

WELCOME TO THE OUTDOORS



This is a copy of a dealer memo that was sent out explaining the direction of Outdoors RV for 2011

Date: 4/12/10

All Outdoors RV Dealer Partners

Subject: 2011 Product Announcement – 100% Customer Driven Travel Trailer Products

We are pleased to announce that starting this week we will be producing the 1st production run of our 2011 Outdoors RV Products – our premiere brand (WindRiver 250RLS). This product line as well as CreekSide, TimberRidge, & Tamarack Trail have been retailing extremely well in the market and the success has been unbelievable - far exceeding any of our business plan models. The units that are being sold are not low end stripped down models – over 95% of the units being shipped out of the plant today are being built with virtually every available option. The demographics of today's customer in the Northwest, Mountain States, and Western Canada is changing vs the price customer of the past – these customers are both seasoned RV'ers and new to the RV industry. What they both have in common is that they are looking for Rugged Designed and Full Featured RV's in which to spend their hard earned money on. They are doing their homework more than ever before – using the internet, shopping different brands, and visiting many RV dealers. We are seeing a higher percentage of cash buyers and even when customers are financing they are not wanting to buy a throw away RV (one that will not last the test of time on our rough backcountry roads). These customers want to "Truly Enjoy the Outdoors" and why wouldn't they.

When Ron Nash, Jim Croxton, Rod Glass, and myself started Outdoors RV we had one goal in mind – it is printed on the back of our brochure:

"Our goal is not to be the largest manufacturer in the country nor follow market share graphs. We simply want to design and build great RV's for the customers of the Northwest and Western Canada"

Quote from Ron Nash in May of 2009: "We will not be in the throw away travel trailer business...the mass produced industry standard RV is not what I built my reputation on."

I would like to direct each one of our dealer partners to our website www.outdoorsrvmfg.com to watch the three video's that we just posted this past week. (Welcome to the Outdoors, Custom Built Chassis, and Four Seasons) After watching these video's you will notice a consistent theme in all of them: our products are rugged designed, extremely well insulated, and 100% customer driven. We truly believe that our dealer partners and customers are employees of our business.

When we first started Outdoors RV we made some big changes from the way other RV manufacturer's produce products – adding higher quality materials and features, reversing the shortcuts in the production process (no cutting corners in construction or materials), and hit the ground running in listening intensely to the front line sales person and the retail customer. On our brochures you will notice that we invite customers to visit us here at the plant anytime as we would love to meet them – I can tell you that I have personally given more plant tours here at Outdoors RV in the past year than I did combined in the past 10 years. We do not turn away any customers! Why do we take the time to do this – one simple reason – listen to the customers to see what they are looking for in an RV. This is priceless information. Another item we thought was important was to visit as many campgrounds as we could actually using our products. I own a TimberRidge and took it out many times last year to campgrounds around the LaGrande area and wow it is incredible what you can learn when you actually go out and talk to customers using the products. Rod Glass's son owns a WindRiver and has used it many times throughout Alberta Canada again providing excellent feedback from customers. When you see us visit your dealerships you see us spend the majority of the time with your front line sales staff – Why? They are the life blood of our product development – they hear everyday what the customers are looking for. We have also attended several RV shows this Spring listening to customers and the front line sales personnel.

So this brings me to our 2011 Product Line-Up: Rugged Built – Full Featured Products

These products are the direct result of listening intensely to what today's customers are looking for in an RV.

Here are a few highlights of what a Rugged Built-Full Featured Outdoors RV *Travel Trailer* product will come standard with (all brands):

"Welcome to the Outdoors" Camping Package

One Step Electric Awning with Rain Dump Arm
Eco Friendly Battery Saver System – Roof Mounted Solar Panel & Hard Wired Battery Disconnect
"True Full Size Outdoor Style" BBQ Bib & Hose
"Welcome to the Outdoors" Entry Mat
Touchless Stainless Steel Garbage Can
Rechargeable Flashlight / Nightlight
Bathroom Wall Mounted Hairdryer
Norcold Fridge with Hardwood Front Panels* (Larger than industry standard)
Porcelain Toilet
Pillowtop Mattress
Dinette Drawer System*
Stainless Steel Backsplash & Knife Rack Behind Range*
Full Extension Metal Drawer Guides (All Drawers)*
Black Tank Flush
Two Tone Day / Night Shades
Exterior Speakers

*and much more – detailed flyers per brand included for you to review

Built "Outdoors Tough" Package

Double Insulation
15" GoodYear Radial Trailer Approved Tires Safety/Warranty (14" GoodYear on Tamarack Trail)
15" GoodYear Spare Radial Trailer Approved Tire with Carrier (14" GoodYear on Tamarack Trail)
Custom Built Off Road Chassis – Rustoleum Paint
Rugged A-Frame – Protected Junction Box Wiring
Diamond Plate Wrap Bumper
Heavy Duty Easy Lube Axles with Off Road Brake System
**starting with the 23RKS travel trailer and above slide-out models now come standard with Heavy Duty 6 Lug 5200 LB Axles with Off Road Brake System – ST225 Heavy Ply D Range Tires

Mud Flaps
Laminated Fiberglass Slide-Out Floors
Beaufloor "Outdoor Tough" Flooring – 7 Layers – Cold Cracking Warranty to -50
Roto-Torqued "Outdoor Tough" Real Wood Cabinetry (all cabinets)
Nut Driven Scissor Jacks (all 4 corners)
Radius Crowned Full Walk On Roof with Ladder (NA on 20FQ due to large rear window)
Metal Entry Door Catches
Off Road Clearance Lights
Cooler Sized Luggage Door Compartments*
5" Thick – High Density Foam – Dinette Cushions
Eco Friendly Fiberglass Wall Cutouts – Dinette Construction
Tinted Windows
Easy Access Flip-Top LP Cover
Radius Smooth Fiberglass Entry Doors
Double High Front Diamond Plate or Full Fiberglass Front Caps
**and much more – detailed flyers per brand included for you to review

*last minute change due to dealer feedback just this week – all units will now have Radius Fiberglass Luggage Doors (no exterior screw cap or exposed screws)

We did not stop there – the interior and exterior eye appeal have been taken to another level on all brands. It is up to the RV manufacturer to design the exterior of the product to attract attention so the customer will want to take a look inside. In matching the theme of our company every brand now has an "Outdoor Lifestyle" Graphics package that is simply incredible – we invite you to take a look we think you will go WOW just like we did when we designed these.

Let's talk about options. As I mentioned in my opening paragraph the units being produced here at the plant today (direct result of retail activity) are being spec'd in with the majority of all available options. For 2011 we have made 95% of all of the options standard with the options left available being floorplan options like Bunk Cabinet vs Fixed Bunk or Booth Dinette vs Free Standing Dinette.

Let's talk about Outdoors RV *Travel Trailer* Marketing/Sales Training:

Every 2011 Outdoors RV product will be featured with the following POP materials:

Welcome to the Outdoors Company Story Poster
"Welcome to the Outdoors" Camping Package Picture Poster
Built "Outdoor Tough" Package Picture Poster
Four Seasons Picture Poster (applicable models)
Brand Marketing Flyer (detailed list of features)
10 Outdoors RV Hang Tags

Website:

Video's – three posted right now (Welcome to the Outdoors, Custom Built Off Road Chassis, Four Seasons) – will be producing additional video's on all brands as they come off the assembly line over the next 60 days.

Buyer's Guide – picture comparison showing the difference between an Outdoors RV product and the mass produced industry standard RV. Finalized in the next 60 days and posted on the website.

Actual Photo's – we will be taking photos of every model as it comes off the production line and will post these on the website for customers to view

Sales Training – Many RV manufacturer's today have their factory reps stretched very thin – sometimes handling as many as 40-50 dealers and having a large geographic area to cover. Some

do not even live in the territory they represent. When they actually do visit the dealership they normally head straight to the owner or manager and try to sell them RV's – hoping to get a few sales and then off to another dealer. Here is another reason why Outdoors RV is different. Our #1 priority when visiting dealers is sales training and listening to customers. Robin Larsen, Outdoors RV Canadian Training Manager, lives in Red Deer Alberta and is consistently visiting our dealer partners to assist the front line sales associates in knowing everything about the Outdoors RV product features. Here in the U.S. Brad Croxton and myself are constantly on the road visiting dealers again providing sales training and listening to customers during every visit. **Customers appreciate buying from a well trained sales professional.**

Why spend all of the time, money, and effort in these marketing items? Today's customers are doing their homework and here at Outdoors RV we have hours worth of features to show them and the internet, picture posters, video's and of course our dealer partners are the avenues to showcase our products. Our goal is make sure every RV customer can touch and feel as many of our features as they can whether they are talking to one of our dealer partners actually sitting in one of the units at the dealership or sitting at home on the couch surfing the internet.

We setup Outdoors RV as a no fluff organization that is 100% product driven and once again you will see this in our 2011 product offering. Cheap price has never been one of our business plan goals – build what the customer wants at a fair price and they will come. A Rugged Designed – Full Featured product never will be a price leader in the market – we will leave the WAR ZONE on price to the mass produced industry standard RV's – let them all fight it out – very little value to show the customer.

We are very excited for all of you to see our 2011 products – these are the best built best featured products that money can buy!

We have come a long way in less than a year and would not be here today without our dedicated dealer partners and great customers in what we call "Our BackYard" – the Northwest, Mountain States, & Western Canada! Thank You so much for allowing us the opportunity to earn your business!

Please feel free to give me a call at anytime if you have any questions!

Looking forward to sharing the Outdoors with you and your family!



Darin D. Nelson
Sales Manager/U.S. Sales – Outdoors RV Mfg
Mfg Facility Phone 541.624.5500
Web Address www.outdoorsrvmfg.com

..all designs, specs, materials are subject to change