



# LIBERTY Times

A Liberty Coach Newsletter Summer 2012



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## UPCOMING EVENTS

October 10 through  
October 14, 2012

Join us for the

### Liberty Coach Rally

River Vista Mountain Village  
Dillard, Georgia

Space is limited.  
Questions?

Call Kim Konigseder  
800-332-9877 or  
Jeanne Konigseder  
772-349-7016

## A Great Start to 2012.

by Frank Konigseder

Well, the first half of 2012 couldn't have been any better, starting with the debut of our new paint schemes and process by Dean Loucks of The Art of Design, to the phenomenal success of our 40th Anniversary celebration at the 11th Annual Open House Rally in Stuart, FL, and finally the unveiling of the Quad Slide H3-45. To date, with 39 total units sold including 10 new coaches delivered,

it's clear all the hard work has paid off. What's more, the outstanding new interiors coupled with the latest technology encased in the breathtaking new paint designs have enabled us to forecast that at least half of our 2012 production will be presold. These are figures we haven't seen in the last 6 years.

As mentioned earlier, hard work and tireless commitment have played an enormous role

in our first half, and the entire staff of Liberty Coach, both in North Chicago, IL and Stuart, FL, must be congratulated for a job well done. With that said, we all can look back over our shoulder and still see that the dust has yet to settle on our industry. So we must continue to forge ahead to bring you the most exciting new interiors and unsurpassed customer support which have benchmarked this industry.



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# 40 Years Of Opportunity

by Frank Konigseder

These days I spend quite a bit of my time out on the road, driving from rally to rally or delivering new coaches personally. It's given me a chance to reflect on the 40th anniversary of the incorporation of Liberty Coach, and how fortunate we are to live in a country that enables people to live out their dreams.

It's truly amazing to me when I think that my parents, while only in their mid-30s, had a dream and the guts to put all they had into making it come true, when no one believed it could get rolling. As young as my brother and I were in those early years, I remember trying our best to help build that dream, and today I feel fortunate that we had the chance to be part of it.

Sure, the road was bumpy. When my Dad's "latest creation" already had 2 million miles on it before we even started, there were plenty of trials and tribulations, breakdowns and repairs, on every trip. It didn't get any easier a few years later, when we went from renovating used Greyhound buses to building on a new coach no one had ever heard of.

That, of course, was Prevost, and once again, I marvel at the guts and vision it took to take that step. There was my father, an American who spoke

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*"What started as one family's dream is now an entire industry. And after 40 years, it's clear whose hands are on the wheel."*

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no French, and a French Canadian who spoke little if any English, signing an agreement that would revolutionize the coach conversion business and open the door to a completely new group of customers that is the basis of our industry today.

I recently delivered a new coach to a customer who bought the very first Prevost coach conversion we ever offered, back in 1979. That was 7 coaches and 33 years ago, but I remember it well, because I delivered that one, too.

I was 16.

Now I'm approaching my 50th birthday, and Liberty Coach continues to be a dream come true for the entire Konigseder family. Today, the Liberty Coach Companies - which include the aluminum foundry that was started by my grandfather in 1937 - employ over 150 people. With that said, I'm happy to say that both of my parents are still active in the businesses - which is no surprise to anyone who knows them, as I don't think either one can ever sit still.

After 40 years, I know they're as proud as ever of our reputation and the product we build today; and Kurt and I couldn't be prouder that they gave us the opportunity to be part of it - literally the opportunity of a lifetime.



# 2012 Rally

by Jeanne Konigseder



On Super Bowl weekend in early February, it was our privilege to host Liberty Coach's 11th annual Open House Rally at the Liberty Coach dealership and campground in Stuart, Florida. The occasion doubled as a celebration of the 40th anniversary of Liberty Coach's incorporation – and, in many eyes, the birth of the luxury motor coach conversion industry.

Several attendees arrived a week or so prior to the rally date to share in the non-stop fun and partying at the campground. On the Wednesday evening before the rally even began, Ronnie Klatt, his brother Ray and two of their guests barbecued ribs and steaks for everyone, and followed it up with a breakfast of steak and eggs on Thursday morning.

Ronnie and his cooking crew were at it all day as the coaches continued to roll in for the rally. By dinner time, 39 coaches were parked and settled for the weekend's activities, which officially got under way with a feast of beef brisket, baby back ribs, potatoes and vegetables. After dinner, all were entertained by "The Hot Rod Show," featuring world renowned Rod Stewart impersonator George Orr, and the singing and dancing went on for hours. There wasn't a complaint in the crowd.

First up on Friday's agenda was Kurt Konigseder (my younger son, for those of you who don't know the whole family yet), who gave a presentation on the

history of Liberty Coach, starting from a sketched floor plan of our very first coach, to the modern CAD plans and state-of-the-art procedures we use today. His brother Frank followed with a talk about the latest in mechanical technology. Then it was off to the town of Stuart for a scavenger hunt and lots of other fun activities, including stuffing as many people as possible in a dumpster...getting the men to try on dresses...and stopping for "recess" at a local playground. By evening, all were dressed in their finest and off to the 51 Supper Club in Palm Beach Gardens for a night of fine dining and entertainment by Philippe.

Following breakfast on Saturday morning, the gentlemen and some ladies boarded the bus for the "Cars Of Dreams" museum in Palm Beach and lunch at the Burger Bar, while the rest of the ladies headed out for a shopping trip to the Harbor Bay Plaza and lunch at Diamonds By Terry Tea Room. They browsed through the diamond jewelry store and feasted on freshly made food personally prepared by the Tea Room owner, who also designs and makes all the jewelry.

Saturday evening was the main event: the 40th Anniversary Celebration Dinner. All of the guests were dressed in shades of red to match the color of the room décor. Prior to serving dinner, Frank Sr. and I were surprised and delighted to be presented with the first ever

## DEF FILLING OPTIONS



Over the past few months there has been a lot of discussion with Prevest between the customers and converters regarding the inability to fill the DEF tank on the new 2010 emissions coaches equipped with the Volvo engine on the driver's side. I have been asked whether or not Liberty Coach will be installing an additional fill on the driver's side since we have manufacturing capability to do so. I can report that there is an ongoing engineering effort at Prevest to investigate this option and after a great many discussions with Prevest about this system Liberty Coach will stand by the recommendation of Prevest that any modification by a converter or 3rd party to the DEF system is not certified by Prevest Car, Volvo, or Bosch and will violate any related warranties.

# 2012 Rally

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“Liberty Coach Visionary Award” from our co-owners (and kids) Frank and Kurt. Not to be outdone, Prevost President Gaeton Boudoc presented a sculpture to the entire Konigseder clan for our lifelong dedication to the motor coach business. The evening ended with dancing to the music of Dance n Sound.



Sunday morning began with brunch, followed by visiting, coach touring, and resting up for one last get-together – the Super Bowl, of course. So late in the afternoon, we all assembled at the dealership for cocktails, a Mexican feast, the game itself, and of course, our own “halftime extravaganza.” Of course, we had some super contests of our own going on throughout the rally in the form of two fabulous raffles – one a 50/50, the other for a fishing trip to Costa Rica aboard the yacht Kasanova. Proceeds from both went to the winners’ favorite charities.

All in all, it was a great rally and a great time to celebrate what I think the “Liberty Life” is all about: fantastic weather, fabulous friends, and non-stop fun for all. Plans are already coming together for next year, so mark your calendar. Same time, same place – see you all then!

# 2012 UPCOMING SHOW AND EVENTS

**Bus ‘N Biker Rally**  
July 29 through  
August 4, 2012  
West Glacier Park KOA  
West Glacier, Montana

**Sturgis Rally**  
August 5 through  
August 12, 2012  
Elkhorn Ridge RV Park  
Spearfish, South Dakota

**Bristol Race**  
August 22 through  
August 25, 2012  
Medallion Campground  
Bristol, Tennessee

**FMCA Summer Convention**  
August 27 through  
August 30, 2012  
Indiana State Fairgrounds  
Indianapolis, Indiana

**Road Hogs Motorcycle Club Rally**  
September 6 through  
September 11, 2012  
Neshonoc Lakeside Camp Resort  
West Salem, WI

**Liberty Coach Rally**  
October 10 through  
October 14, 2012  
River Vista Mountain Village  
Dillard, Georgia



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