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NEW! Motorhome rental service

In advance of the showroom move, in another exciting development Travelworld is set to launch a high-end motorhome rental service.

From March 2018 they will be offering RentEasy, the Europe-wide Erwin Hymer Group rental service. This will give customers a choice of 10 Carado, Hymer and HymerCar models to rent, including top-of-the-range Hymer A-class models the ML-I 540 and Exis I.





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MAJOR MOVE AND EXPANSION CONFIRMED FOR LEADING MOTORHOME DEALER TRAVELWORLD

One of the UK's leading motorhome dealers has announced a major expansion and investment in a new purpose-built showroom.

Currently based in Telford and celebrating its 40th year in business, from September 2018 Travelworld Motorhomes will be moving to Creswell Park, just off the M6 J14 near Stafford.

Commenting on the move, Travelworld Managing Director, Ross Edwards, said, "Our current

showroom has served us well for a number of years, but as the business has grown we wanted a more central location, with more space and easier access for larger motorhomes. The Creswell Park site fits the bill perfectly and will allow us to give customers the best possible service."

As well as two large customer car parks the new site will provide a dedicated vehicle collection/handover area and offer an overnight parking facility.

Improved motorhome servicing facilities

The new site will also include a 25 bay workshop with double the space of the current service centre and capable of accommodating the large liners and A-class motorhomes for which Travelworld is renowned. As well as servicing the Hymer and N+B brands which they sell, Travelworld has recently been appointed the Fiat Professional franchise: This means they are authorised to carry out servicing and warranty work on Fiat-based motorhomes of all marques. The franchise benefits from the use of Fiat factory software and direct access to Fiat UK for parts ordering, technical advice, warranty diagnosis and recall notices.





Ross Edwards: Putting all of your eggs in one basket

"I'm not very good at keeping secrets, so it has been painful trying to keep this from everybody," says Ross Edwards, managing director of Travelworld and son of founder Bob Edwards. He's talking about the work which is about to start on a new, high-profile retail showroom.

The development has taken four years to come to fruition due to delays at virtually every stage of the project. But Ross remains positive, "The timing has actually improved for us; over those four years we've seen a growth in the industry as a whole and had strong growth in our own business alongside that, so we can now support

the move in a much stronger way than we could have done four years ago."

Despite this positive attitude, he doesn't feel that they could have waited any longer to move, "Luckily I picked the phone up four years ago and not two, because we are banging our heads on the ceiling at the moment, we have virtually run out of office space so we're ready to move and take advantage of the bigger space at the new site."

The move will allow Travelworld to invest in more staff and better infrastructure to deliver an increased level of customer service, and importantly it will put them in front of a much larger market. "We'll be in a prime site, in a centralised location," explains Ross. "We've moving to a proper motor retail, glass-fronted unit. At the moment we're tucked away, people simply don't see us." Close to junction 14 of the M6 and with a 250m frontage along the A34, there will be much greater curb appeal and easier access to a nationwide audience.

The new site will be able to carry a lot more stock overall, although a smaller proportion of it will be in the indoor showroom, but what is most important to Ross is the increase in the size of the service area. "That will be more than double what we have at the moment, which is a big benefit for us. We were recently awarded Fiat Professional status and we can continue to grow our Goldschmitt business as well, fitting chassis accessories."

Currently celebrating its 40th year, the company was founded in 1977 by Ross's father Bob, and originally specialised in selling American motorhomes to a relatively niche market of motorsport and film industry related clients. The business grew throughout the 1980s with Volkswagen conversions and its own range of coachbuilt motorhomes, but in the 1990s the focus returned to the American motorhomes, with exclusive deals with Gulf Stream, and latterly Monaco Coach.



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