

AS SEEN IN CAMPER

AUSTRACK LAUNCH INTO VICTORIA

THE BRAND EXPANDS INTO THE SOUTH, CATERING TO THE VICTORIAN MARKET WITH A CAMPBELLFIELD SHOWROOM



We could see even more Austracks in action in Victoria now



The new showroom



Now that's a setup

AUSTRACK HAS ADDED a second showroom in Campbellfield, Victoria, on top of their original showroom in Caboolture, QLD. Situated in a 900sqm shed at 65 Merola Way, the showroom launched on October 22 of this year.

Linden Lawson of Austrack Campers says the decision to move to Victoria followed considerable research and forethought.

"We were receiving quite a few enquiries per day about whether our brand was in Melbourne," he said.

"We also did our own research: Google

analytics, the census, the Yellow Pages. Melbourne had all the numbers together, which backed up the existing enquiries we were hearing."

Linden says the new venture has hit the ground running and in fact exceeded expectations. The Melbourne showroom employs two staff as of November and Linden is pleased to say they bring the right attitude and experience.

"It's really important to us that our level of service in Melbourne complements the level of service that we have up in Brisbane," he said.

"We're making sure we work in line with the Brisbane standard, which is one of the things we are known for."

With its newfound access within the state, Austrack will attend 10 to 12 Victorian shows in 2019.

In time, Austrack aims to have the entire range at the showroom, including their full hybrid range by early next year.

Additionally, in the future Austrack will look to do servicing at the Campbellfield site. Long-term, Linden envisions further expansion to more stores.