

PEDDERS - THE PLACE TO GO BEFORE YOUR DRIVING HOLIDAY!

Pedders partner with the Caravan Industry Association of Australia and BIG4 Holiday Parks!



OFFICIAL PARTNERS



Highlights from this announcement include:

- Pedders Suspension is the Official Partner of Caravan Industry Association of Australia and BIG4 Holiday Parks. These partnership agreements are exclusive in the Brakes, Steering and Suspension category and the first of their kind in Australia. They represent an exciting partnership between industry leaders.
- The partnership agreements have an emphasis on educating consumers on “The Effects of Weight on a Vehicle” and ultimately providing safer and more enjoyable driving experiences.
- At the same time, Pedders has launched a new software application online “Pedders Weight Matrix” that enables consumers to select their common towing or load carrying vehicle and add vehicle accessories, passengers, general cargo loads and towing weight and then the program calculates their vehicle weights referenced against original manufacturer specifications. The Pedders Weight Matrix can be accessed via the home page at www.pedders.com.au.

Pedders Partner with Caravan Industry Association of Australia and BIG4 Holiday Parks

Pedders Suspension has consolidated its position as Australia’s leading tow and load experts by partnering with Australia’s leading caravan and travel brands - the Caravan Industry Association of Australia and BIG4 Holiday Parks - in two separate multi-year exclusive agreements. These partnerships aim to raise awareness on the effects of weight and ensure vehicles on Australian roads are safe and fit for purpose, ultimately providing safer and more enjoyable driving experiences for the Australian holiday maker.

Pedders Suspension will now proudly integrate Caravan Industry Association of Australia and BIG4 Holiday Parks into its general marketing program and share reciprocal marketing and networking benefits. Key features of the partnerships:

- 5 years (Caravan Industry Association of Australia) and 3 years (BIG4).
- Industry exclusivity.
- Education on the effects of vehicle weight as the priority message.
- Promotion of Pedders Tow and Load Assessment, Weight Matrix and solutions to audiences that tow and carry loads.
- BIG4 members will receive exclusive discounts on Pedders Tow and Load Assessments as well as all Pedders products and services. There will also be local park activities such as ‘weigh days’.

In relation to the partnerships, Scott Pedder, Director of Pedders Suspension, said “Our Australian owned franchise operation is a strong supporter of Australian travel and the caravan and camping industry. We are very excited to be the exclusive category rights partner to Caravan Industry Association of Australia and BIG4 Holiday Parks. Vehicle weight from accessories, towing and loads can represent a significant safety issue and that’s why Pedders have partnered with the Caravan Industry Association of Australia and BIG4 Holiday Parks to educate and engage with consumers in the caravan and camping space.”

Scott continued “we believe that the Australia has a weight problem. More and more consumers are towing and load carrying with excessive weight loaded into their vehicles. The real issue is that in the majority of cases, most drivers simply do not realise that they are overloaded and worse fail to understand the critical effect that this weight plays in the safety and performance of their vehicle. As part of our agreement with the BIG4 Holiday Parks we will offer a series of information training and education days and marketing content around the “Effects of Weight on A Vehicle. BIG4 Holiday Park members will also be offered a series of special offers as part of this exciting agreement.”

“Supporting two iconic travel brands like Caravan Industry Association of Australia and BIG4 Holiday Parks is a natural fit for the Pedders group. We will continue to educate and engage with consumers who tow and carry loads and, provide them along the way with a host of special offers” said Scott.

Stuart Lamont, the Chief Executive Officer of Caravan Industry Association of Australia said the partnership with Pedders Suspension was a major endorsement of the caravan industry. “We are delighted to welcome Australia’s number one undercar parts specialist as our partner for the next five years,” he said.

“We are focused on delivering a world class experience for our industry members and for those that caravan and camp throughout Australia. This is a big win for consumers who travel thousands of kilometres every year across the country.

“The total value of the caravanning and camping industry to the Australian economy annually is an estimated \$19.02 billion in economic and tourism benefits to the cities and regions we visit in every state and territory and Pedders Suspension will play a vital role in continuing to drive this growth.”

Campbell Davies the General Manager of Marketing and Sales at BIG4 Holiday Parks said that the agreement with Pedders Suspension was a natural fit for the organisation.

“In an Australian first, BIG4 Holiday Parks will partner with Australia’s leading expert in brakes, steering and suspension services – Pedders Suspension.”

“We have more than 185,000 households in our membership program and millions of guests coming to our parks right across Australia. With many of our members and customers either towing a caravan or camper trailer to stay on a site or loading up the family car to come and stay in a cabin, we wanted to educate and keep our customers engaged with content and special offers around how to safely and effectively tow and carry loads.”

“Pedders has a unique understanding on the effects of weight on a vehicle and will work with BIG4 and our parks network to educate our consumers on the effects of weight on a vehicle. As part of this process we will be working with our parks to host educational events to demonstrate and educate this topic with our customers.”

“BIG4 Holiday Parks will also provide a host of membership discount special offers and benefits as part of the partnership agreement with Pedders Suspension” he said.

Pedders Weight Matrix

Pedders Suspension is also proud to introduce the Pedders Weight Matrix™. Vehicle weight from accessories, towing and loads is a significant factor in the safety and performance of towing and load vehicles. That’s why at Pedders we have just released the free Weight Matrix™ on the Pedders website.

The Weight Matrix™ is a revolutionary and simple way to determine the weight of your vehicle from accessories, passengers, loads and towing. The consumer selects their vehicle and adds weight items such as vehicle accessories (e.g. bull bar, winch, tow bar), passenger loads (e.g. front and second row occupants), general cargo and towing loads. The software then calculates the weight of the vehicle and provides some information on the critical impacts on weight.

From a user experience the whole process takes only a few minutes to complete and the results are separated into 4 key metrics:

1. Vehicle Load
2. Remaining Capacity against the original Gross Vehicle Mass (GVM) Limit or Pedders GVM+ Upgrade Limit (if applicable)
3. Estimated additional braking distance and
4. Weight balance shift (rearward or frontward)

Know your exact weight with Pedders Tow and Load Assessment

An even more comprehensive Weight Matrix™ is a critical part of the Pedders \$75 Tow and Load Assessment. This comprehensive service includes the Pedders Brake, Steering and Suspension Check, calculating the exact weight of your vehicle with instore vehicle weight scales and determining your future load or towing “scenarios” using an in-store version of the Pedders Weight Matrix™. The data is combined to provide a report with an obligation free analysis and advice on the best solution to meet your unique load carrying and towing requirements.

Pedders Suspension Group Managing Director Scott Pedder said “Last year, Pedders successfully launched its ‘Pedders Tow and Load Assessment’ service among its store network and assisted thousands of Australian motorists with their Towing and Load Carrying needs. The world first service offers consumers the opportunity to weigh their tow and load carrying vehicle at the participating outlet of their choice and really ‘Know their Weight’. The placement of the Weight Matrix on www.pedders.com.au is designed to drive consumers to our participating outlets for a more exact weight and comprehensive service, advice and solutions via the Pedders Tow and Load Assessment”.

To find out more about Pedders Weight Matrix™ software and Pedders Tow and Load Assessment visit www.pedders.com.au

About Pedders Suspension

<http://www.pedders.com.au/>

Pedders Suspension is an Australian family owned company that has been operating since 1950. Its 120 plus franchise and dealer store network prides itself on offering “No Bull” aftermarket parts and tailored vehicle solutions in five key automotive aftermarket product categories: Shock Absorbers, Suspension, Brakes, Steering & Wheel Alignment.

To find our more on the effects of weight on a vehicle please view our video introduction on this topic: The Effect of Weight on A Vehicle, https://youtu.be/kxIMVN7_lx0.

About Caravan Industry Association of Australia

<https://www.caravanindustry.com.au/>

Caravan Industry Association of Australia is the peak national body for the caravanning and camping industry in Australia. The organisation’s vision is, “To lead and champion a robust, compliant and sustainable caravanning and camping industry in Australia”, with all operation pillars – marketing; research; lobbying and advocacy; compliance, accreditation and training – working towards this vision. Caravan Industry Association of Australia operates as a not-for-profit organisation with a membership base comprising the individual state caravanning and camping associations, who we work collaboratively with on matters concerning the caravanning and camping industry in Australia.

About BIG4 Holiday Parks

<https://www.big4.com.au/>

BIG4 Holiday Parks is Australia’s leading holiday park group. Dedicated to the spirit of the true blue Aussie holiday, it has been celebrating the great outdoors for more than three decades. Comprising of holiday parks right across Australia, the network provides a range of high-quality accommodation options from powered sites for caravan and motorhomes to luxury cabins. With a consistently high standard across all its parks, BIG4 has set the standard of holiday park experiences and is the recognised industry leader.