

## **Travelworld Awarded Prestigious ERWIN HYMER CENTER status**

Travelworld Motorhomes is thrilled to announce it has been awarded the most prestigious accolade from the parent group of the brands it represents and will be rebranding the dealership and the business as 'ERWIN HYMER CENTER – Travelworld'

Travelworld Motorhomes, which began the development of a brand new state-of-the-art Motorhome & Caravan dealership in Stafford at the start of 2018 and announced its relocation and expansion into the new premises later this year, will become one of only three other designated Centers in the world to achieve the status.

Ross Edwards, managing director of Travelworld said: "As you can imagine, this was a big decision for us to make, but it's simply a continuation of the strategy we have had in the business for the last five years: 'ever greater ties with our supplier'".

The strategy within the group is to have strong relationships with its dealers and wherever possible for those dealers to offer their products exclusively. Travelworld who last year celebrated its 40<sup>th</sup> anniversary, became an exclusive EHG dealer in 2015 and has flourished by focusing and specialising on one supplier.

Ross continued: "Although it is the logical 'next step' for us, achieving ERWIN HYMER GROUP status was not made easy. EHG has created a strict set of terms and conditions to qualify for CENTER status, varying from logos to minimum brands in each price segment and Goldschmitt and Rent Easy partnership".

Ross continued to explain that although the announcement is being made now with new adverts appearing soon to give people a glimpse of the new logo, the main rebrand will not be happening until the new dealership development is complete.

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