

# The Escape Experience

Escape Campervans is the largest campervan rental company in North America, with more than 600 custom-built campervans. We developed a product that seemingly offered the bare essentials. At the same time, it delivered everything you needed to travel and explore a country safely, comfortably, cheaply, and uniquely. Add in our local knowledge and travel tips, and you've got the trip of a lifetime, guaranteed.

Not only did we want to offer a high-quality product with excellent customer service and support, but we also wanted our clients to embrace the Escape spirit. So, we began to convert boring white vans into works of art. The artwork on the campers goes a lot further than making you feel cool on the road. It acts as an interaction piece for our renters when they are traveling and allows them to mix with other travelers as well as locals. Customers fall in love with their campervan (it quickly becomes their best friend) and bystanders notice them, too. The feedback our renters gave us after their campervan trips reinforced the initial crazy ideas as being a pretty good one.



## Our Mission

Our mission is to inspire people to escape their everyday routines and embrace their adventurous spirit by exploring the world in our camper vans

## Brand Personality

- A cool, witty, clever sense of humor; relatable: a down-to-earth vibe that can easily connect with people across the globe
- Honest, friendly and personable
- Casual, yet professional
- Passionate and energetic
- Scrappy (DIY, make it happen, can-do mentality); finding the silver lining & humor when things don't go as planned.

