



## **PRESS RELEASE**

**January 2020**

### **Willerby to unveil innovative, contemporary lodge, alongside other new models at The Scottish Caravan, Motorhome & Holiday Show**



Willerby, the UK's largest manufacturer of holiday homes and lodges, is set to unveil two brand new models at this year's Scottish Caravan, Motorhome & Holiday Home Show, at the SEC, Glasgow, 6 - 9 February.

The company is launching the 'Mapleton', its very first contemporary leisure lodge, designed with technology enthusiasts in mind, as well as the new 13ft 'Vogue Classique'; a holiday home perfect for those who love to entertain.

Joining the best-selling Clearwater and Pinehurst models, Willerby has created the Mapleton to cater for those who are seeking an ultra modern lifestyle, while away on holiday. The media room lounge is the ideal space for relaxing with the latest movie, whilst the atmospheric lighting creates a one-of-a-kind ambience throughout the lodge.

Features including a bluetooth MP3 player, mounted TVs and an electric fire ensure the Mapleton is perfect for nights in with friends and family. Underfloor heating and a home cinema pack create a cosy and comforting setting, ideal for wintry, colder nights, making the lodge a dream holiday destination all year round.

The Mapleton's modern and minimalist interior design allows for great spaces to suit every moment and activity, including reading a kindle in the dinette nook, watching films in the media room, or even just late night TV in the bedrooms.

The lodge is available in two sizes and the two bed (40x20) will be on display, alongside other models including the Sheraton Elite and Castleton, at the February show.

Visitors will also have the chance to view the 13ft Vogue Classique - which includes a stylish lounge and striking exterior; perfect for entertaining loved ones.

Innovation and product development is at the heart of the Willerby business and this model is no different. Features include an American style fridge freezer and an integrated wine cooler allowing you to relax in style. Additional extras such as air conditioning and outlook doors in the main bedroom help to create a sophisticated and homely space, which can be enjoyed by all the family.

This holiday home is available in two sizes and the three bed (43x12) model will also be on display at the Glasgow show.

Kirsten Bolton, Willerby Marketing Director, commented: "The Mapleton is a fantastic addition to our offering, and visitors at the show will be able to take a look first-hand at this truly contemporary leisure lodge, as well as touring the new 13ft Vogue Classique.

"Alongside this, visitors can get involved in a competition that we will be hosting throughout the weekend.

"Six models will be available to view, and we're looking forward to welcoming customers to stand 5006 and 5007."

To find out more about Willerby please visit [www.willerby.com](http://www.willerby.com)

**ENDS**

For further information or to book a show round and interview with a member of the Willerby team please contact [olivia@smokinggunpr.co.uk](mailto:olivia@smokinggunpr.co.uk) | Tel: 0161 839 1986

**Notes to editors:**

Willerby Ltd. is the UK's largest manufacturer of holiday homes and lodges. A thriving business for over 70 years, the company employs more than 900 staff at its Hull headquarters and has firmly established itself as the market leader through pioneering innovation, unrivalled quality and breadth of offering.

From humble beginnings as the dream of a local entrepreneur, Willerby is now a booming business generating an annual turnover of £175m through its extensive network of dealers and enviable portfolio of holiday park operators; such as Bourne Leisure, Parkdean Resorts and Park Holidays.