50 YEARS of Leadership

50 YEARS of Luxury

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Base (1)

50 YEARS of Discovery

50 YEARS of Family & Friendship

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IT'S BEEN AN AMAZING RIDE!

When Mom and Dad started Liberty Coach in 1972, they never dreamed the company would reach the heights it has some 50 years later. Yet as much as the business has grown, Liberty today remains very much a family – a family that now includes three generations, countless vendors, employees, and of course, customers. They're all part of the Liberty family – the first family in motorcoaching.





1970s FORMATIVE YEARS

When Mom and Dad bought a used Greyhound bus and went to work on their first conversion in 1971, they simply wanted to build a motorhome that met their standards. But after that bus sold – and the next one, and the next – their backyard hobby had become a thriving business, and the legend of Liberty Coach was born.









1971 A LABOR OF LOVE

Fed up with the constant breakdowns of their old Kraeger motorhome, Frank and Jeanne purchased a 1958 GMC passenger bus from Greyhound and spend the summer building an RV that meets their standards. The coach is finished by October and Liberty Coach is on its way.









1973-78 OLD DOGS, NEW TRICKS

For the rest of the decade, Liberty follows the same M.O., buying and converting a succession of used Greyhound and MCI buses and reselling them as fast as they can finish. Along the way, Mom and Dad constantly refine and improve their processes and build an everwidening reputation for the finest bus conversions on the road.



At Liberty Coach we work in the fine tradition of the master craftsman rather than the assembly line. We look on the conversion of a commercial bus to a personalized, unique luxury home as an exacting process, which, like fine wine, cannot be rushed.

We insist that each motor coach as it leaves our plant be as close to perfection as skilled craftsmen can make it. We would rather do our job right than do it quickly.

Our owners select and purchase their basic vehicles themselves, assuring total satisfaction with the chassis before the conversion process begins. We concentrate on two basic types of equipment—the single level chassis and the bilevel Scenic Cruiser.

Once the vehicle is selected, we meet with the owner to begin the personalized planning that is so critical to a successful conversion. A floor plan that fits the owner's life style rather than an arbitrary ideal is our first step. From there we move to the selection of the furnishings, the eabinetry, carpeting, colors, lighting, sound systems, gathey equipment and other luxury features.

Because of this tremendous range of options, the finished cost of the conversions varies which. Basic price for a conversion marts at \$15,000 incourse.

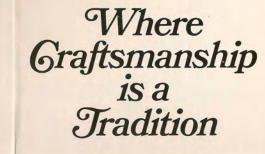
At Etherity we assist the owner in streating his cost monar score b, and then our scattering absolute the parties a designs. We look on our national neurop homes as the utilinate in the proofs design, at a price only membranity Those familiar with motor homes will be well aware of the superior qualities of the Challenger and Scenic-Cruiser in road holding, safety and sheer luxury in ride. Air suspension takes every kind of highway in silent stride, and the fine steel construction offers protection unavailable in other types of motor homes. Diesel power is reliable, economical and needs a low level of maintenance. Actual fuel consumption per mile compares quite favorably with production line motor homes offering much less safety and comfort.

The Challenger and Scenic-Cruiser were originally designed to travel millions of miles in comfort. We look on each of our motor coaches as the "million-mile home."

To discuss a conversion, please contact us. We offer the most important thing a motor home buyer can find: quality.



LIBERTY COACH, INC, 1311 Morrow Ave., North Chicago, III, 60064 (312) 689-1717 LIBERTY COACH, INC. Builders of fine motor coaches







60 Business The News-Sun, Saturday, July 31, 1976, Waukegan, 111.

Turns Greyhound buses into luxury motor homes

By BILL BOLOTNIK Staff Writer

It all began about six years ago when sale. Frank Konigseder's wife, Jeanne, chal- The basic price for a conversion color interiors. lenged him to build his own luxury starts at about \$35,000 but because of motor home because he complained to the wide range of options available conher that he couldn't find an assembly version costs can exceed \$100,000. Koline model that satisfied him. So what did Konigseder do?

luxury motor home. story.

he incorporated under the name of Liberty Coach and now converts buses for bus conversions are seven employes in- air-conditioning, clothes washers and water in the holding tank," said Ko- fuel and with a capacity of 180 gallons cluding his wife who coordinates all

Konigseder said his customers purchase their own Greyhound vehicles, whlich are single level chassis or binigseder, who converts about two or level scenic cruisers. After a vehicle is electrical equipment. three buses a year, said his most expen- selected Konigseder meets with the sive conversion job came to \$60,000. owner to plan the interior design. Blue-He purchased a used inter-city Konigseder, a Libertyville resident, prints are drawn up and hashed over

Basic installations in the custom-

Shortly after his initial conversion, years ago and employes about 45 per- frigerators, freezers, quadrasonic eration, the ice making machine and line. The diesel powered buses average sons. Working with Konigseder on the sound systems, color television sets, the panel even will give a reading of the from six to seven miles per gallon of drvers and electronic bars which dis- nigseder. pense hot and cold drinks including set- He said Greyhound buses usually are

ups for mixed drinks. The converted buses have their own for 10 years and have logged two mildiesel generating plant to operate the lion miles. But he quickly added that

One of the features of the luxury con- drive train (engine, transmission and versions is a special control panel over rear end) has been replaced 10 times or the driver's cockpit giving him the op- after every 200,000 miles. According to erational status of all systems at a Konigseder, ethe 10-year-old buses usuglance. "The driver can control all systems

business was started by his father 40 built homes are micro-wave ovens, re- air conditioning, lighting, refrig- stalled Greyhound on the road," said

have a cruising range of more than

ally sell for about \$25,000.

1,000 miles. sold after they have been on the road

"And the original cost of our product is not too far out of line from a \$50,000 mass produced luxury motor home." during that time span the vehicle's Konigseder said the \$25,000 cost of a lused Greyhound and the \$35,000 conversion cost adds up to \$10,000 more than a mass produced luxury mobile home.

"Greyhound vehicles are maintained Liberty Coach Inc. is only one of eight by the flick of a switch, such as heating. like jet aircraft. You very rarely see a such firms in the country and it recent ly received an order to convert a bus Konigseder, "They can run for two mil- into a technical laboratory for Lawson lion miles because of preventive Products of Niles to illustrate the company's products. Earlier this month the Konigseders

Konigseder said that operating one of attended the national convention of the his converted Greyhounds actually is Family and Motor Coach Association in on an equal cost basis of operating any Michigan where one of their moto large, luxury motor home because die- homes was displayed along with the sel fuel costs less than premium gaso- shell of a Greyhound bus.

Greyhound bus, stripped it down to the also is the owner of the F. K. Pattern for changes-until the customer is satisbare walls and reconstructed it into a and Foundry Co., 1311 Morrow St., fied with the floor plans. North Chicago, where all the work on But that is only the beginning of the the buses is performed. The foundry

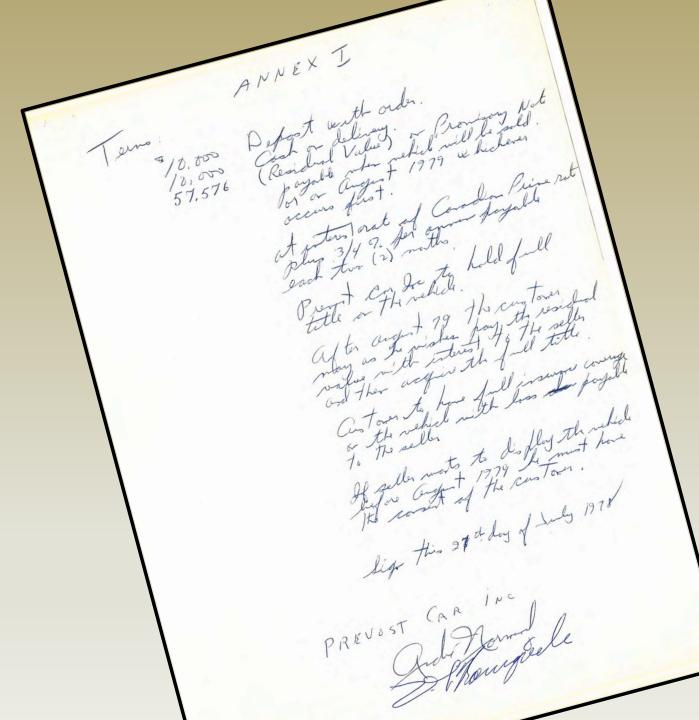












1978 The start of Something Big

At an FMCA show in Sioux Falls, SD in July 1978, Frank is approached by Andre Normand, president of Canadian coach manufacturer Prevost Car. They put their heads – and dreams – together, and within a few hours ink a handwritten contract that sparks a revolution in the luxury motorcoach business.

1979 THE PREVOST ERA BEGINS

In March, 1979, the first Liberty Coach built on a Prevost La Mirage chassis debuts at an RV convention in Del Mar, California. The coach is greeted by rave reviews and over a dozen orders, and the Prevost era of luxury motorcoaches begins.





1980s BIRTH OF AN INDUSTRY

After the electrifying debut of their first Prevost conversion, Liberty began the new decade by committing to deliver an unheard of 12 new coaches in one calendar year. By its end, the company was completing as many as double that figure as Prevost bus conversions became the basis for an entirely new segment of the RV business.







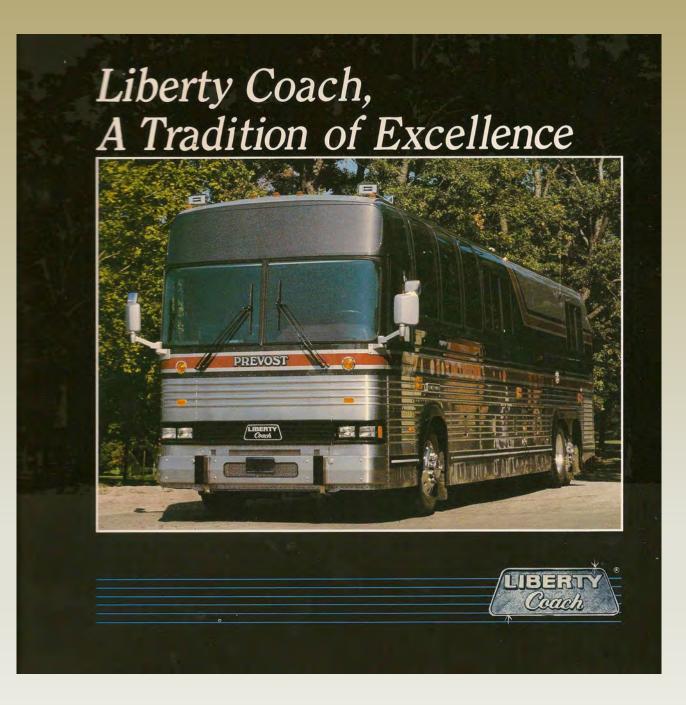




















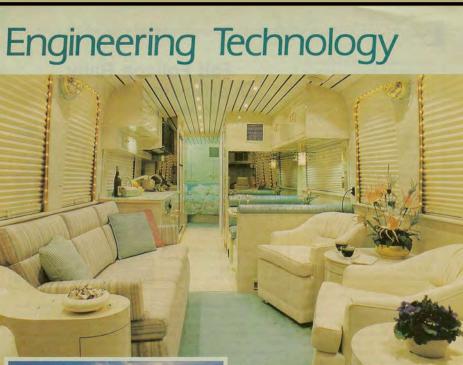
1984 New production and Service facility opens

In late July, Liberty Coach opens its eagerly anticipated new headquarters in North Chicago. Located directly across the street from the firm's original plant, the new 15,000-sq. ft. building includes substantially larger ground floor manufacturing and service facilities as well as engineering, corporate offices, and an interior sample showroom on the second floor.











Live the Legend... Liberty, Prevost and You, the perfect combination deserve. If you prefer, choose from our selection of completed concernent selecantly appointed the user staff and

 Mitchell Motor Coach
 Travel Villa, Inc.

 13720 N. Nebraska Ave.
 I-35 West at Exit 27

 Tampa, FL 33613
 Alvarado, TX 76009

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 800-274-2107 (Nat')

 800-282-4856 (FL)
 817-477-2107

Liberty Forever Travel Club

The Liberty Difference

At Liberty Coach we offer you the finest mechanical systems, unsurpassed quality, and the engineering technology necessary to build the very best. We've designed our systems to be the most trouble-free, dependable systems available. We know what works but, most importantly, we have the engineering knowledge to know WHY it works.

We invite you to work with our engineers and designers to put together a custom interior to compliment your unique lifestyle. We bring you the latest selections of fabrics, leathers and design ideas direct from the Merchandise Mart Design Center. This allows you to take advantage of the latest trends and the most up-to-date styles in interior design. Whether you prefer natural woods or contemporary laminate interiors, we can incorporate all the luxures you desire with all the quality you deserve. If you prefer, choose from our selection of completed coaches, elegantly appointed by our interior design staff and ready to become your very own.

Combining over 20 years experience with the superior Prevost chassis and proven Liberty Coach innovations we can build you the very best motorcoach available today. Why settle for anything less?

Send \$15.00 for a copy of our video "A TRADITION OF EXCELLENCE". (Please specify VHS or BETA.)



1400 MORROW AVE. / NORTH CHICAGO, IL 60064 / 708-578-4600 / 800-332-9877 / FAX 708-578-1053 Liberty Cosch Inc., Circle 104 on Reader Service Card



1984 Liberty Automatic Leveling System

Liberty adapts Prevost's existing chassis air bag suspension system to work with the onboard generator to automatically level the coach as needed during travel.

LIBERTYCoach® 50YEARS

LIBERTYCoach® 50YEARS

1984 LIBERTY PIONEERS GENERATOR AUTO-START

In a bid to promote operator safety, Liberty's introduces a proprietary generator auto-start system that completely eliminates the need for a propane system on the coach. The system design, which involves automatic generator activation triggered by variations in battery voltage, quickly becomes an industry standard.

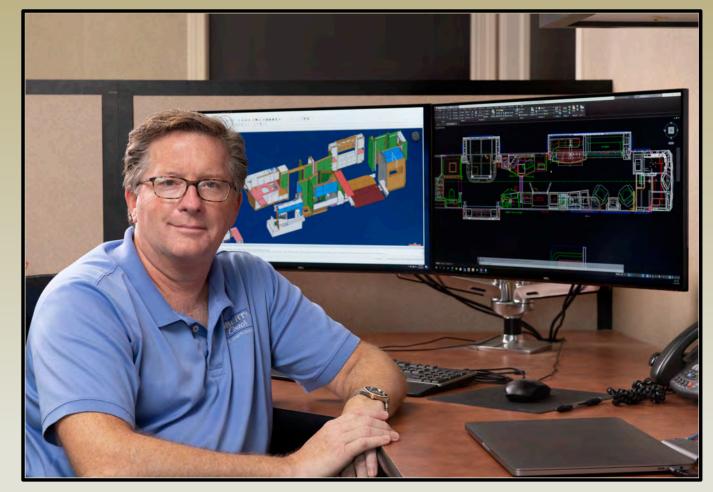


1984/1986 THE NEXT GENERATION STEPS UP

Having grown up in the family business, it was only a matter of time before Frank Jr. and brother Kurt joined their parents in leading Liberty Coach into the future. Both assume key roles with the company immediately after graduating college, Frank on the business and technology ends, Kurt in spatial engineering.

1989 CAD DESIGNS SYSTEMS INTRODUCED

As CAD/CAM technology revolutionizes industrial design efficiency and accuracy, Liberty pioneers the use of these systems in the motorcoach field, extending the company's leadership in user customization, ergonomics, production efficiency, and improved user feedback.







1989 LIBERTY MOBILE SERVICE TRUCK

Liberty cements its unrivaled leadership in customer service with this 53-foot semi-tractor trailer outfitted with a complete working repair shop and capable of carrying service carts and vehicles. Pulled by a W900 Kenworth truck, this "service center on wheels" becomes a fixture at Liberty Coach rallies and events year-round.







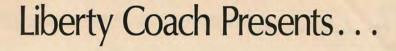


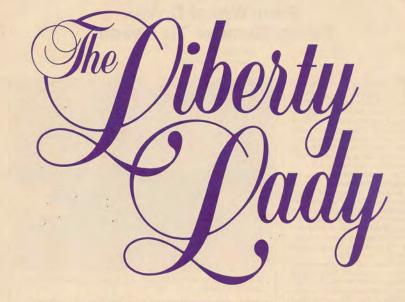


1990s TAKING THE LEAD

The decade began with the introduction of the Liberty Lady – the first to be built on the H3 chassis that set the standard for all to follow – and proceeded through a series of engineering breakthroughs that spotlighted the talents of brothers Frank Jr. and Kurt Konigseder and put the company's competitors in the rearview mirror.







Join us for the debut of the PREVOST H3-40 Liberty Lady at the FMCA Fall Convention in Sacramento, CA on September 28, 29, 30.

Don't miss the special light show we have planned for the "Parade of Lights" on September 27.

You can experience the Liberty Lady at the Liberty Coach display in the PREVOST exhibit.

* Private Showings Available *

Travel Villa, Inc.

1-35 West at Exit 27

Alvarado, TX 76009 817-783-2902 817-477-2107

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1991 KIM KONIGSEDER NAMED INTERIOR DESIGNER

In a generational change of major significance, Liberty co-founder and longtime interior designer Jeanne Konigseder passes the torch to daughter-in-law Kim who, together with husband Kurt, will go on to solidify Liberty Coach's reputation for cutting edge interior styling and design.

1993 PROGRAMMABLE LOGIC: ANOTHER LIBERTY FIRST

The first truly integrated motorcoach electrical system, Liberty's Programmable Logic Controller (PLC) centralizes control of interior systems into a single interface. Lights, blinds and HVAC systems are all accessible from a single system – a first for the Prevost conversion market and an enormous benefit for coach owners.

LIBERTYCoach® 50YEARS

LIBERTYCoach® 50YEARS

1995 LIBERTY INTRODUCES INTEGRATED TOUCHSCREEN CONTROLS

Liberty continues to push the envelope for Prevost convertors with the introduction of touchscreen controllers – three in every coach – that interface with Liberty's revolutionary PLC as well as the complete coach electrical system.

2000s PUSHING THE ENVELOPE

Liberty greeted the 21st century with the opening of its new sales and service headquarters in Stuart, Florida, while the production team in North Chicago continued to incorporate design and technology innovations that further solidified the company's dominant leadership position.



2001 FIRST FACTORY SLIDE

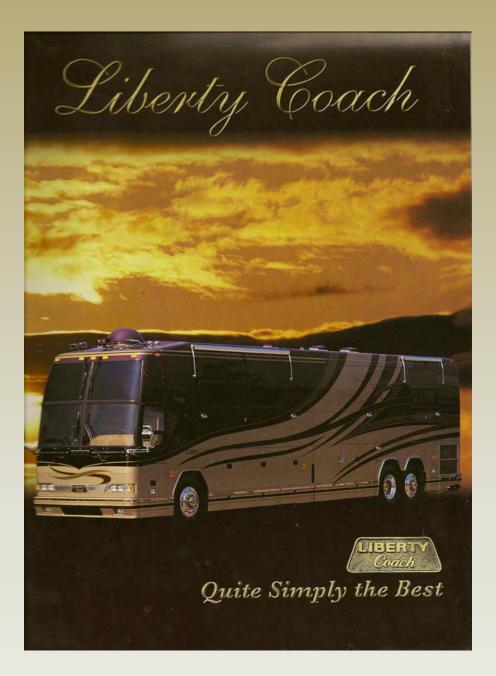
Liberty enters the slide-out era, introducing their first coach with a front slide-out in 2001.

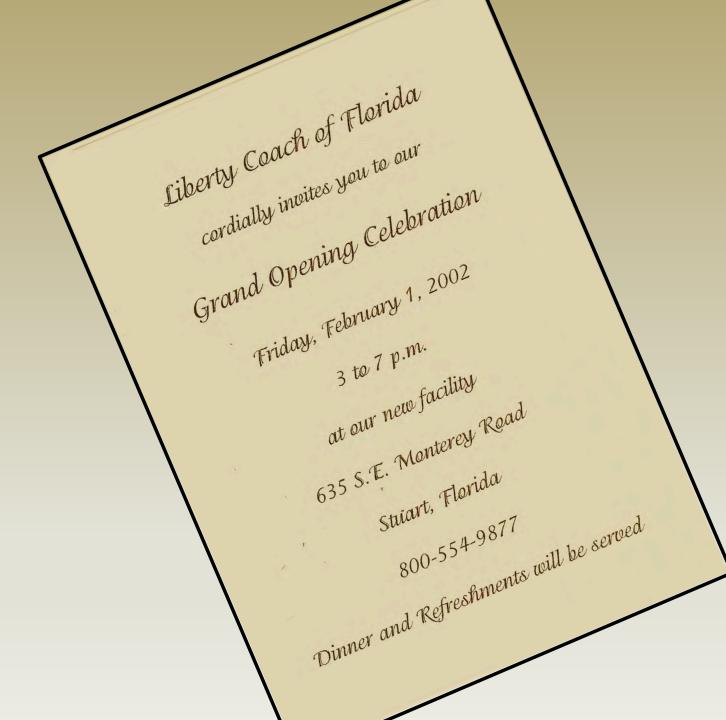
In conjunction with the introduction of the slide out rooms, Liberty was also the first to introduce lightweight materials to significantly reduce the weight of the coach interior - the same materials as those found in the aircraft and marine industries.











2002 LIBERTY COACH OF FLORIDA OPENS

Recognizing the need for a sales and service facility independent of their North Chicago production headquarters, Liberty opens a fullservice dealership operation in Stuart, Florida, at the heart of the Atlantic Coast's RV country.



2002 FIRST CRESTRON CRONTROL SYSTEM

In a critical first for the Prevost conversion industry, Liberty stakes new ground in automation with the first Crestron system. Functioning as the master control center of the coach, Crestron makes fingertip control a reality for virtually all electronic systems and components – lights, fans, climate control, even water and battery functions.





2007 MORITZ OCTOPLEX SYSTEM INTRODUCED

The arrival of this space-age electrical management system marks one of the most important breakthroughs in Liberty Coach history. The Octoplex consolidates all electrical monitoring and diagnostic functions into a simple, easy-to-use interface accessible via both fixed screen and wireless iPad while saving up to 400 pounds over traditional wiring systems.



2010-2016 LIBERTY PIONEERS LITHIUM-ION BATTERY SYSTEMS

In 2010, Liberty becomes the first Prevost convertor to install a lithium-ion battery system and realize the new technology's dramatic benefits – in weight, efficiency, longevity and environmental impact – over traditional lead acid RV systems.

Six years later, the company upgrades to a revolutionary 58-volt system powered by advanced automotive grade lithium-ion batteries, making Liberty the first RV maker to achieve the EPA's Tier 4 emissions standards.





2010s BEYOND ALL EXPECTATIONS

It was another decade of dominance as the 2010s saw Liberty set new benchmarks in engineering and energy efficiency, interior and exterior styling and much more. And so on the eve of its 50th birthday, the luxury motorcoach industry's perennial leader finds itself in familiar territory: Miles ahead of all expectations.

2012 DEAN LOUCKS BRINGS "THE ART OF DESIGN" TO LIBERTY

Renowned automotive artist Dean Loucks (TAOD), celebrated for his singular work on motorcycles, snowmobiles, helicopters and boats, inks an exclusive contract to provide original artwork for Liberty Coach. His signature textured stylings have quickly become a trademark of Liberty and the perfect counterpoint to Kim Konigseder's trendsetting interiors.

ean Lauc















THE MOTORHOME EXCHANGE

2013 The motorhome Exchange launched

As rapidly growing demand for preowned Elegant Ladies outstrips the supply of coaches arriving in trade, Liberty launches a subsidiary dealership in partnership with Iongtime Sales Manager Dave Wall. Headquartered at Liberty's facility in Stuart, FL, TMHEX quickly builds market share with its unique offering of older Liberties and select other Prevost and Class A coaches.



2015 New "Ergo-dynamic" Cockpit debuts

Liberty re-invents the experience of piloting a Prevost with a reimagined cockpit design that prioritizes ergonomics and minimizes driver distractions. Features include an integrated iPad centralizes fingertip control of navigation, radio, and dozens of other coach functions.















2016/2019 **3RD GENERATION JOINS LIBERTY FAMILY**

Following in the footsteps of his father, Frank Jr., and grandparents Frank Sr. and Jeanne, Alex Konigseder joins the family business in 2016 and becomes the firm's dedicated Crestron programmer. Three years later, Kurt and Kim's son Nick follows suit and today plays a key role in purchasing and production.

2017 LIBERTY SAYS HELLO TO JOSH.AI

After dabbling with Alexa and Google Assistant, Liberty introduces the industry's first serious "smart coach" solution with JOSH.AI, which offers voice activated control of dozens of systems and components customized to the specific wants and needs of individual coach owners.







2018 NEW "LIBERTY LOOK" DAZZLES THE INDUSTRY

Kim Konigseder unveils a head-totoe, breathtakingly modern redesign that introduces a new level of artistry to interior styling and puts an exclamation point on Liberty's claim to the title "Penthouse of Prevost."



















2020 BLIND SPOT DETECTION SYSTEM ARRIVES

Liberty is first to market once again with an exclusive Blind Spot Detection System that provides radar-based illuminated alerts on both the driver's and passenger's windshield posts, sensing up to 45 feet away from the coach. Coupled with our 360° bird'seye camera system, it sets a new industry standard for driving comfort and safety.







2020 SUPER SUITE INTRODUCED

In an exclusive design collaboration with Prevost, Liberty reconfigures the dual rear Super Slide space of select triple slide coaches into a bedroom suite of truly penthouse proportions, featuring a centered window, king-size bed and unrivaled floor space.











SUPERIOR SERVICE

24/7 SERVICE
REMOTE MONITORING
2 LIBERTY SERVICE CENTERS

MOBILE SERVICE TRUCK



BUY WITH CONFIDENCE

INDUSTRY'S MOST COMPREHENSIVE PDI

15 SYSTEMS, 110 CHECKS AND OVER 275 **ITEMIZED SERVICE POINTS**

WARRANTY

PRE-OWNED – 3 MTHS, TO 12 MTHS, PENDING COACH AGE

NEW - LIFETIME WORKMANSHIP TO FIRST OWNER

LIBERTY COACH PDI OUT LIBERTY COACH PDI CHECKLIST **Pre-Delivery Inspection**

FIRMWARE UPDATES

- Generator Watchdog, 2017 and newer if required
- Switch Watchdog, 2017 and newer if required
- Tank Watchdog, 2017 and newer if required.
- Crestron Controller if needed
- Wi-Fi routers

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SERVICE

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AWNING

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Liberty Coach of Fiorida / 635

control

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Work

INTERIOR CHECKS

- Check all lighting, including interior cabinet lights for operation
- Verify Slide Out room operation is working as designed and fully extends
- Check countertops for scratches and mark for sand and buffing
- Check interior mirrors for cracks
- Check ceiling systems for loose panels or soffits
- Check rope or Tivoli lighting that it is secured under counter tops and in toe boards correctly
- Check alignment of all interior doors and adjust as needed
- Check all cabinet door and drawer latches. replace as needed
- Check electric couch operation and lubricate system
- Check Fire Extinguishers, replace as needed
- Check operation of bathroom and shower fans, clean the screens
- Check ALL of the driver and passenger seat operations

Check Seat Belts on driver and passenger seat, tighten or replace as needed

LIBERTY Coach

- Check all Blinds, make sure they work in the ALL mode up and down and individually, make sure that they are fully raising and lowering.
- Check Driver area blinds and set limits for up and down movement as needed, trim or replace black out shades if they are fraved badly.
- Check shower door for alignment, and that wiper seal at bottom is good. Check shower door lock as well
- Check shower valve temperature settings
- Check all sink drains and stoppers for operation
- Check shower pump and clean
- Check if equipped with shower pump that drain screen in shower is clean, replace if needed.
- Check dishwasher operation, if equipped.
- Check refrigerator operation
- Check ice maker operation
- Check washer/dryer operation, if needed check for dryer vent plug and replace if needed, please ask if the dryer is required to have a foam plug.
- Check and clean washer machine water filter
- Check coffee maker operation
- Check oven operation
- Check all electrical outlets for power
- Change smoke alarm and change battery

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Liberty Coach of Florida

Liberty Coach of Florida | 635 SE Mon

Page 3

PRE-OWNED COACHES

LIFETIME OF LIBERTY SERVICE
INDUSTRY BEST PDI
COMPREHENSIVE WARRANTY
UNPARALLED CHOICE





NEW CUSTOM COACHES

CUSTOM INTERIORS/EXTERIORS
CUTTING EDGE FEATURES
INDUSTRY BEST RESALE VALUE

NOW TAKING ORDERS ON24' MODEL YEAR



BUY, SELL, **TRADE, OR CONSIGN**

-8 COACHES ON DISPLAY LIBERTY COACH OF FLORIDA - 2013-PRESENT THE MOTORHOME EXCHANGE – PRE-2013 **EMERALD LUXURY COACHES**

Frank Konigseder Cell: 772-349-7025 Email: frank@libertycoach.com Email: dave@tmhex.com

Dave Wall Cell: 772-349-7020









CELEBRATING 50 YEARS

We will be celebrating and sharing stories all year long in social and on the web.

Won't you join us? Follow us on Instagram @Libertycoachinc and share your stories and photos with us and the community all year long.

#LC50



LIBERTYCoach® 50YEARS

Celebrating 50 Years of Liberty