline.co.nz

Current Members of the Association

Action Manufacturing Ltd

Bob Birkett Motorbodies Ltd

Camec Pty Ltd

Caravan and Motorhome World Ltd

Coast RV Service Pty Ltd

Dometic NZ Ltd

Gypsy Caravans Ltd

Leisureline Caravans Ltd

Lewis Gray Ltd

Ovaland Motorhomes Ltd

RV Supplies Ltd

Supreme Manufacturing Ltd

Trallite Ltd

