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## **Beaver Coach Sales & Service Ready for the Season**

*Local Dealership Offers Quality Pre-Owned Coaches and "Best" in Service and Parts*

BEND, Ore. – (May 6, 2009) – Beaver Coach Sales & Service, which has been in Bend for more than 30 years, is ready for a busy summer season.

"The RV market has changed, but it's showing positive signs for sales, especially for quality pre-owned coaches," said Chris Jackson, general manager of Beaver Coach Sales & Service.

Due to the lack of new inventory (because so many major motor coach manufacturers have ceased production, including Monaco, which produced the Beaver line of coaches) the dealership is now focusing on offering customers a larger selection of quality pre-owned coaches from several manufacturers. Jackson emphasized that that dealership intends to continue to focus on motor coaches, but will broaden its inventory to include a variety of sizes and models; many priced well under \$100,000.

"Considering a pre-owned coach instead of new is a great option," explained Jackson. "People still love RVing as it's a lifestyle that is fun and flexible, and most important these days, affordable. But today, value is an important factor in many people's decision to buy." He acknowledges that the dealership has been best known in the past for its inventory of new Beaver Coaches, but reminds people that it has always offered pre-owned coaches and some sold on consignment. "Our goal continues to be the destination dealership for people looking for coaches chosen specifically for their quality craftsmanship, amenities and performance." Pre-owned coaches have the added advantage of having a "proven track record," Jackson added.

Jackson also considers the dealership's personal approach to sales an added advantage for customers. "We focus first on understanding our customers' needs and priorities and then work to match the right vehicle to them." How a coach is going to be used, by whom and how often are three key questions they ask right at the beginning of the conversation. "Young families who enjoy camping need a different coach than a retired couple who plan to travel long distances in it," Jackson explained. For example, one of the most popular options in larger, more luxurious models is a second bathroom he said. "But a young family may want more storage space so they can cart along bikes, hiking gear and toys."

Jackson also encourages coach-owners to continue to invest in their vehicles with regular maintenance and needed repairs. "Maintaining the performance of your motor coach is critical to maintaining its value and reliability," he said.

Motor coaches are complex machines, merging a house with a motor vehicle. The Beaver Coach Sales & Service team is one of the most experienced on the West Coast, including several RVIA Master-Certified technicians on staff. They are qualified to work on all makes and models of RVs, including campers, trailers, and fifth wheels in addition to motor homes. The service department specializes in collision repair, transmission and brake work, electric and HVAC issues. It has 14 RV-sized service bays, and a state-of-the-art paint booth. It also offers customers from out-of-the-area overnight accommodations, including water, electricity and dump station, so customers "can sleep in their own bed at night," said Tom Halter, service manager for Beaver Coach Sales & Service.

"Most important is our commitment to getting our customers in and out as quickly as possible," Halter continued. Customer surveys show that getting their RV serviced quickly is almost as important as technical expertise. "Many dealerships have a culture that allows them to keep an RV in the shop for weeks at a time," he said. "Not here. We know that our customers value their time in their RVs, and our job is to get them back on the road as quickly as possible."