



30 July 2009

Trakka heralded as industry's best at NSW Awards of Excellence

Trakka, manufacturers and distributors of campervans and motorhomes, was awarded the **Best of the Best** Trade Business Award of Excellence in addition to winning the Award of Excellence for the **Best Dealer/Retailer/Wholesaler** – Sydney and winning the Commendation for **Best Manufacturer of Motorhomes** on 29 July 2009 at the Caravan and Camping Industry Association of NSW (CCIA) Awards of Excellence Gala Dinner at Cypress Lakes Resort in the Hunter Valley.

The Mt Kuring-gai based manufacturer was awarded the highest accolade for the caravan, RV and camping industry.

Barry Baillie, CEO of the CCIA says that the title of Best of the Best in NSW is one which is awarded to businesses that truly showcase outstanding quality in product, excellence in customer service and a commitment to the future of the caravan, RV and camping industry.

“Trakka is a very deserving winner of the Best of the Best NSW Trade Award of Excellence. They have continually displayed the highest standard in all aspects of their business and a true passion for their product and the industry,” said Mr Baillie.

The Awards of Excellence recognise caravan and holiday parks, manufactured home villages and estates, caravan and RV manufacturers and dealers as well as industry suppliers across 22 categories for business excellence.

Judges were impressed with Trakka's first class presentation - from the reception, vehicle and staff as well as the way in which the business is committed to making every customer feel like part of the Trakka family. The enthusiasm and excellent product knowledge of staff were also key elements which earned Trakka the title of Best of the Best NSW Trade Business.

“Trakka is an excellent example of a manufacturer who is focussed on the customer. The customer's touring experience begins with the purchase of a motorhome, campervan or other RV and Trakka's business excellence is a testament to the industry's progression as a strong domestic tourism sector,” said Mr Barry Baillie.

More than 200 industry members from across NSW gathered at Cypress Lakes for CCIA's Awards of Excellence. Staged with a 'Magical night with the Stars' flavour, magician Matt Hollywood entertained guests and Frankie J Holden and Michelle Pettigrove were masters of ceremonies for the evening.

The Minister for Tourism, Jodi McKay, also attended the CCIA Awards of Excellence to present the industry's environmental sustainability awards – The Gumnut Awards.

The CCIA Awards of Excellence served as a grand finale to a two day conference (28-29 July) titled “Unity makes a great industry stronger” at Cypress Lakes Resort in Cessnock.

Sponsors of the Awards of Excellence include: (Platinum) Department of Lands; (Gold) Sydney Turf Club; (Silver) Christie Products, Discover Down Under, K-Mac Powerheads, Tourism NSW, and The Senior NSW/ACT.

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Editors Note: High resolution images are available on request

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