



## **Camplify partners with the UK's leading campervan and motorhome insurer, Comfort Insurance, to accelerate fleet and business growth in the UK**

**Sydney, Monday 24 January, 2022:** [Camplify](#), a leading campervan and motorhome rental platform in the UK, Australia, New Zealand and Spain has today announced a strategic partnership with [Comfort Insurance](#), one of the UK's leading campervan and motorhome insurers.

Comfort, as one of the largest UK providers, will now proactively market and recommend Camplify's UK sharing platform ([camplify.co.uk](#)) exclusively to its large base of motorhome and campervan owners.

This will provide those vehicle owners with a safe and secure opportunity to share their vehicles with like-minded people, and earn an income as a result, drawing on Camplify's track record of supporting customers with over 50,000 successful bookings to date.

Camplify expects this partnership to further broaden its owner-community base in the UK, delivering more choice to consumers and further accelerating Camplify's position as one of the fastest-growing van-sharing platforms in the UK.

Justin Hales, CEO & Founder of Camplify shared: "We are excited by this partnership and endorsement. The Comfort business has been built on providing a fantastic customer experience and product for their large base of motorhome and campervan owners. Now through this partnership, Comfort customers will be able to leverage their van in a simple and easy way to start earning income through the Camplify platform. We look forward to strengthening this partnership with future technology integrations."

Ben Cue, General Manager & Director of Operations of Comfort shared: "Comfort have chosen to work with Camplify because we feel they mirror our values, which have the customer at our core, ensuring they always receive the best customer service possible, coupled with them being the market leader in their own field. We needed to find a provider that complemented the product, developed with Aviva, which took three years to come to market and from the initial first meeting, we knew that we all wanted to achieve the same end goal."

Camplify is excited to help activate Comfort's large network of motorhome owners in the UK, where coming into high season RV owners on Camplify can earn up to £10,000 a year. More and more travellers are looking to Camplify's websites in the UK, Australia, New Zealand and Spain for



their next #vanlife adventure. It's simple to share and earn with Camplify. All interested van owners can find out more [here](#).

Camplify has been on a steep growth curve since launching in the UK in 2019. Camplify acknowledged the contribution of its Northern Hemisphere (the UK and Spain) operations during its most recent Earnings update (Q1 FY22).

## ENDS

### **For more information, images and interviews please contact:**

**Camplify:** Kim Stockham [media@camplify.co.uk](mailto:media@camplify.co.uk)

**Comfort:** Ben Cue [ben.cue@comfort-insurance.co.uk](mailto:ben.cue@comfort-insurance.co.uk)

### **About Camplify**

Founded in Australia Camplify (ASX:CHL) is one of Australia's leading peer-to-peer (P2P) digital marketplace platforms connecting motorhome and campervan (RV) Owners to Hirers. Now with operations in the United Kingdom, New Zealand, and Spain, Camplify has built a platform that delivers a seamless and transparent experience for consumers and potential RV Hirers to connect with RV Owners and SMEs with a fleet of RVs. A wide variety of motorhomes and campervans are available on Camplify.

### **About Comfort Insurance**

Victor Millwell Insurance Agency Ltd t/a Comfort Insurance specialises in various leisure products with our main focus being on Motorhome and Campervan insurance. The main business has been trading for 42 years with specialist niche's having been its focus for more than 30 years.

Specialising in a niche Motorhome and campervan product, it is important that we have the correct partners, hence we have a solo scheme with Aviva with an optional breakdown cover provided by DAS with a line into the AA. We have been working on an additional product to suit our customer base and one that will complement the Motorhome and campervan offering. This ranges from a new Hirer product which allows the owner to lend their vehicle for a financial reward and, more simplistically, Car and Home policies.

We use an array of different distribution channels due to the scale and specialist nature of our products, and we have employed a marketing team that monitors and develops this. Various routes to market are:

- Digital nature and paid searches
- Print Publications ranging from owners' clubs and specialist magazines
- Facebook, Instagram & LinkedIn

Competition is always a changing landscape where we have seen several brokers come and go over the time that we have specialised in the leisure industry. The most important thing to us is to maintain the level of service and product to the customers. The way we currently engage with customers is changing; we need to make sure that we match all the channels and can make contact with existing and new customers whilst monitoring what our competitors are up to as they may have spotted something that we may have missed.