

28 June 2017

FOR IMMEDIATE RELEASE

OC1703

Air OPUS[®] wins Good Design[®] Award

The trend-setting Air OPUS[®] self-inflating camper has added a coveted Good Design[®] Award to its accolades in the 2017 Good Design Awards.

Already hailed by industry experts and customers, Air OPUS[®] bested some of the world's top design companies to win its award in the Automotive and Transport category.

Other winners in the category included global style and engineering leaders including Audi and Mazda.

Only the Tesla Model X and a semi-autonomous Caterpillar digger could beat the Air OPUS[®] for top honours in its category.

The Good Design Awards are Australia's most prestigious awards for design and innovation, with a proud history dating back to 1958.

Organised by Good Design Australia, the awards celebrate excellence in every area of design, from product and architectural design to digital and communication design.

Good Design Australia Chief Executive, Dr Brandon Gien, said the awards attracted innovative entries from all corners of the world, with an incredibly high standard this year.

Air OPUS[®] converts from a compact trailer into a luxury six-berth camper in less than two minutes at the press of a button, with air beam technology replacing traditional poles.



Air OPUS[®] has won a coveted Good Design[®] Award for its revolutionary self-inflating design that "makes camping accessible to everyone".



Australian members of the Air OPUS[®] design team: Purple Line director Malcolm Hill, design engineer Ben Liu and production manager Jason Dodd.



Purple Line design engineer Ben Liu accepted the Good Design[®] Award for the Air OPUS[®] camper.

It was designed by an international team comprising Malcolm Hill, Ben Liu and Jason Dodd in Australia and Jonathan Harrison, Mark Kidson and Ben Hawkins in the UK.

The Award Jury of international design experts said Air OPUS® offered “genuine innovation at a surprisingly affordable price” and was “incredibly spacious with well thought out, easy to use and functional spaces”.

But its highest praise was for the air beams that inflate the camper in just two minutes.

“The convenience of pushing a button to erect the camper with air is simply genius and makes camping accessible to everyone,” the Jury said.

More details at www.opuscamper.com.au or www.purpleline.com.au or (03) 9588 2959.

... ends

More information: **Malcolm Hill** **0402 607 060** malcolm@purpleline.com.au

Media & images: **Greg Shoemark** **0412 316 928** greg@purpleline.com.au