**DEFINITELY WELCOMES CHANNEL 5 ABOARD THEIR MILLION POUND MOTORHOMES**

**Broadcaster greenlights a 4 x 60’ series following successful one off**

Following the ratings success of the one off earlier this year, Definitely, part of Banijay UK, has been commissioned to make 4x60’ series of Million Pound Motorhomes for Channel 5.

The series will showcase some of the world’s most expensive and impressive motorhomes as well as uncovering the secrets of the companies who manufacture these elite machines.

Celebrities including James Martin, Ricky Tomlinson, Rustie Lee and Dominic Littlewood will also invite viewers aboard very special campervans to embark on some very personal journeys.

The pilot episode of Million Pound Motorhomes saw an average consolidated audience of 1.23 million viewers and a 5.2% market share tune in; increasing Channel 5’s primetime average market share by +4% and the slot average by +21% for All Individuals. It performed particularly well amongst younger viewers, outperforming the broadcaster’s slot average for Adults 16-34 by +30% and ranked as the best performing programme in its slot this year.

Million Pound Motorhomes will get behind the driving seat of aspirational vehicles, including one of the world’s most expensive in Ohio, US and a £1.5 million van being rented out for a thousands each week.

Whilst many Brits are stuck at home, James Martin, Ricky Tomlinson, Rustie Lee and Dominic Littlewood will take viewers away to their favourite spots in the UK; some as seasoned owners, some to revisit fond childhood memories and others as complete campervan virgins.

The series will also meet adventure-seeking families who are selling their homes to drive off in to the sunset, famous faces who are mad about motorhomes, as well as those who earn a living from renovating, running and renting these mega machines.

Rachel Arnold, Creative Director at Definitely, part of Banijay UK said “We are delighted to be climbing back on board our Million Pound Motorhomes. With more staycationing than ever, we Brits are becoming motorhome obsessed, so we couldn’t be more excited to hit the road in some truly jaw-dropping holiday homes on wheels.”

Kit Morey, Commissioning Editor at Channel 5 added “Putting your home on four wheels and exploring the country is now more popular than ever and after the huge success of the first series it was a no-brainer to get behind the wheel again. I’m looking forward to working with the brilliant team at Definitely to bring our viewers even more Motorhoming magic."

The commission comes hot on the heels of Definitely’s Hot Tub Brits: More Bubbles Please, also for Channel 5.

Million Pound Motorhomes was commissioned by Kit Morey. It will be Series Produced by Kerry Allison and Executive Produced by Rachel Arnold and Jon Green.

The series is expected to air on Channel 5 this September.

**For more information, please contact:**

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