

# Business achievers

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**SMOOTH RECEPTION:** An EarthCruiser camper is designed to take two people on an all-terrain overland adventure.

## Making inroads stateside

**NEW GROUND:** AN AUSSIE ALL-TERRAIN TRUCK IS BREAKING INTO THE BURGEONING OVERLAND MARKET IN THE US

CABOOLTURE-BASED off-road camper truck manufacturer EarthCruiser is going all out to break into the United States market.

In a sign of the company's commitment, EarthCruiser managing director Lance Gillies has moved to the US for two years to sell his go-anywhere machine.

"The RV (recreational vehicle) market is enormous and so is our potential," Mr Gillies said.

"We plan on only 10 (US sales) this year, and building slowly from there."

There has already been a good response.

"We did a soft launch last week, not focused on sales, just an opportunity to show off EarthCruiser," he said.

"It was a great success, lots of interest and genuine appreciation of the quality of workmanship and thought that has gone into the vehicle."

Last week he was at the huge Overland Expo in Arizona.

"There is a growing market in overland travel in the USA. The Overland Expo is

very focused to cater to these adventures," Mr Gillies said.

"It is where EarthCruiser belongs, there are potential clients travelling from all over the USA to see EarthCruiser in the flesh."

"The vehicle we will have there belongs to one of our customers. He took delivery in May last year and has now driven halfway around the world."

EarthCruisers are four-wheel-drive trucks with sophisticated camper sections designed to take two people on overland trips in

comfort. EarthCruisers for the US market will be made in Caboolture alongside the existing model.

"Left-hand-drive (Mitsubishi) Fuso chassis will be sent to our workshop, transformed into EarthCruisers and either shipped back to the US or the clients will begin their world travels in Queensland," Mr Gillies said.

"Systems are pretty much the same for left or right-hand drive, the layout is different with the entry door on the other side."

EarthCruisers have a 7.5sq m fibreglass camper section housing a double bed, hot shower, toilet, 120L fridge/freezer and table.

They have equipment such as three 64-watt solar panels moulded into the roof, two 110ah batteries, diesel water heater and stove, 90L water tank (an extra 100L tank is available), water purifier and LED lighting.

➔ **EarthCruiser will have a vehicle at the National 4x4 and Outdoors Expo at the RNA Showgrounds, Brisbane, from April 8-10**

## Response shows that generosity still rules

**FOODBANK TARGET 25 TONNES**

QUEST Newspapers readers, give yourselves a pat on the back. You have helped feed 170,000 people over the past four months through the Quest Newspapers and Retail First Foodbank Queensland campaign.

With your generous donations you smashed the 25 tonne target, raising a massive 36 tonnes of food for Foodbank Queensland since last November.

The charity has distributed that food to welfare agencies who offered it to needy families and individuals over Christmas/New Year.

In the aftermath of the flooding and Cyclone Yasi, food was also sent across the state to meet demand.

Foodbank Queensland general manager Ken McMillan said he was astounded at the success of this campaign.

"The supporters of Quest and Retail First need to be congratulated . . . 52.6 tonnes of food coming from the public (through the 2010 winter and summer campaigns) is a significant donation," he said. "It is a great community effort with Queenslanders helping Queenslanders in need."

"A particular thanks after the unfortunate incidents in January and February. It is a great feeling knowing if it happened again that Queensland would rally around."

Mr McMillan said residents in Tully, Grantham, Lockyer Valley and Bundaberg still needed help.

➔ **Public donations to Foodbank Queensland can still be made. Phone the charity on 3395 8422**

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