

Media Kit



RACELINE KARTING



INDEX

DETAILS	PAGE
KEY CONTACTS	3
TRADE AND MEDIA INFORMATION	4
GENERAL INFORMATION	5
OFF ROAD NZ AND SURROUNDING AREA	6
SUSTAINABILITY AT OFF ROAD NZ	7
PRODUCT DESCRIPTIONS	8
CORPORATE AND GROUP ENTERTAINMENT	11
OFF-SITE CATERING VENUE	12
TEAM BUILDING CHALLENGES	13
TWILIGHT ACTIVITIES	14
FOOTAGE USE CONDITIONS AND PROTOCOLS	15



RACELINE KARTING



KEY CONTACTS

ADDRESS: 193 AMOORE ROAD, RD2, ROTORUA
PHONE: +64 7 332 5748
FAX: +64 7 332 5510

BUSINESS OWNERS: Ian & Carol Tew
Directors
Email: ian@offroadnz.co.nz
carol@offroadnz.co.nz

OPERATIONS: Shane Cameron
Operations Manager
Email: shane@offroadnz.co.nz

MARKETING: Sandra Blackledge
Marketing Manager
Email: sandra@offroadnz.co.nz

**RESERVATIONS
& INQUIRIES:** Raewyn Lane
Reservations/ Administration
Email: drive@offroadnz.co.nz



RACELINE KARTING



TRADE AND MEDIA INFORMATION

Please visit the Trade and Media section on our website www.offroadnz.co.nz for copies of our:

- Brochures
- Images
- Latest Press Releases and Off Road NZ news

Brochures

Copies of our brochures and product manual can all be downloaded from the Trade and Media sections of our website www.offroadnz.co.nz.

Images

Images can be downloaded directly from our Media Image Library under the Trade and Media Section of our website www.offroadnz.co.nz. All you need to do is register on-line.

The images are intended for use in brochures, posters, editorial publications and tourism related websites intended to promote Rotorua as a destination. Permission must be gained from Off Road NZ before utilising any of the images in any other medium. Please see further footage protocols at the end of this document.

Latest Press Releases and Off Road NZ News

Copies of recent press releases and the latest Off Road NZ news can be found under the Trade and Media Section of our website www.offroadnz.co.nz.

Familiarisations

Off Road NZ is always keen to work with and welcomes trade and media partners to learn about, experience and book Off Road NZ product. Off Road NZ is happy to provide familiarisations and assistance to trade and media representatives.

To arrange a Familiarisation or Media Visit please contact:
Sandra Blackledge - Marketing Manager - sandra@offroadnz.co.nz



GENERAL INFORMATION

Off Road NZ is a sustainable premium adventure experience creating fun memories, personal growth and lasting impressions. Established since 1992, we provide the best self-drive off road vehicle experiences of its type in New Zealand including 4WD Bush Safaris and Monster 4X4 Thrill Rides and is credited with being the first company in New Zealand to run many of the off road vehicle adventures described on this website.

The newest adventure is the opportunity to race one of our 390cc 4-stroke karts on New Zealand's newest and longest A-rated KartSport circuit.

Off Road NZ has won several awards including the Best Visitor Related Business and Supreme Award Winner in the Rotorua Business of the Year Awards in the year 2000.

The Tew family arrived in New Zealand on 27th April 2001, to start a new life in Rotorua. Ian, Carol and their two boys, Matthew and Gregory, came from a farm in Oxfordshire, England. Being used to the great outdoors and enjoying most sports they wanted to live somewhere with plenty of action!

The Tew Family were on holiday in New Zealand in 2001 when Ian and Carol saw that Off Road NZ was advertised for sale. The family viewed and experienced the adventure product a couple of times before being the successful bidder when it was finally sold at auction.

Since purchasing the business Ian and Carol have developed Off Road NZ immensely. For further information on how Off Road NZ has got where it is today, including the development of Raceline Karting please visit the Off Road NZ History page on our website www.offroadnz.co.nz.

Off Road NZ's Mission Statement

To provide premium adventure experiences to leisure and corporate clients by creating fun memories, personal growth and lasting impressions.

What to Bring

Off Road NZ supplies all wet weather and safety equipment. You will need to bring your camera to catch the action, a **BIG** sense of adventure and a can do attitude. Dress for the great outdoors with comfortable shoes.

Opening Hours

- Open every day (excluding Christmas Day)
- 9.00 am – 5.00 pm Wet or Fine
- Twilight Activities are available by prior arrangement.
- Reservations recommended to avoid disappointment



Shuttle Information

For guests without their own transport a complimentary shuttle service is available from the Rotorua i-Site (Rotorua Information Centre) and central Rotorua accommodation points. Shuttle bookings are essential and are subject to availability.

Please call the office to confirm your shuttle departure point and time.

Insurance

Off Road NZ carries extensive public liability and general insurance cover. All group and individual travellers are required to sign a waiver of liability form prior to commencing activities. See our website for more information on the Health and Safety declaration and insurances.

Safety

A comprehensive safety briefing is given before each activity. Activities are fully guided by professional staff. All vehicles, equipment and associated activities are approved by Occupational Safety & Health of New Zealand. Off Road NZ is a Qualmark endorsed visitor activity



OFF ROAD NZ AND SURROUNDING AREA

Off Road NZ is located 20 minutes north of Rotorua on State Highway 5 on the Mamaku Plateau. The Plateau is situated on the western ranges of the Bay of Plenty and is 560-580m above sea level.

Off Road NZ's complex is situated on 60 hectares of land with the operation occupying 30 hectares, the rest of the property has been left in pristine native New Zealand bush.

The Mamaku Plateau was formed by ignimbrite that was deposited in an eruption from the Rotorua deep crater (Caldera) around 170,000 years ago.

The land at Off Road NZ consists of mainly flat land interspersed with hummocks and tors. Hummocks and tors are formed from the coarse volcanic material, deposited in the caldera eruption, which is more resistant to erosion. The finer grained soil surrounding these hummocks/tors has been eroded away by weathering over hundreds of years.



The Mamaku plateau was once covered with one of the largest Rimu forests in New Zealand. Over the years, 18 mills have at some stage operated in the area. There were over 140 miles of tramways in the Mamaku area used to transport the felled trees to the mills.



The Mamaku Township (formerly Kaponga) is named after the tall black tree fern and became an official settlement in 1894. In 1895 Kaponga changed its name to Mamaku. This was when the post office opened and the name change came about as there was already a Kaponga in Taranaki. The mail had been getting lost and causing confusion.

There is a fantastic **Mamaku history book available for viewing at Off Road NZ**, the book includes a compilation of stories and history, as told by the people of Mamaku and commemorates 100 years of the towns existence.



SUSTAINABILITY AT OFF ROAD NZ

With so much media attention and hype about climate change, carbon footprints and global warming, it is no wonder that the focus is now on being sustainable and preserving the environment. Here at Off Road NZ we take sustainability very seriously and have implemented many new initiatives to ensure we are doing the best we can to be a sustainable operator.

Off Road NZ is an active member of the Rotorua Sustainable Tourism Charter. Businesses that are Charter members are committed to sustainable business practices, which conserve the physical and social/cultural environment.

What is Off Road NZ doing to be more Sustainable?

- We are continually caring for and maintaining our land. This includes the implementation of an ongoing native replanting programme.
- Waste oil is disposed of in the correct manner, then collected for recycling at the nearest recycling facility.
- As part of our continued safety and maintenance programme, all vehicles are regularly tuned and safety inspected. We use the smallest, most fuel efficient vehicles available.
- We recycle the used tyres from the vehicles to create safety walls for the Sprint Car track.
- We use energy saving light bulbs in public and staff facilities throughout the complex.
- We separate our waste and recycle in the appropriate bins and encourage our guests to do the same.
- By emailing quotes and invoices we have reduced the usage of paper, envelopes and stamps.
- We extended the utilities shed to include a fully covered in drying room for our wet weather gear. This utilises solar heat and minimises the need to use a tumble dryer.
- We installed a new water treatment plant which is more environmentally friendly than normal septic tanks.
- Our storm water tank roughly collects 17,500 litres per month of water from the roof of our new work shop. The water will be used to wash vehicles, which is our highest water consumption within the site.
- Our new modern headquarters has been constructed in a way that will incorporate a number of sustainable building design elements including above standard insulation, design and positioning of the building to take advantage of the passive heat and light, double glazing, heat pumps and solar panels.



PRODUCT DESCRIPTIONS



THE ULTIMATE 4WD ADVENTURE. RUGGED AND REMOTE. THE TRAIL AHEAD DISAPPEARS INTO THICK NATIVE NZ FOREST. PREPARE FOR A JOURNEY THAT IS FULL OF UNKNOWNNS.

Buckle in behind the wheel of one of our 4WDs. Your professional guide, up ahead, gives you instructions while your heart is racing with anticipation. The terrain is like nothing you've encountered before and the challenges come thick and fast.

Adult Price: \$92 per person (2 people per vehicle)
Child Price: \$15 per person (5 -16 years)
Preschoolers free of charge

Duration: 45 minutes - 1 hour

Requirements: Drivers require current driver's licence.



MEET THE MONSTER. IT'S HUGE. IT'S LOUD. IT ROARS WITH V6 POWER. HOLD ON TIGHT FOR THE ULTIMATE THRILL RIDE.

Your helmet and protective gear are on. Your driver has strapped you in securely. High up on the Monster 4x4's back you feel your adrenaline begin to pump. With a roar and utilising its massive suspension, it accelerates into the bush and tears up a steep track.

The 4X4's unique 4 wheel steering mechanism helps to power through NZ Native Bush, up and down near-vertical slopes tackling the 'Widow Maker' and the 'Loggers Long Drop'. Your knuckles are white as trees brush past. It twists. It bucks. It swerves. It tilts. Every part of your body will be holding on tight.

Adult Price: \$46 per person.

Child Price: \$30 per child – up to 16 years
(provided meets height requirements.)

Duration: approx 10 minutes

Requirements: Minimum passenger height 1.2 metres



RACELINE KARTING



RACELINE KARTING

Experience the buzz and adrenaline of KartSport – in the driver's seat!

Test your courage and driving ability like never before when you race New Zealand's newest and longest A-rated KartSport circuit.

Feel the anticipation as you suit up, pull on a helmet and prepare to race one of our state-of-the-art, 4-stroke 390cc Sodi rental karts. Experience the sensation of ground rush as your kart reaches up to 100km/hour on the 150-metre straight.

Arrive and Drive

Price per person: \$67 per person.

Duration: approx 10 minutes

Requirements: Drivers must be 14 years or older and 1.4 metres or taller.



***Prices include GST are valid from 01 August 2010 – 30 September 2011.
All experiences are subject to availability.**



RACELINE KARTING





MOTIVATE, INVIGORATE, REFRESH & INSPIRE

Our focus for corporate and group entertainment is emphasis on pulse racing self-drive adventures and proven team building challenges.

We have something for men and women of all ages, from thrill seekers and adventurers to groups looking for a more passive experience. Tailoring your programme to the desired excitement level, budget and timeframe is our specialty.

Group size is unlimited. With our wide range of adventures and team building challenges, your group can spend from 1 hour to a whole day and evening with us.

Our tailor-made itineraries provide groups with a shared experience that they will chat and laugh about for years to come. After an action-packed programme there is no better way to relax and reminisce than with a sumptuous, professionally catered BBQ lunch or dinner in the tranquil surroundings of the Native Bush Camp



All participants are given a safety briefing before commencing adventures. Professional Off Road NZ guides supervise each adventure ensuring fun and safety are maximised.

We have a proud safety record and utilise rigorous quality management and continuous improvement processes. This ensures you and your group are treated to first class experiences by motivated, qualified, happy staff.



As well as the 4WD Bush Safari, Monster 4X4 and Raceline Karting Team Racing Off Road NZ can also include the following activities in tailor-made group activity programmes.

CLAYBIRD SHOOTING

Test your skill and accuracy with real 12 gauge double barrel shotguns and live ammunition. Not as easy as it looks but a good laugh.

Adult/Child Price:

5 Clays - \$25.00 per person

10 Clays - \$40.00 per person



ARCHERY

Try something new using our competition bows and arrows. Archery is fun, challenging and exciting and suitable for all sizes, physiques and fitness levels. It incorporates goal-setting, attitude, focus and visualisation.

Adult/Child Prices:

5 Arrows - \$15.00 per person

10 Arrows - \$25.00 per person



***Prices include GST and are valid from 01 August 2010 – 30 September 2011.
All Products are subject to availability.**





THE PERFECT OFF-SITE CATERING VENUE

Dress for the wild and an event to remember! Following an action-packed activity programme our rustic-style Native Bush Camp Catering Venue, is the perfect setting for a catered 'feast in the wilderness' experience.

After taking part in adrenaline-pumping fun, some groups like to party on into the night with drinks, food and entertainment. Or simply kick back with Mother Nature and soak up the tranquillity with good food, good wine and good company.

Your catering options include bringing your own food and drink or leaving it to the professionals to do it all for you. For the latter option, we recommend any of the local major hotels or we can put you in touch with other local caterers.

Set amongst beautiful native forest the large covered dining area accommodates groups up to 100 people in all weathers. Larger groups are catered for by hiring in marquees, additional seating, tables and other required equipment.

Packages include BBQ hire, campfire, lighting, generator, toilets, Off Road NZ staff, easy coach access, hot and cold water and ample parking.



Let the Off Road NZ team assist you with all aspects of your event including catering, music and entertainment options.

Venue Hire

Please refer to the costing below for Bush Camp venue hire. These prices include BBQ hire, campfire, lighting, generator, toilets, Off Road NZ staff, easy coach access, hot & cold water and ample parking.



RACELINE KARTING



OFFROADNZ (1992) LTD // DRIVEN BY ADVENTURE

PHONE

FAX

EMAIL

193 AMOORE RD, RD2, ROTORUA 3072, NEW ZEALAND

+64 7 332 5748

+64 7 332 5510

DRIVE@OFFROADNZ.CO.NZ

WWW.OFFROADNZ.CO.NZ

MAY THE BEST TEAM WIN!

The Off Road NZ Team Building Challenges comprise 4 different exercises, each taking approximately half an hour to complete. These are more mental agility activities than physical and require forward planning to complete the challenge. There are no traps or tricks in these challenges set amongst native bush, but an ability to clearly explain one's idea, verbally, can make all the difference.

Key elements: Planning, brain storming, teamwork & support, time management, clear communication, trust, productivity, ability to laugh and concentrate at the same time.

Stretcher Rescue

In this challenge the team is measured on time taken and overall cost as a variety of useful looking equipment can be mock hired as necessary, but once underway no more can be hired, thus a good initial plan and strict budget is necessary for a good result.

Stepping Stones

This one looks easy but part way through, with the team spread out but within sight, a brain storming exercise is usually required to complete the challenge within time and budget.

Team Initiative Circuit

An assault course with a twist. No fitness required. No particularly difficult stations. Effective teamwork and planning will get everyone through.

All Aboard

Get your whole team balanced on board the "HMS Off Road". All you have to do is stop the "ship" from hitting the rocks while completing the given activities. Sounds easy until you try it!



RACELINE KARTING



TWILIGHT ACTIVITIES @ OFF ROAD NZ

Imagine your guests surprise after they have boarded their coach to go to a mystery destination for dinner. Having only been told to dress warm and comfortably, a flicker of apprehension spreads through the crowd as they get further out of town. The coach drivers seem a little lost and unsure as to where they are going.....

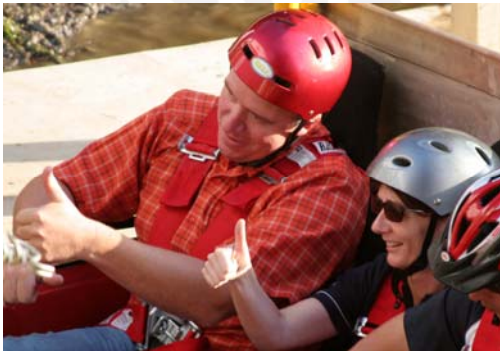
The line of coaches' pull into the Off Road NZ entrance and drive down a narrow, winding track. With nothing but dark pasture on either side, and no room for any other vehicle to pass, concern begins to grow amongst the passengers. Trees start appearing on both sides of the track and it is soon apparent the coaches have come the wrong way. Everyone is asked to exit the coach to let the drivers turn around in the paddock next to the track they have just come down.

Somewhere in the darkness the sound of a cranking motor turns into the throaty rumble of a V8 motor. Off in the trees two more motors leap into life and all of a sudden the darkness is shattered as 20,000 watts of light illuminates the entire area. On the lake in front of you, a bright red Jet Boat screams from behind an island as a matching pair of Monster 4x4's crawl down a nearby track towards you and your stunned colleague's.

Before anyone has a chance to think, several people are strapped into these amazing vehicles, the nights' entertainment has arrived!

Off in a paddock a massive bonfire erupts into life and simultaneously, the lights of a nearby Bush Camp flick on to reveal the sights, sounds and aromas of dinner. Waiters appear carrying trays of drinks. A band springs into life...

.....AN EVENING TO REMEMBER HAS BEGUN



Footage use protocols for Off Road NZ (1992) Ltd

Terms of Use

The above organisations are willing to license the use of the Images/footage to you only if you accept all of the following Conditions of Use. Please read these Terms of Use carefully.

The supplied / taken images and footage are protected under copyright and other laws of New Zealand, international conventions and similar laws abroad. Copyright and other intellectual property rights in the Images, is owned or controlled by Off Road NZ.

You and only you are authorised to use the Images subject to the following conditions:

1. Where possible a credit must be provided:

Off Road NZ

2. 1 x DVD Copies of any production using this footage must be sent to OFF ROAD NZ, 193 AMOORE RD, RD2, ROTORUA 3072, NEW ZEALAND.
3. You may only use the Images/footage for the project or promotion referred to in the following Project Request submitted by you.
4. If you wish to use any Image/footage for another project you are required to submit a new Project Request form.
5. Unless this licence is earlier terminated by **Off Road NZ** your right to use the footage will expire one calendar year from acceptance of terms.
6. The Images/footage may **only** be used for the purpose of promoting Off Road NZ as an attraction.
7. All crew and support members present on day of filming must follow all safety precautions and instructions advised by Off Road NZ staff members. All driving participants must hold a valid drivers licence from their country of origin and must not be under the influence or drugs or alcohol while on site.

You warrant that you shall not at any time take any step or make any omission that brings the reputation or good standing of the authors and owners (**Off Road NZ**) of the Image/footage, **Rotorua** or New Zealand into disrepute. In addition, you must acknowledge the author of an Image in any use of that Image/footage



RACELINE KARTING





You will defend and indemnify Off Road NZ against all costs, expenses and damages incurred in connection with any claim against Off Road NZ arising out of or related to: (a) a breach by you of these Terms of Use; (b) the use of the Images/footage either alone or in combination with any other material; or (c) any claim by a third party related to the use of the Images either alone or in combination with any other material.

If, for any reason whatsoever and at its sole discretion, Off Road NZ wish to terminate this licence, it may do so immediately by giving written notice to you. On receipt of this notice or on the expiry of the licence, you must, as directed by Off Road NZ, return all copies of the Images/footage to Off Road NZ or destroy all copies of the Images/footage that are in your possession. You must also provide a written undertaking that no further copies of the Images are or will be used or retained by you for any reason.

These Terms of Use will be governed and interpreted in accordance with the laws of New Zealand.

YOUR NAME:

BUSINESS/ORGANISATION:

JOB TITLE:

PHONE: (include international area codes (e.g. +64)

MOBILE:

WEBSITE:

PHYSICAL ADDRESS:

COUNTRY:

PROJECT THE IMAGES/FOOTAGE WILL BE USED FOR:

