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Electric 4WD campers to become a reality

Travellers may soon be able to explore some of the most ruggedly beautiful locations of Australia, with an MOU signed today between West Australian tourism operator RedSands Campers and Roev.

Together, RedSands and Roev will develop Australia's first fully electrified 4WD Camper for the recreational hire market.

RedSands will be working closely with Roev to supply data and specifications of its fleet, which will enable Roev to customise a fit for purpose electrification solution.

RedSands Campers Managing Director Adam Sands said this is an exciting milestone, as it embarks on a strategy to decarbonise the business.

"As personal EV ownership around the world accelerates, so will the desire for people to travel and holiday in a sustainable way, in iconic self-drive destinations, such as Australia," Adam said.

As part of this project, RedSands Campers is also partnering with the G'Day Group on its commitment to install charging infrastructure and bespoke campsites at some of their iconic Kimberley properties, such as Lake Argyle Resort and El Questro Station.

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