

# THE RULES HAVE CHANGED

Internationally inspired and locally perfected, Cell Caravans continues to redefine the Australian luxury RV experience

## THE BEGINNING

Its a story that started with a humble idea. Founder Graeme Ryland along with his sons decide to search the globe for the best caravans they could find, and bring them to the Australian market. While travelling across America, the Ryland family couldn't help but notice the remarkable variety of different modern-

style RVs criss-crossing the roads abroad. Motivated by what they saw in The States, they came to the conclusion that there were certain gaps in the Australian RV market that these American influenced designs could help fill. If nomads here were anxious for a luxurious and distinct touring experience, the Ryland's fledgling Cell Caravans aspired to deliver it.

All custom made finishes are installed at Cell's purpose-built factory by expert craftsman and qualified builders





Our teams of designers will help you choose custom lifestyle packages, from kitchen plexi-glass colourful splashbacks, cushions to match your upholstery & bedspreads to compliment the entire look & feel of your new Cell van!

In 2010 the family relocated from Tasmania to Melbourne. Encouraged by their travels overseas, the Rylands were ready to turn ambition into industry and Cell Caravans was established as a modest family operated business. It wouldn't take long, however, for their progressive designs and innovative service model to catch on and the public's curiosity and enthusiasm for the Cell brand lead to impressive and almost immediate expansion.

In order to stand out at the often crowded table of Australian caravan and motorhome manufacturers, the Rylands knew that Cell had to be different. Everything, from the vans themselves to the measure of customer care and service they provided needed to be exemplary. As a company, Cell recognised immediately that the decision to purchase a luxury caravan was not one most people would be making casually, so their top priority has always centred around providing new and potential van owners with an elite product and exclusive style of service.

### THE RANGE

Every Cell caravan begins life at their U.S.-based manufacturing facility, where the bulk of construction is accomplished.

They're then shipped here to Australia and delivered to Cell's Somerton, Victoria location for completion and customisation. Moving to their sprawling, four-acre facility became a necessity in order to accommodate Cell's rapid expansion. Their headquarters combines a factory, yard and indoor showroom at a single location where discerning caravan owners can observe for themselves the total Cell experience, discuss their specific needs and requirements with a Cell team member and explore the many Cell models on display.

Regardless of what creature comforts you're looking for in a caravan, Cell prides themselves on keeping a of luxury model caravans suited to a variety of lifestyles.

Ahead of its class, The Estate is a 26ft home away from home. The Estate epitomises Cell's dedication to creating highly liveable, mobile environments defined by spacious floorplans loaded with top amenities and today's highest quality appliances and electronics.

It has dual slide-outs and Cells signature island kitchen bench.

It has a kitchen that would inspire even the most amateur of chefs, and even its very own full sized pantry that is bigger than most homes would have that all Rvers can appreciate!



You can explore Cell's range of top-quality caravans for yourself at their four-acre Somerton, VIC factory, yard and indoor showroom

## “CELL PRIDES THEMSELVES ON KEEPING A COMPREHENSIVE FLEET OF LUXURY CARAVANS SO YOU CAN KEEP ON LIVING THE DREAM”

It is perfect for those looking for long term or even permanent living and Cell's best seller. It has a separate private bedroom and a huge en-suite bathroom.

A must see and best seller of Cell Caravan range, The Estate model is sold out till April 2015.

Despite being the smallest of their range at only 19ft and 2000Kg, the River is one of Cell's most popular vans. Lightweight and easy to tow, the River still offers all the great features of Cell's larger models like like a full queen-size bed, ensuite bathroom while circumventing complications ordinarily associated with smaller vans, like a lack of storage. By implementing added storage options under, above and beside the bed as well as huge, easy-sliding drawers under lounge benches and a massive tunnel boot outside, even the smallest of Cell's offerings will still give vanners plenty of space for packing in their belongings.

### THE DIFFERENCE

Thanks to their extensive research and development experimentation, Cell Caravans naturally stand out for the way they look, but after spending just a few moments inside or around one, the depth of noteworthy differences becomes even more apparent.

Cell Caravans are built incredibly strong with chassis that are hot-dipped galvanised prior to body construction, and lightweight frames welded from resilient aluminium. Sandwich ply insulation runs throughout every wall for dependable resistance to ambient temperatures and even the floors inside a Cell Caravan are insulated for an added climate controlling impact. Cell also uses an advanced, gel-coated fibreglass exterior for their vans' outer skin. In addition to leaving the van with a shiny, attractive surface, this specially treated fibreglass surface is ideal for Australia's often harsh and extreme conditions. Fibreglass is incredibly hard and resilient, and since the gel-coating is non-reactive and immune to chemical damage,



All Cell Caravans are prepped, polished and perfected to make travel through even the harshest local conditions consistently comfortable and safe

### News Bulletin!

Cell Caravans are excited to announce the appointment of our exclusive Melbourne dealer, Melbourne Caravan Centre. Other brands represented by this dealer are Coromal and Windsor Caravans. View the entire range at Melbourne Caravan Centre, location: 40 Hume Hwy Somerton Victoria 3062



# BUSINESS PROFILE

## CELL CARAVANS

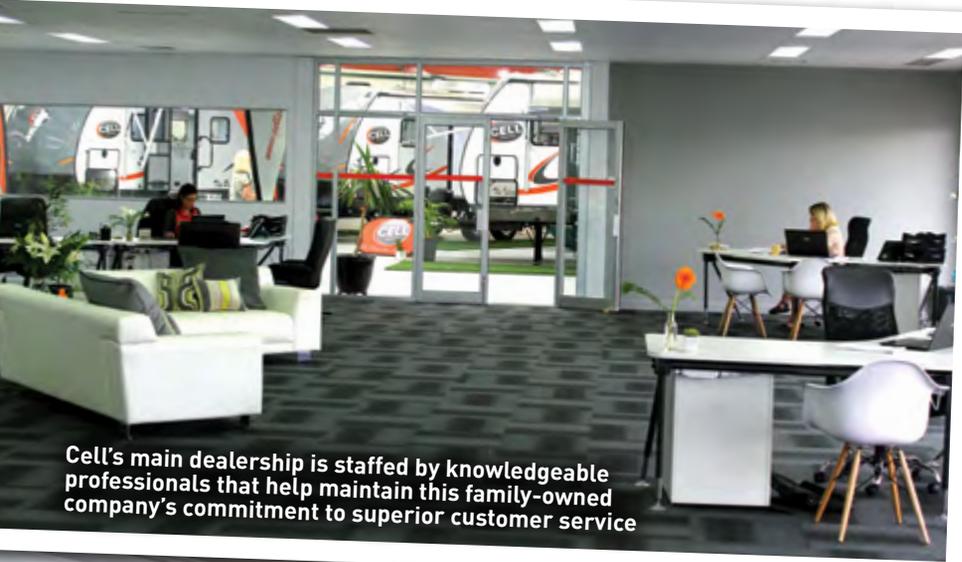
it'll never lose its sheen. The coating is also effective in resisting corrosion and when paired with a one-piece roof made from a moulded, vinyl membrane – the result is a van that's virtually leak proof and all but immune to the devastating effects of hail damage.

As tough as every Cell Caravan is on the outside, it's quite often their stunning interiors that cause people's jaws to drop. From multiple slide-outs that dramatically increased your amount of functional living space and fully-outfitted kitchens to bedroom and

ensuite configurations that painstakingly mimic domestic surrounds, each Cell Caravan is designed to provide luxury accommodations that make your time on the road as enjoyable as possible. That's why Cell is also anxious to work with the individual. They realise that no two travellers are going to have precisely the same needs, hence no two Cell Caravans need ever be exactly the same. Whether you would like a dishwasher, an automatic satellite antenna or a specific colour choice for your kitchen plexi-glass

splashback & lifestyle package, the team at Cell is ready to help you design your caravan as unique as you are.

While the Somerton location may be their main base of operations, Cell Caravans has also been busy growing their dealer network. By pairing with Coburn Caravans in Western Australia and R&R Caravans in Tasmania, Cell continues to expand across Australia. It's their earnest belief that every Australian ought to have access to the finest touring caravans available, so by continuing to increase their profile nationwide, Cell Caravans continues to bring their unmistakable blend of function and luxury to the masses; opening a bold new vanning horizon to Australians where the measure of excellence is elevated and absolute satisfaction always comes as standard equipment. ■



Cell's main dealership is staffed by knowledgeable professionals that help maintain this family-owned company's commitment to superior customer service

### CONTACT

#### CELL CARAVANS

P: 1300 367 653

E: [sales@cellcaravans.com.au](mailto:sales@cellcaravans.com.au)

W: [www.cellcaravans.com.au](http://www.cellcaravans.com.au)

40 Hume Hwy Somerton Victoria 3062

The spacious interiors of Cell Caravans are designed to look and feel more like luxury-style apartments than many conventional models

