



Liberty Coach
February 6, 2013

Liberty Coach Sales Success Defies Downsizing Trend at Tampa RV Super Show

(North Chicago, IL and Stuart, FL) – Liberty Coach’s annual January trip to the RV Super Show paid off in a big way, as the team completed sales of two new 2014 coaches during the four-day event, which took place January 16-20 at the Florida State Fairground in Tampa.



The 2014 Liberty Coach Elegant Lady
#759

“It’s a great way to start the year,” Liberty Vice President and co-owner Frank Konigseder Jr. said of the sales, which included a 2014 quad-slide already in production and another coach slated for later this year. “Three weeks into January, and we’ve already sold 6 of the 14 coaches scheduled for production in 2013. Hopefully, it’s a sign of even better things to come.”

The same could be said for the RV business as a whole. For the second straight year, the Super Show enjoyed record attendance, according to the event’s sponsor, the Florida RV Trade Association (FRVTA). And while Frank noted that Liberty’s sales success was the exception to the rule for major coach manufacturers, industry observers reported that overall, sales activity was robust among the hundreds of exhibitors.



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Much of that appears to be due to substantial growth in demand for smaller vehicles and trailers. A January 18th report on the Super Show in the *Tampa Bay Times*

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noted that rapidly growing sales of smaller RVs were key to the industry's recovery from the recession. As evidence, the article cited a 2011 survey by the Recreational Vehicle Industry Association (RVIA) showing the total number of RV-owning households at a record 8.9 million, up 1 million over 2005.

Which is good news for everybody, Frank said.

"Today's entry-level trailer buyer is tomorrow's motor coach owner," he noted. "It's great to see people getting into the market for the first time, and discovering the joy of the RV lifestyle. The longer they stay in it, the more they aspire to own the best. And you can bet Liberty Coach will be there when they're ready."

With locations in Stuart, FL and North Chicago, IL, Liberty Coach has been providing legendary leadership in the luxury motor coach industry for over 40 years. For more information about Liberty's custom Prevost motor coaches, please visit www.libertycoach.com or call 800-554-9877.

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