



Total photo(s): 6

Elite Caravans entertains the crowds

words & photos - [Chris Fincham](#)

Melbourne caravan specialist creates compact movie van to inform and entertain prospective buyers at RV shows

Melbourne's Elite Caravans has taken the [humble cinema van](#) to a whole new level.

Taking pride of place at the company's stand at the 2012 Victorian Caravan, Camping & Touring Supershow, was a custom-built, 12ft caravan fitted out like a home theatre with comfy lounge and latest audio-visual equipment.

Peter Smith from Elite Caravans said the tiny concept van, which played promotional videos throughout the six-day show, was a novel way of educating the public about the company's range of models.

"It's very hard to show people everything about our vans at the shows, and we often get people asking how they're built," says Smith.

"You can explain it as much as you want but the videos will actually take them through it and show them all the processes.

"People can sit in there, and also have a bit of a laugh. All of the videos that we've done are quite funny as well."

Featuring a modern, glossy black and white theme, the compact interior layout is dominated by a U-shaped white leather lounge, with seating for around eight adults.

At the rear is a surround sound system and 60inch LED TV, which can be hidden away inside the cabinet via a remote-control, lift-up mechanism.

Roof-mounted air-con, fridge and multi-coloured mood lighting complete the Gold Class cinema-like experience.

"It's pretty unique. I've never seen anything like it," says Smith. "We custom built the lounge suite at our premises, as we do all our own upholstery."

The 1300kg, aluminium-clad van has also been built with solid walls for improved acoustics. "You should hear it cranked right up," he says.

The Elite V Studio, as it's called, is also available for hire for parties or promotional events.

The theatre van was part of a large display of around 20 vans at the Melbourne show, which included Elite Caravan's range-topping 24 ft Atlantic Diamond Series.

Described by Smith as "the best van in Australia", the rough road van is jam-packed with features including Simplicity load sharing suspension, solar panel system, front loader washing machine, dishwasher, 186 litre fridge, LED lit cupboards, and slide-out ironing board.

With an ATM of 2777kg and 'show special' towaway price of \$104,500, the twin axle model "pretty much has everything in it," according to Smith.

The bedroom also features a pop-up 40inch LED TV; an "Australian first" according to Smith.

"The new model that's coming out in about three weeks has surround sound in the bedroom, a 30 inch LED recessed into the woodwork and quite a few other extras," he says.

Smith says buyers can specify any audio/visual package they desire when ordering a van.

"In one van we built there was \$16,000 worth of Bose equipment; it had two surround sound systems," he said.

For more info check out the [Caravan Super Centre website](#).

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