

CARRY ON CAMPING

*Into immersive, soulful, back to nature adventure?
A new bumper pull camping trailer promises just the ride*



IN the wild, wild West this was, still is, the most exciting way to embrace retirement. A brand new adventure is what the camper trailer, the caravan, the recreation vehicle promised at this juncture of life. But a post pandemic world, that has accelerated change at a phenomenal level, has taken to it, and is already on board.

“Youngsters, families, the millennials today are looking for more personalized, curated holidays that are not confined to the disconnected enclosure of a hotel room or the ‘been there done that’ holiday spots listed on websites. They want a one of a kind adventure, a road trip they can enjoy on their terms and time,” says Harjit Singh Rai, entrepreneur, and founder of one of the leading trailer manufacturers in India, Bullston.

Sensing this adrenaline pumped need for adventure, he went on to design and develop his very own offroad bumper pull camping trailers. With Italian design

sensibility and German precision, “all you have to do is tank up, get charged, hook up the trailer and drive on,” he says.

Camping trailers are today’s hotels on wheels, and are trending as India’s safest travel alternative. “People are increasingly searching for holiday spots that offer an offbeat experience, that are immersive and closer to nature. Covid has brought us back to nature, the camper trailer, in my opinion, is the safest, most sanitized way of travelling,” says Harjit, who has been flooded with orders from Gujarat, Maharashtra, and the North East. “States like Maharashtra, Gujarat, Himachal are now investing in setting up proper camping sites with amenities like water, toilets and charging stations, and this has led to more interest in camping trailers,” he adds.

Made in India, the Bullston camping trailers come in a travel size solid steel body and wooden interiors with an array of features

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and accessories. “A lot of R&D has gone into these trailers, to make them compact, withstand Indian terrain and be pulled easily by any mid sized car, preferably crossover vehicles,” says Rai adding how it’s perfectly safe for solo travellers too, especially women. “We have an impenetrable steel body, and in case of a breakdown, service is just a call away,” he hints at an all India service network in place.

From a chic kitchenette, a showering area, queen size bedding, awning and support gear to charging points, wifi for remote work access, storage facility, water tank and three-day battery back-up, the Bullston camper trailers are the ideal adventure company for the wanderlust in you. At approximately 10 feet in length, they come equipped with fan and temperature regulation, an extra bunker bed for your kid or pet, and can hold a rooftop

tent, big enough for two people. One can drive to any destination, park at a picturesque spot and switch to holiday mode. As far as toilet is concerned, Rai advises to invest in a portable toilet tent to carry along. “We are also coming up with luxury motorhomes, recreation vehicles and caravans strapped with all high end amenities.” Established in 2016, the Bullston Group of Industries has trail blazed into a leading brand of multi use trailer manufacturer and distributor in India, and globally with presence in Canada, USA and New Zealand, and soon, in Australia.

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