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Bailey appoint new Head of International Sales to develop overseas market

- Bailey appoint Ian Atkinson as new Head of International Sales to develop new overseas markets for the business
- Founded in 1948, Bailey of Bristol is the longest established UK independent manufacturer with over 70 years' experience in leisure vehicle production and design
- All Bailey leisure vehicles are built using our patented Alu-Tech construction technology, which makes them more robust and more durable, yet lighter than those manufactured using conventional methods
- Signature build quality, comprehensive specification and superb value for money combine to make Bailey 'The Nations Favourite'



- **The company is looking to establish new international partnerships to ensure more people can 'Go Bailey' globally in future**

Bailey of Bristol is pleased to announce the appointment of Ian Atkinson as their new Head of International Sales.

Founded in 1948, Bailey of Bristol is the longest established UK independent manufacturer with over 70 years' experience in leisure vehicle production and design. During this period our family-owned business has grown to become not only the manufacturer of the UK's most popular caravan brand, but also one of the largest in Europe. In 2011, the company brought this same level of expertise to the motorhome world, as well as starting to expand into new export markets in including Australia, New Zealand and South Korea.

All Bailey leisure vehicles are built using our patented Alu-Tech construction technology, cloaked in a GRP outer skin, making them more robust and more durable, yet lighter than those manufactured using conventional methods, offering greater protection against the elements to keep you comfortable, safe and secure all year round. To date approaching 70,000 Bailey leisure vehicles have been built with this ground-breaking technology, and are currently being used and enjoyed around the world.

With more Bailey leisure vehicles on the road in the UK than any other, our company has earned its place as The Nation's Favourite. The signature build quality, comprehensive specification and superb value for money combine to set us apart from the competition and will ensure people will continue to 'Go Bailey' for many years' to come.

Whilst domestically Bailey is one of the most recognisable brands on the market, with the exception of a few other countries it is less well known outside the UK. Consequently as part of its future business development plans the company is looking to establish new international partnerships with import companies looking to expand their recreational vehicle portfolio and to represent a much-loved UK brand.

To lead this business expansion, Bailey of Bristol has appointed Ian Atkinson as their new Head of International Sales. Ian, who joined in January, has nearly thirty years previous experience in developing and sustaining new international partnerships for a number of capital plant companies including manufacturers of forklift trucks, water pumps as well as heating and ventilation systems.

Commenting on his new role Ian said, *"Since joining Bailey, I have been extremely impressed with the quality of both the products and the people. Every Bailey caravan and motorhome is built to consistently high standards in their state of the art production facility, while the super-strong Alu-Tech construction means they are robust enough for even the most challenging of international environments."*

"This is matched by the enthusiasm and professionalism of the Bailey Team – for them this is not just a job but a real passion and it is easy to see why they are seen as 'The Nation's Favourite'"



"We are now in a position to establish new distributor agreements with international partners and I welcome any contact from prospective companies who can offer a strong sales and service capability in caravans and/or motorhomes" he added

For more information please visit the new **Bailey International** section of the company website on the following link: **<https://www.baileyofbristol.co.uk/bailey-international/>**

Bailey Managing Director Nick Howard also said *"Bailey Caravans and Motorhomes are currently being used and enjoyed all over the world. We love hearing about their international adventures and want more people to have the chance to 'Go Bailey' globally in future".*

"Consequently we are looking for new partners to help make this happen and we're delighted to have somebody of Ian's calibre on-board to lead this next phase of our business development"

For more information on the current Bailey caravan and motorhome ranges, including a 360 degree virtual showroom, please visit www.baileyofbristol.co.uk. Alternatively, for the latest Bailey news you can follow us on Facebook @Baileycaravansandmotorhomes, Twitter @BaileyofBristol or Instagram @baileyofbristol.

Ends

Notes to editors:

- The Bailey of Bristol website contains full details of its caravan and motorhome ranges as well as all the latest company news and information: baileyofbristol.co.uk
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- With more Bailey leisure vehicles on the road in the UK than any other, our company has earned its place as The Nation's Favourite. The signature build quality, comprehensive specification and superb value for money combine to set us apart from the competition and will ensure people will continue to 'Go Bailey' for many years' to come.
- Ten years' ago the company introduced the Alu-Tech body shell construction system, which is seen by most observers as the most significant development in leisure vehicle production technology for three decades. Providing genuine design innovation, this fully patented technology means that Bailey leisure vehicles are now some of the best engineered and most technically advanced on the market, keeping owners comfortable, safe and secure, no matter how tough the conditions.



- freedomtogo.co.uk: As a leading UK manufacturer, Bailey of Bristol is a keen supporter of the 'Freedom to Go' campaign developed by the caravan and motorhome industry to help people discover and plan their next adventure or relaxing escape. It offers inspiring ideas on where to go on holiday, and what to do when you get there, plus helpful advice, such as comparing whether a caravan or motorhome is the right and affordable choice.