

Work at your leisure.

An opportunity to combine your job with your lifestyle.

Take control of your future...

Operate a REPUSEL dealership in Australia today.

A limited number of exclusive territories are available to sell our award winning products.

Unrivalled world class products
Global strength Local experience
Vast and growing market
Exclusive territories
Enforce existing business with quality

No ongoing franchise and royalty fees
Flexible and easy to operate
Low risk and profitable
You keep all the profits
Enjoy the freedom of working for yourself

Minimum requirements: Sound business skills and the ability to fund low start up cost.

For people on the move...

REPUSEL

For people on the move . . .

An opportunity to combine your job with your lifestyle.

Are you semi retired, love to travel, see new places and meet new people, while enjoying the freedom of your motor home? Maybe you are an entrepreneurial business professional looking for a low risk, unrivalled product to sell nationwide to one of Australia's fastest growing markets?

REPUSEL-Oceania is seeking exceptional, enthusiastic people. Preferably with business experience to represent them as regional or national dealers in the rapidly expanding automotive touring and outdoor leisure markets. REPUSEL has unrivalled products already reaching both sides of the globe, but there are dealership opportunities still available here in Australia.

REPUSEL provides you with the opportunity to enjoy the freedom that you deserve by building a business with repeat monthly income. Exclusive territory, ever- growing market, and opportunities galore!!!

Very rarely does a unique opportunity come along to sell a universally appealing product range which addresses such a broad market need with totally effective solutions. Even rarer is the ability of that business to build you a lifetime of enduring income with a concept so helpful that your customers will endorse the products you sell day after day.

This catalogue is divided into sections exploring the business and product functions and benefits for the dealer / retailer and the end user. It also represents our commitment to supplying your business a true point of difference to assist you with your organisational goals and targets with the technology that is available through REPUSEL.

We look forward to your approval.

Note if a national dealership is appointed then no state dealerships will be available. Should state dealerships be appointed then no national dealership opportunity will be available.



Dealership opportunities

REPUSEL's goal is to have enthusiastic dealers who share our passion for function, quality, value and life; who want to profit from the future success of REPUSEL. Are you ready to revolutionise the Automotive Touring Leisure Markets with the New Generation Tow-Mirror range?

Background

REPUSEL the travel brand from The Netherlands has stood for uncompromising development of high quality solutions for the traveller and has been trusted for over thirty years world-wide. REPUSEL's unrivalled Tow-Mirrors are derived from listening customers who operate in extreme environmental conditions. Pride, precision design, styling and engineering, increase the products performance and ultimately the end-users experience and out comes; and "peace of mind." This combined has given rise to the patent registered product designs we offer to the market opportunities of today and tomorrow.

REPUSEL Oceania is a division of TENE0 Limited, a wholly-owned and privately-held New Zealand company. REPUSEL Oceania exercises Teneo's exclusive rights for distribution of all REPUSEL products through-out Oceania, including Australia, New Zealand and other Pacific nations through its dealership programme.

We provide this opportunity with the view of establishing REPUSEL as being 'the world's preferred choice of Tow-Mirrors and other travel products' through-out Oceania. At REPUSEL Oceania we help Business owners, merchandising and retail managers, in the automotive and out-door leisure markets succeed; by implementing REPUSEL which offers the full range of solutions to the towing and touring sector. REPUSEL's unrivalled products will drive sales and enforce your business profile as a leading reseller of proven quality

Relationship with REPUSEL

REPUSEL does not charge a franchise fee for obtaining a REPUSEL® dealership. All our dealers are independent business people. Each dealer operates under a perpetual contract with REPUSEL Oceania to retail REPUSEL® Products, Parts & Accessories, and any new products that become available.

REPUSEL
Trusted world wide
Sold world wide
Leading world wide



REPUSEL dealerships

Business overview.

Business opportunity

World class product
 Global strength
 Local experience
 Simple low risk business model
 Unrivalled world class products
 Limited to no direct competition
 Fantastic return on investment
 A future with expansion of related products
 Low over heads
 Exclusive territory
 Vast and growing market

Financial

Ongoing business & monthly revenue
 Low initial investment
 40% mark up on all products
 Special pricing deals
 Bulk purchases discounts
 No ongoing royalties, fees
 You keep all the profits

Marketing

Unrivalled world class products
 Use of global brand recognition
 Extensive product catalogue
 Amazing industry peer & client endorsements
 Marketing and printed material
 Materials for event based marketing activities
www.repusel-oceania.com/information
 platform/business referrals

Environment / Merchandising

Design and Brand image
 Display system and REPUSEL branded furniture
 Light signs, banners, roll up sails
 Architectural design and support for big projects

Training & development

Dealer training
 Territorial business insight
 Ongoing business support
 24/7 Dealer crisis support

Benefits

- Brand recognition and support. One of the biggest competitive advantages for our dealers is the REPUSEL name and brand.
- Profitability, an investment in a REPUSEL dealership can provide a solid return and enduring financial opportunities
- REPUSEL offers a growing product line. By listening to the market and advancing products for today and tomorrows markets. A superior quality, manufacturing and distribution network, timely customer support, and award-winning products constantly enforce the brand values and market position.
- REPUSEL Oceania works closely with its dealers to maximise the opportunity at hand. Providing assistance in business systems, sales and marketing.

Special start up package

50% mark up on all products
 Free shipping to Australian border
 Bulk purchases only

Purchasing a REPUSEL dealership means:

Unrivalled products
 Fastest growing market
 Huge territory
 Huge earning potential
 No "other" fees
 Rewarding experience
 Secure future



The dealership offer and how it works.

The freedom of working for yourself and taking control of your future has never been easier.

Overview

1. Purchase your exclusive REPUSEL dealer territory and its start up REPUSEL stock to sell.
2. Promote and sell the stock for a sustainable profit.
3. Purchase more stock in larger volume.
4. Repeat 2-3

Product

REPUSEL New Generation Tow-Mirror range.
Unrivalled world class
Low risk
Ships easy

Money

40% + mark up on wholesale price
Low running costs

Market

Any vehicle Australia with a tow ball
Quick estimate 1/41 Australians has a caravan
Quick estimate 1/33 Australians has a boat under10m
One of Australia's fastest growing markets

Outcomes

Robust business
Constant revenue
Increased nett worth
Increased freedom

A very simple way to earn, a very rewarding return on your investment.

A very simple way to see your country at your own leisure with unlimited earning potential.

Function. Quality. Value. Life.



Dealer requirements

REPUSEL's goal is to have enthusiastic dealers, who share our passion for function, quality, value and life; who want to profit from the future success of REPUSEL. Are you ready to revolutionise the Automotive Touring Leisure Markets with the New Generation Tow-Mirror range?

Personal requirements

Investment in a REPUSEL dealership will be both rewarding and challenging.

It requires someone with strong management skills and keen business acumen.

Understanding of the retail and business of the automotive and outdoor leisure market is a must. Retail management is preferable. Other requirements include excellent people skill, a strong work ethic, and sound communication skills.

Financial requirements

In addition, a dealer candidate should have adequate financial resources to assure successful operation of the dealership through strength of the candidate and continued growth of the dealership. Regardless of the investment requirements for a particular dealership opportunity, REPUSEL Oceania has also established minimum financial requirements. These financial requirements are:

1. Dealership set up costs are negotiable and dependant on the prospects current situation.
2. Stock for reselling which is essential. Stock is available in pallet loads. Each pallet contains a single product code of 252 pairs of New Generation Tow-Mirrors. Recommended 5 product codes minimum.
3. Money set aside for promoting and selling product \$15,000.00

Criteria for a successful dealership

Well capitalised investors with financial resources

A bank guarantee is necessary

Financial statements

Understanding that Customer Satisfaction means long term success

Well trained, qualified and professional dealership personal

Strong management and leadership skills

Dealer operation and image standards that promote and maintain a strong dealer organisation

Dealership application

Anyone who will have any ownership in the dealership must complete the Prospective Dealership Application form in its entirety. We must receive completed Prospective Dealership Application from all partner, officers, and/or other individuals who will have any financial ownership interest in the proposed dealership.



REPUSEL brand

REPUSEL strives to support people during their leisure time when and they are on holiday, through innovative, high quality, easy to use solutions and excellent service.

World leading products

REPUSEL leads the world in "clip-on" rear view solutions. REPUSEL's New Generation Tow mirror range includes the superior and unrivalled LUXMAX and ALUFOR Tow Mirrors and the recently released RANGER Hitch Mirror. These products will become main stayers in the automotive touring and travel sectors for years to come. We welcome to explore our online store to find out more and secure your favourite REPUSEL travelling assistant.

Trusted world-wide

The REPUSEL brand is widely accepted through-out the Northern Hemisphere mobile holiday and outdoor leisure markets. The TRUST associated with REPUSEL, has been earned through genuine pride and constant attention to the details which increase the products performance and ultimately the end-users experience; giving them "peace of mind." Through this constant development and supply of high quality solutions for the traveller REPUSEL looks forward to helping you where ever the road may take you.

Proven market performance

The REPUSEL brand is widely accepted through-out the Northern Hemisphere mobile holiday and outdoor leisure markets. The TRUST associated with REPUSEL, has been earned through genuine pride and constant attention to the details which increase the products performance and ultimately the end-users experience; giving them "peace of mind." With its constant development and supply of high quality solutions for the traveller REPUSEL looks forward to an exciting and satisfying future.

Vision

Lead the tow mirror market of Oceania by preferred choice in function, quality, value, availability and volume.

Mission

Embody REPUSEL as a world leader for delivering sustainable solutions to the automotive touring and leisure markets of Oceania.



REPUSEL a business solution

At REPUSEL Oceania we help business owners, merchandising and retail managers, in the automotive and out-door leisure markets succeed; by implementing REPUSEL which offers the full range of solutions to the towing and touring sector. REPUSEL's unrivalled products will drive sales and enforce your business profile as a leading reseller of proven quality.

Stream line your business

Streamlining business processes and increasing efficiency are fundamental concerns for any organisation regardless of size or sector.

By implementing a single brand which offers the full range of solutions to a particular market segment; business owners can realise many benefits that noticeably improve organisational efficiency.

Retail solution

When stocking the REPUSEL range you can help your organisation succeed by:

1. Saving Money
2. Saving Time
3. Increasing efficiency
4. Increasing productivity
5. Increase inter-departmental and inter-organisational communication and collaboration efficiencies
6. Generating revenue

Trade partner benefits

With REPUSEL trade partners enjoy the following benefits:

- Excellent product attributes; style, features and functionality
- Full range of price points
- Investment types "Sustainable" and "Disposable"
- Offering products NOT made in China
- Consistent broad offering, simplifies presentation maintenance
- Increased stock taking and tracking efficiencies
- Purchase and Delivery resources reduced
- Consistent product Warranty periods
- Streamlined Ordering, Shipping and Payment
- Tailored delivery options
- 24/7 sales support service

Retail benefits

REPUSEL products are so functionally simple and delivery rich, your retail personal will:

- Require little product training
- Require little knowledge retention to sell the products
- Be proactively involved with the brand and products
- Promote the brand and products with confidence
- Increase sale conversions
- Focus on prescribed roles vs. handling product issues

Quality by association

REPUSEL has along and proud history of delivering the best possible. This history includes selectively distributing too retailers who align themselves with quality, value and product accessibility while maintaining customer satisfaction. As a retailer of REPUSEL you have peace of mind that the work you do to uphold your business values and those of the products you retail will be equalled or bettered by the next retailer selling REPUSEL.



REPUSEL brand & business FAB

Features

History, 30 year active presence, in variety of international markets synonymous with accepting only the best in high quality, design intelligence and safety

Advantages

Proven by performance under these conditions
 Current / contemporary product and practises through active research & development to maintain foot hold in industry
 Market awareness of trends in styling and technology and purchase demands

Benefits

Trusted , credible, progressive
 Competitive spirit
 Competitive advantage, brand distinction
 Brand and product distinction

Intellectual Property Rights

Exclusive offering to market
 First to market
 Recognition of product superiority in minds and hearts of prospective purchaser

Market positioning, value capture
 Trusted, credible, brand & product distinction
 Market positioning

Designed and Produced in the Netherlands

Instant Point of Difference with other products in market place i.e. Made in China
 The Netherlands has associated with safety and precision through detail
 Potential to build on brand acceptance

Increase market brand and uptake of product
 Trusted, credible, progressive
 Brand diversity, extend value capture from brand investment

Other product lines

Demonstrates brands spirit and ability

Brand and product distinction, increases sales potential

Accessible through website, English speaking operators

Brand and product awareness, brand and product exploration effective interaction

Trusted, credible,



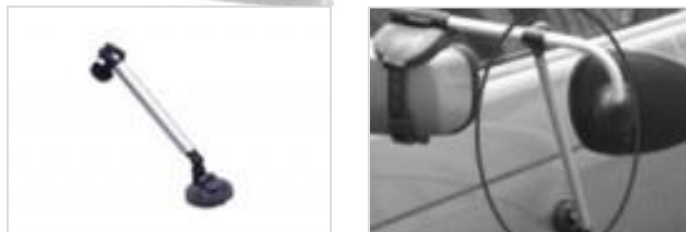
The World's Best Tow-Mirror

REPUSEL's New Generation Tow-Mirror range has the finest, most capable, luxury tow mirrors in the world.

Offering better on road and off road performance than its predecessors and is the best ever for the driver focused dynamics and performance. From the smoothest roads to more extreme surfaces and weather conditions the LUXMAX and ALUFOR deliver a sense of confidence and security for every driver in tow. See the other products also available.

World Leading Products

REPUSEL leads the world in "clip-on" rear view solutions. REPUSEL's New Generation Tow mirror range includes the superior and unrivalled LUXMAX and ALUFOR Tow Mirrors and the recently released RANGER Hitch Mirror. These products will become main stayers in the automotive touring and travel sectors for years to come.



Fast facts

Universal Fit

Fits 99% of all cars, trucks, 4x4's, vans RV's and SUV's. Big, small and odd shaped mirrors

Fully Adjustable extendable arm and pivotal mirror head

Offers precise selection to 99% of all mirror configurations affording the best view required for the tow.

Easy To Use,

Easy Installation, Removal, Fully Adjustable from car seat

Protects the vehicles body and paint work

REPUSEL system will not damage to which it is mounted on

Exclusive Design

Patented registered design, simplistic, functionally effective

E Mark Certified

The only tow mirror which complies with all European directives

Materials

Robust industrial grade materials grant long-life function under strain of use and time in all environments

Safety Mirror Glass

Meets Euro safety regulations, Anti shatter, full backing tape

Mirror Finishes

Full range of options: flat, convex, and tinted for anti-glare

Extendable Arm Finishes

Full range of options: flat, convex, and tinted for anti-glare

All Parts - Fully Replaceable

Product simplicity allows all parts to be easily maintained

Market Tested and Proven

30 years of active presence, in a variety of international market places synonymous with accepting only the best in quality and safety

Self Closing Mirror Friendly

Great for cars fitted with modern electric self parking mirrors
REPUSEL mirrors are designed to protect your car. New bumper cushions are incorporated to avoid any possible damage



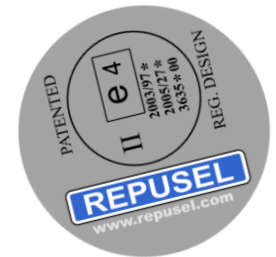
New Generation Tow-Mirrors FAB

Features

Advantages

Benefits

Design - simplistic, functionally effective, E Mark certified	Universal application - to 99% of all cars, trucks, 4x4's, vans and SUV's, practically anything with a tow- bar All age use, single handed, easy 3step installation-removal	Superior purchase over peers; one size fits all Multiple use scenarios, increasing sales potential User friendly, positive experience for end user Increased market trust and acceptance
E Mark Certified	Design, material & construction performance proven	Attract affluent purchasers with expensive vehicles Allows brand & sales to grow by referral
Materials - all components are carefully selected for ongoing robust function under strain of use and time.	No item will damage paint work or vehicle body. Risk free	Product credibility, integrity, no visual distortion Safer use, prevents injury potential Increases purchasing options
Mirror/Glass - Safety Glass as per Euro safety regulations, Continuous backing tape Available - flat, convex, tinted	Proven performance, visual accuracy, shatters vs. shards Holds glass in place when damaged Extended application use, anti-glare	Performance promise maintained Positive brand & product experience Performance promise maintained Positive brand & product experience Performance promise maintained Positive brand & product experience Performance promise maintained Positive brand & product experience Performance promise maintained Positive brand & product experience
Mirror Casing - Durable industrial grade composite plastic	Heat, cold, water and impact resistant	Positive brand & product experience, POD peer products, sustainable purchase, Potential for repeat custom & retail experience
Back Strap - Durable industrial grade composite plastic	Heat, cold, water and impact resistant	
Multi-Slides - Durable industrial grade rubber	Heat, cold, water and impact resistant	
Anti-Slide Cover - Durable industrial grade rubber	Heat, cold, water and impact resistant	
Other components equal capacity in specification	Heat, cold, water and impact resistant	
Assembly – 100% breakdown, basic part connections,	Allows for easy disassemble & reassemble Maintainable & upgrade potential with new parts if req. Spare parts to be incorporated into product offering	Increased brand & product experience, retailer as one stop shop. Increases sales conversion chances
Functionality / Selection / Pricing - available variety of form, function & pricing, product proven/historical use	POD over peer products	Positive brand & product experience
Legal - through-out Australasia, use self discretionary	Valid commercial opportunity Compliance for health and safety industry	Over other products on market Use in more than one scenario



How The World's Best Tow-Mirrors work

REPUSEL's New Generation Tow-Mirror range has the finest, most capable, luxury tow mirrors in the world.

Rear view solutions

When towing a caravan, water craft or cargo trailer, fitting on 99% of all cars, trucks, 4x4's, vans and SUV's, practically anything with a tow-bar or anything that tows something else. The combination of precision design and proven material selection allows this device extend itself to 99% of all mirror configurations.

Universal fit

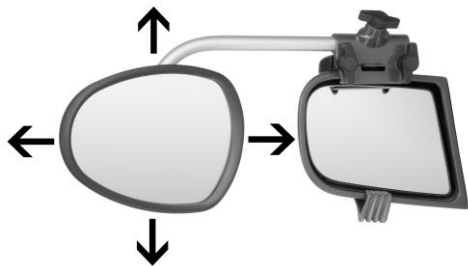
The durable plastic straps are suitable for small sedans as well as big trucks and SUV's with turn signals and power mirrors, straps are long enough to fit the largest mirrors.

Prevents Paint Damage

Both the **ANTI-SLIDE COVER** and the **MULTI-SLIDES** function at the same time as distance-keepers, so the system never comes directly in contact with the vehicle helping to protect the paintwork of the car's mirror housing or body.

Up-Grade Kits Available

All parts are fully replaceable.



Easy To Use-3 Easy Steps...

The secret of its solid fixing lies in its construction and innovative, unique attachment system. This systems flexible function is achieved with a simple, hook-lock, hug, grip, tensioning sequence incorporating the **BACK STRAP**, **MULTI-SLIDES**, **ANTI-SLIDE COVER** and **MOUNT**.

BACK STRAP – single piece 36cm long continuous industrial grade plastic strap, punctuated for settings incorporating formed powerful hook at one end.

MULTI-SLIDES – are the industrial grade suction mounts that are relocatable along the plastic strap. Position on the mirror housings prominent points for maximum purchase. When the strap is tensioned, the suction cups form a vacuum to the mirror housing. Holding the system firmly in place and absorbs vibrations created by the moving vehicle.

ANTI-SLIDE COVER – this rubber sleeve conceals the extendible mirror arm mount to the strap connection, forms a non abrasive bond to the mirror housing when under tension and absorbs vibrations created by the moving vehicle. The **MULTI SLIDES** and the **ANTI-SLIDE COVER** combination provides a credible cross bracing element stopping the mirror system from pivoting, will remain firmly attached to almost any car mirror and is wind and gust resistant.

MOUNT – simple housing for easy attachment of the mirror arm. Secure into the preferred position with a few turns of the tensioner.



Only the World's Best Tow-Mirrors have the E-mark & 12 month warranties

In order to prevent potentially dangerous equipment from being installed onto a vehicle, aftermarket equipment must surpass rigorous standards and testing. Only when this is achieved can it be awarded the e-mark.

The E mark

The e-mark is a widely recognized mark in the automotive industry covering the safety requirements of automotive vehicles and their component across Europe. The **e**-mark is the proof of compliance with directives (laws) required by the European Union; these directives are issued by the Council of European communities. This EU law requires that all aftermarket equipment designed for automotive use needs to have been awarded the **e**-mark; in order to prevent potentially dangerous equipment from being installed into a vehicle. All products carrying the **e**-mark have been thoroughly tested to ensure the quality of business ethics, manufacturing processes and product quality control so all users get on the road with peace of mind. Only New Generation Tow Mirrors hold e-mark certification.

REPUSEL warrants to the original purchaser of this product for a period of 12 months from the original date of purchase any component found by REPUSEL–Oceania or its authorised agents to be defective.

Making good

The said defective part(s) will be replaced or repaired without charge for parts or labour. Listed below are components contributing to the Product Warranty. Although REPUSEL–Oceania are happy to exchange defective items, we reserve the right to inspect any that are returned before any repair or exchange is made. If they appear to be broken due to impact and don't appear to have any manufacturing faults we will not exchange or repair them. REPUSEL–Oceania's decision in this matter is final.

Service and Maintenance Recommendations are assigned to products. Because your product purchases are used in an active indoor outdoor environment these will require care from time to time to ensure long life and good value. These following items need to be attended to on a regular basis. More frequent service in severe off-road conditions



What the market says...

Champion Product.

New Generation Tow-Mirror judged "Top 5 Best New Products, SEMA 2009"

The Repusel Towing Mirrors; the ALUFOR and the LUXMAX were selected by Truck Magazine as the 5th best new product at the SEMA show 2009.



"More Vision for Towing - We like simple solutions, especially ones that don't penalize us when we're towing. That's why we like this quick-attach, extendable mirror unit from Repusel that gives us all the extra vision we need when trailering our 4x4 but doesn't need to be there when we don't. The system is designed not to slip off the factory mirror or do any paint damage. The Repusel towing mirror is perfect for towing your caravan, RV, trailer, or 5th-wheel trailer."

Truck Trend Magazine
The Pick Up & SUV Authority.



Exceeds expectations.

Grey Nomads agree

Gary & Mary AYRES, living in Perth - Australia, are long-term travellers doing the 'Grey Nomad Round Australia' trip and are on the road up to 4 months. Their equipment need to last in extremely rough circumstances.

This is their story...

"A pair of extension mirrors – these are an essential when towing." *Our new Volkswagen Tiguan has very stylish external mirrors but they are hard to attach anything too. This presented us with some problems in being able to find a suitable towing mirror in Australia.*

After trying several different products locally on offer with limited or no success and with not wanting to damage any paintwork or seals on the vehicle we were left with a search on the internet being the only way to find a suitable product.

Joy of joys when I found Repusel in the Netherlands with a superior quality product that was of stainless steel/plastic construction, could be ordered with a convex or flat mirror, is adjustable, with anti-glare glass, has spacers to protect the car mirrors paintwork and is backed up with a complete range of spare parts being available. We ordered one and had it within 10 days. Quality +++ and the product will fit nearly all vehicles – Well worth considering no matter what vehicle you have.

Source: Gary & Mary AYRES, aussiewonders.com, 2010



Marketplace

Anybody who has a tow bar is a potential customer.

They don't have to own a caravan, trailer boat, horse float, cargo trailer; simply be able to tow one.

What other business offers that type of market opportunity?

General

The current Australian market place for REPUSEL's New Generation Tow-Mirror range is literally booming. Australia's automotive outdoor leisure market currently is not being served to the level which REPUSEL can. The growing market is supported by cashed up retirees and younger people with high disposable incomes. This growing market constantly seeks innovative, functional, high quality accessories which provide long term value and allow people on the move to further enjoy their pursuit for carefree freedom. The product is simple, it works and there is a huge market need for this product range.

Positions

REPUSEL's New Generation Tow-Mirror range is positioned as the premium of all the tow mirrors available on today's market. The World's Best Tow-Mirror offers capacities that no other tow mirror system offers; it is unrivalled. Unrivalled, in the finish of the industrial grade materials, the overall quality of the system in form, function possible maintenance and ultimately end users experience. What other system offers Anti-glare tint that works in all weather types? The mirror is not to big not small. While the LUXMAX is the best, second place goes to REPUSEL's ALUFOR. This creates two price points without compromising the outcomes these two world beaters offer.

The Ranger Hitch-Mirror is the only one available on the market. Its design, engineering and construction is traditionally consistent with REPUSEL's New Generation Tow-Mirror range. This is a game changer, a life saver for anyone who wants to confidently hitch their tow without wrecking their vehicle, their back, or friendships. The Ranger is number one. If the horse float people don't want tow mirrors, bet they'll want one of these. And then there are all the other products...

Future Trends

"The trend of the over 60's Grey Nomad, who commonly sell their brick family houses to permanently and economically in a caravan, campervan, or motor home, is yet to peak, with thousands of Baby Boomers retiring every year.

A by-product of the trend is an explosion in the number of caravans on our roads (Australian). About 40,000 are registered in South Australia alone. One Grey Nomads web site estimates about 350,000 recreational vehicles (RVs) are roaming the country. This year, the industry expects about 20,000 new RVs to be built and sold.

Source: <http://www.adelaidenow.com.au/news/opinion/editorial-caravan-of-courage/story-e6freabl-1226123567116>

Domestic tourism has never been so strong. People are becoming more patriotic and seeing their country before heading overseas. These people identify the freedom and enjoyment that's available to them by choosing a motor home to help create their destiny's in their own way and own time. This patriotic travel movement is going from strength to strength.

The focus on high-way safety may also play into the dealers hands as the products they offer become mandatory. Be a part of it.

Potential

The market potential for REPUSEL is seemingly unlimited. With the best market positions and the various market segments available to the dealer in their vast territory, the dealer can only win, win, win.

See market numbers over leaf.



Market statistical analysis

We estimate there are 553,560 caravans, 687,757 boat trailers. We're still to calculate the horse floats and cargo trailers.

Caravans in Australia

- 1) Population of Australia (AUS) 22.696 million Sep qtr 2011
- 2) Population of South AUS 1,659,800
- 3) Registered Caravans in South AUS 40,000
- 4) 2/3 = 4 being 1/41 people in South AUS own a caravan
- 5) 1/3 = an estimated 553,560 reg. caravans in AUS

Source: About 40,000 caravans are registered alone.
<http://www.adelaidenow.com.au/news/opinion/editorial-caravan-of-courage/story-e6freabl-1226123567116>

Boat trailers (BT's) in Australia

- 1) Population of Australia (AUS) 22.696 million Sep qtr 2011
- 2) Population of N.S.W., AUS 1,659,800
- 3) Registered BT's under 10m in N.S.W., AUS 40,000
- 4) 2/3 = 4 being 1/33 people in N.S.W., AUS own a BT
- 5) 1/3 = an estimated 687,757 reg. BT's in AUS

Source: NSW Government Maritime July 2010
 Recreational and commercial vessels registered in NSW 1 July 2009
 NSW Aus. Reg. Boats under 10m totalling 218,727
 Excludes off the beach vessels
http://www.maritime.nsw.gov.au/docs/wh/boat_storage.pdf

**“Sales keep growing.
 Over 170 000 pairs of New
 Generation Tow-Mirrors
 sold since 2009.”**

Australian market share / potential

Population	22.696 million Sep qtr 2011	1/41	1/33	REPUSEL Prospects
New South Wales	7,317,500	178,475	221,742	400,217
Victoria	5,640,900	13,758	17,118	30,876
Queensland	4,599,400	112,180	139,375	251,555
South Aust.	1,659,800	40,482	50,296	90,778
Western Aust.	2,366,900	57,729	71,724	129,453
Tasmania	511,000	12,463	15,484	27,947
Northern Territory	231,200	5,639	7,006	12,645
Aust. Capital Territory	366,900	8,948	271	9,219

Industry profile and statistics

The industry has been growing at an annual rate of around 15% over the past seven years (this includes spark occupancies and RV registrations).

According to ABS statistics, 51% of available paid tourism beds in NSW are in the caravan & camping industry (via some 900 caravan parks).

Last year new RV products purchased represented: 18,000 caravans; 2,500 campervans / motor homes; 1,700 camper & tent trailers.

As an example, caravan registrations over 10 years increased from 5,317 in 1996 to 18,840 in 2006 – an increase of 254%. Annual growth of at least 10% is expected to continue.

It is estimated that there are around 70,000 and 80,000 caravanners travelling on an extended tour around Australia at any one time.

The industry is worth \$6.5 billion nationally.



Market Legislation

Key findings for legislation around the requirement and use of extra mirrors when towing in Australia, New Zealand and the United Kingdom.

Australian road rules

"Extra mirrors may be needed for the towing vehicle if towing a large trailer. See extracts from various State legislation.

New South Wales

'Where the trailer is wider than the towing vehicle, side mirrors on the towing vehicle may project beyond the width of the trailer. However, when the trailer is detached, these mirrors must be removed if they project more than 150 mm beyond the extreme width of the towing vehicle. [In the case of vehicles of more than 3.5 tonnes Gross Vehicle Mass (GVM), collapsible mirrors may project up to 230 mm beyond the width of the vehicle provided they are capable of collapsing to 150 mm]".

South Australia

The Driver's Handbook 7th Edition states – "At least one rear vision mirror must be fitted to each side of any vehicle towing a trailer that is wider than the towing vehicle".

Queensland

Safe Towing booklet simply states 'Extra mirrors are required for towing large trailers'.

Northern Territory

Road User's Handbook states "At least one mirror must be fitted to each side of any vehicle when towing a trailer that is wider than the towing vehicle."

New Zealand road rules

New Zealand Road Code: Driver must have clear view of the rear of their vehicle at all times.

United Kingdom road rules

Our understanding is 'if the trailer you are towing is wider than the vehicle you are towing it with, then extra rear view mirrors must be used".

Why have towing mirrors?

When towing a caravan or having a slide-on camper the tow vehicle internal rear view mirror is of little use as the view is obstructed. For some tow vehicles the fixed external side mirrors on your door may not have the capacity to provide a clear view of any following vehicle.

A reversing camera fitted to the rear of your caravan and connected for viewing on a display screen in the tow vehicle cab will also provide a good rear view but may not adequately provide good vision so you can see down both sides of your caravan or trailer. You need to consider if the tow vehicle mirrors are adequate to supplement the rear view camera.

The common factor is the driver must have an unrestricted clear view of the road to the rear of the caravan or camper trailer and be able to view any overtaking or following vehicles. Extended (external) rear view mirrors should be used where the trailer is wider than the tow vehicle to accommodate this.



Competitor analysis

See why the New Generation Tow-Mirror really is the “Best in the World.” See how they compare.

The best types of towing mirror?

“There are various bonnet, guard, door and clip on mirrors available. The cost of the towing mirrors can range from \$23 to \$150 per mirror and as the saying goes ‘You get what you pay for’. They should be stable and as rigid as possible as any bouncing or vibrating effect can make it difficult for clear vision”.

Cheap strap-on mirrors

An extendible arm to have the best view possible. An extra long arm available for wide trailers and caravans. No rubber straps that can deteriorate and caused vibration, but rather a durable plastic that lasts in extreme conditions. A moveable power-sucker which can be positioned at the most critical spot to ensure that the strap grips firmly on the mirror housing.

- Is suitable for 99% of all cars, adaptable to the modern large and/or round mirrors.
- Doesn't fold or get blow-off with road trains, etc. thanks to an anti-slide cover and MULTI-SLIDES.
- Existing (electrical) wing mirror can still be used and it doesn't block the view.
- All parts are replaceable - ensuring long life and good value.

Heavy duty door & fender mounted mirrors

- Does not damage the door or window.
- Suitable for 99% of all cars, trucks, SUV's, etc. Heavy duty door mirrors are not.
- Easier to remove when not towing after parking your caravan. Simply pull-out the arm and go.
- Looks better on your car or truck.

Compared to ORA mirrors

- Fits on all cars, trucks, SUV's etc... Adaptable to the modern large and/or round mirrors. Doesn't fold or get blown off with road trains etc...The ANTI-SLIDE cover ensures that the mirror system, together with the MULTI -SLIDE, fits and will remain firmly attached to almost any car mirror, and is 99% VIBRATION FREE.
- The 36cm BACK STRAPS have sufficient length to fit the largest of mirrors requiring no strap extensions which become a weakness, extra coast and item to store.
- The hooks have superior configuration and strength.
- The attachment system does in no way damage the mirror housing.

Milenco Aero mirrors

- Top and bottom fixation increases safety, reduces stress to your vehicles mirror housing, and further reduces vibration.
- Fits onto 99% of all cars including round and large mirrors, mirror housings with thickened edge etc...
- Existing electrical wing mirror can still be used.
- High quality materials and all parts are replaceable.
- Real glass gives better view.
- Extension arms are available for increased visibility regardless of the tow.

Competitor summary

- There are numerous brands and products competing for the disposable income of the motor home and automotive owner/user. ORA, Milenco
- REPUSEL can supply all of the price points that exist on the market.
- None of the products available look after the towing vehicles paint and body work while remaining exceptionally functional like REPUSEL New Generation Tow-Mirrors do.
- No other products on the market look after the driver like REPUSEL New Generation Tow-Mirrors do.
- REPUSEL New Generation Tow-Mirrors are the leaders in quality and finish of the end product.
- No other products offer replaceable parts like REPUSEL New Generation Tow-Mirrors do.
- High quality materials and all parts are replaceable.
- Real glass gives better view.
- Extension arms are available in a variety of sizes for increased visibility regardless of the tow.



Market summary

\$6.5 billion industry. Unrivalled product. No competition. Exclusive territories.

Strengths

- Global brand and story, credibility
- Products are market leaders because they offer true function, quality, value and life
- Product attributes
- Legislation leaning in favour of main product use
- New to the market “fresh” creates attention
- Mobile and passionate dealers promoting and selling the World’s Best Tow-Mirror
- Website, online store, promotes dealers
- Warranty period
- Replace faulty part not entire product
- Market is growing
- Market prospects understand value
- Market is well suited to REPUSEL products

Weaknesses

- New to Australia market
- Scepticism attached to this
- Unknown global brand and story
- New product people like to qualify promise by personal interaction – see it for themselves
- Shipping time and costs

Opposition

- Opposition’s market position is established

Threats

- Always the threat of a copy cat and new players
- The throw away attitude of the market
- Opposition’s market position is established
- Dealer lets down the brand and the other dealers

Web site

- Access to brand, product information 24/7
- Enforces brand and products market position
- Convenience to customers for online sales
- Lists and promotes dealers
- Customer support 24/7
- Ability to make online sales

Peace of Mind, in our modern world’s adversity to risk is compounding for private, commercial and industrial sectors. REPUSEL delivers the attributes demanded by the market to eliminate the obvious, foreseeable risks facing the modern driver.



Seizing the opportunity

To secure your claim in this opportunity,

1. Firstly contact us at your earliest convenience with any questions you may have.
2. Decide on whether you are a National or State dealer.
3. Follow the steps 1-6

Which one are you...?

National dealer

To qualify under our national dealer program partners should submit an inquiry if their business plan projections forecast average minimum of +/-1000 unit sales a month between at maturity and are financially capable of volume purchases

State dealer

Our state dealer programme is designed for smaller volumes and minimum sales targets are negotiable state by state.

Note if a national dealership is appointed then no state dealerships will be available.
Should state dealerships be appointed then no national dealership opportunity will be available.

Closing

Exclusive National and State dealerships are now available for Australia.
Start-up costs are negotiable.

To find out more information about these opportunities today;

Contact our Manager of Sales and Business Development Neville Neems today on:

Phone DDI 0064 21 0241 7775
 Web www.repusel-oceania.com
 E mail neville.n@teneo.co.nz
 Post REPUSEL-OCEANIA
 PO Box 894
 Invercargill
 New Zealand 9840

Step 1

Read this dealership information pack in full.
Download and read and complete the dealership application form. Be informative, tell us where you're located and what territories you are interested in. Tell us what experiences and resources you have to get a dealership going. Forward your response in PDF to info@repusel-oceania.com .

Step 2

Next, a REPUSEL representative will contact you within 2 to 3 business days to discuss the opportunity in further detail.

Step 3

With a decision to move forward, you will be asked to review the dealership agreement.

Step 4

Upon approval, a target for the annual sale goals and growth will be agreed and set. Dealership agreement and agreed purchase order for start-up stock will be provided for signatures.

Step 5

With all of the paper work completed, REPUSEL and the new dealer establish a plan of what steps we need to take to get your dealership of to the best start possible.

Step 6

Receive stock.
Get out there and start selling.
Start living the life you have always wanted.

