



Monaco Coach Corporation Logo. Contact: Craig Wanichek, +1-541-681-8029.  
(PRNewsFoto)

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COBURG, Ore., July 20 /PRNewswire-FirstCall/ -- Monaco Coach Corporation (NYSE: [MNC](#)) has unveiled the RV industry's first dealer franchise program. Called Franchise for the Future, Monaco's program creates a national brand focus for its four primary motorized recreational vehicle products that are currently being sold at over 300 dealer locations in North America. (Logo: <http://www.newscom.com/cgi-bin/prnh/19991018/MONACO>)

"This is a significant step within the RV industry because it challenges the traditional way that RVs themselves have been positioned at the independent dealerships that we all depend on," said Kay Toolson, Chairman and CEO of Monaco Coach Corporation.

Historically, RV dealers have had an 'arm's-length' relationship with RV manufacturers, and dealers typically carry a wide array of vehicle brands with very little emphasis on highlighting one brand over another. "RV customers have always had clear brand preferences," said Toolson. "Never before have RV dealers been equipped to sell RVs with a brand focus instead of a commodity focus. We view this as a key opportunity for Monaco to build market share for our products within the walls of our dealer-partners." Monaco's Franchise for the Future dealer franchise program provides each dealership with a visual brand identity for one or more of Monaco Coach's four motorized brands: Monaco, Holiday Rambler, Beaver and Safari. Each dealer will create a brand-specific customer buying experience by installing an exterior Monaco, Holiday Rambler, Beaver or Safari brand sign along with an interior "brand island" that provides the RV customer with a stylish detail center that communicates the key features and benefits of that brand. Dealership salespeople are now undergoing training on how to best relate to their customers the advantages of purchasing a motorized recreational vehicle from a long-established manufacturer such as Monaco Coach. "Before Franchise for the Future, RV customers who visited a dealer had little chance of learning that Monaco Coach Corporation has more employees dedicated purely to dealer and customer support than many RV manufacturers have as total employees," said John Nepute, President of Monaco Coach Corporation, "or the fact that Monaco Coach Corporation is one of the only RV manufacturers to design, build and install its own chassis -- one designed specifically for diesel motorhomes -- instead of buying an off-the-shelf chassis from suppliers of truck frames."

Monaco Coach retained franchise and branding specialist Pied Piper Management Company, LLC, of Monterey, California, (<http://www.piedpipermc.com>) to determine how best to shine a national brand spotlight on local dealer operations by developing and implementing Franchise for the Future. "Fran

O'Hagan of Pied Piper Management and I visited dozens of RV dealers throughout the country over the past year to gather first hand input from our dealers," said Mike Snell, Monaco's Vice President of Sales & Marketing. "This allowed us to create a franchise program that addresses our dealers' needs and requests."

Headquartered in Coburg, Oregon, with additional manufacturing facilities in Eastern Oregon and Indiana, Monaco Coach Corporation employs more than 5,500 people and is one of the nation's leading manufacturers of recreational vehicles. The Company offers entry-level priced towable RVs up to custom made luxury recreational vehicle models under the Monaco, Holiday Rambler, Safari, Beaver and McKenzie brand names. For additional information about Monaco Coach Corporation please visit <http://www.monaco-online.com>.

NOTE TO EDITORS: A photograph of a Monaco Coach Brand Island is available by emailing [Nathan@ctapr.com](mailto:Nathan@ctapr.com) . Additional photographs also available.

CONTACT: Craig Wanichek  
Director of Corporate Communications  
Monaco Coach Corporation  
(541) 681-8029

*SOURCE Monaco Coach Corporation*

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