



The 'Romotow' offers adventure with room to move

Press release, 17 December 2012, W2, Christchurch, New Zealand: With the fast approaching Christmas and summer holidays in the Southern Hemisphere, leading design architects, W2, in Christchurch New Zealand have launched the next frontier in mobile living – called the [Romotow](#).

The Romotow is created for today's innovation savvy generation, with a contemporary mobile living design that delivers an experience in a class of its own. Its design is a radical departure from the boxy and cumbersome hybrid travel trailer and caravan concept of yesteryear.



In the last decade the motor caravan lifestyle has experienced a major surge in popularity. Statistics from the likes of the National Caravan Council in the UK, the Caravan and Camping Association in Australia, the New Zealand Motor Caravan Association and others all confirm that the caravan, motorhome and camping industry is the fastest growing domestic tourism sector. This increase has been enhanced by improvements in both caravan quality and campsite facilities making mobile living possible at any time of the year.

To capitalise on this burgeoning market W2 directors Stuart Winterbourn and Matt Wilkie designed the Romotow - a head-turning patented innovation that promises a stress free, spacious and comfy escape for all sorts of exciting outdoor adventures. Its point of difference is a living area that uniquely extends out from its sheltered exterior, with an ingenious automated swivel, to reveal up to 70% more floor area to enjoy.

Features include aerodynamic and lightweight construction for increased fuel efficiency and towing stability, power assisted braking, pneumatic shocks, gyro assisted self-levelling pads and struts, and a rear mounted camera. Fit-out variations can include a sheltered BBQ deck area for entertaining and relaxing, a windbreak, sliding doors, louvered windows, stylish and easy clean furniture, and more.

Designed for both young and old, with unprecedented indoor-outdoor flow and modern stylish living, use of this innovation will only be limited by the buyer's imagination and pocket. W2 is now approaching leading caravan manufacturers with the view of building a prototype for testing and fitting and eventual production, and is seeking feedback from the public as they refine the designs.

W2 first played with the idea of what an extendable mobile living space should look like while enjoying a family picnic at the park. "A friend of ours imports caravans from the UK and we got talking one day about the potential cost savings of a flat-packed caravan design that would be easy to manufacture, ship and use. We did some research and realised that caravans had taken a bit of a bad rap in previous years, and campervans were on the increase. One camping association had even blamed Top Gear host Jeremy Clarkson for his frequent abuse of caravans!" said Matt Wilkie.

W2

“Often the negatives of campervans and RV’s (compared with larger tents) are the expense and lack of covered transitional space. While looking at the movement of a Swiss army knife at our picnic, an idea came to us on how we could create this covered area. We then sketched a ‘mobile living’ unit that could be anything: a caravan, a mobile café, a home office, a weekend escape, or a new lifestyle of discovery and wonder for retirees - and from that moment the concept took on a life of its own.”

Once considered old fashioned, camping, caravans and motorhomes it seems are certainly enjoying a popularity resurgence today: around the world campsites and caravan parks are getting busier; motorhomes, caravans and RVs manufacturing is on the rise; and motorhome rental agencies are ordering more stock.

“The need for a flexible, compact, spacious and convenient mobile living area is also on the rise. But there is not a single design that can meet everyone’s needs. The Romotow can provide this flexibility,” says Stuart Winterbourn. “You can take it camping, or on a sales trip or road show, or enjoy your retirement exploring the country (or continent!), or extend your property with a mobile office come guest room. You can even use it as a home and horse float and travel with your horse to an overnight equestrian event. The dream is yours to realise with the Romotow.

“The Romotow will come in a range of sizes and aesthetic features, including a sheltered decking platform providing 70% more floor area, multiple berths, kitchenette, bathroom, large louvered windows for air flow, shade and privacy, and much more.”

About W2

W2 Limited, a multi-disciplinary design consultancy, was established in Christchurch, New Zealand in 2007 when interior designer Matt Wilkie and structural engineer Stuart Winterbourn joined forces to offer a unique blend of international experience gained in the commercial capitals of London and New York. The company offers both residential and commercial design services, and specialises in bringing fresh ideas with different materials to the building of efficient and dynamic structures.

W2 hopes that the Romotow will be on the market by 2015. To see the design videos, photos, plans and more visit www.romotow.com and like us on [facebook.com/romotow](https://www.facebook.com/romotow).

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