



Project: Fleetwood RV Executive Speeches

Assignment: Develop fully scripted speeches (10-25 minutes in length) for the management team of Fleetwood RV, the nation's leader in recreational vehicle sales. The event was a special, pre-launch meeting during the week of June 23, 2003 meant to showcase the newly redesigned 2004 American Coach first to dealers and later to customers. This speech was written for the senior vice president of strategic planning and market development, who spoke after the CEO.

Thank you, Ed. Good evening everyone.

[AD LIB INTRO BASED ON ENDING COMMENTS BY ED]

It's an exciting time for Fleetwood and our dealers. And especially for Fleetwood's American Coach line.

As you'll be hearing — and seeing — during the rest of this evening and into tomorrow morning, the all-new '04 American Coach will really give them something to talk about!

And by "THEM" I mean our customers AND our competition.

The new American Coach was developed with innovation and quality top of mind throughout the entire design process — from the all-new Liberty Chassis to the 11 new floor plans, from the one-piece front windshield to the built-in rear spoiler and EVERYTHING in between!

It represents design quality never before seen in the RV industry, and innovation that will raise the bar in the RV industry.

The Liberty Chassis, which Luc will discuss in detail in a few moments, is an incredible feat of engineering. It is so advanced we have a patent pending on it! And it will enable a number of design options that have not historically been available to us — or to our competition. So stay tuned!

As for the new features... well, we didn't design the '04 American Coach in a vacuum.

We conducted extensive research to really understand who our customers and prospects are and what they are looking for in an RV... to know exactly what we needed to include.

We held over 20 focus groups, primarily with members of the American Coach Chapter, the American Coach Association and the Family Motor Coach Association.

We conducted a two-year options analysis to determine what the most popular options are.

We checked the competition to make sure Fleetwood will be ahead of the industry curve.

As a result, the all-new '04 American Coach represents a significant upgrade of customer benefits. Every new feature and option is there because that's what customers told us they

want... and it will ultimately result in happier, more satisfied customers... for Fleetwood and for you.

And because you are our first customer, we want YOU to be happier and more satisfied as well. After all, the only way to achieve OUR goals is to help you achieve YOURS.

As you are probably aware, dealer relations have been especially high on our list of priorities over the past couple of years. We've been visiting your dealerships and conducting retailer roundtables and have formed an official dealer council to learn what we were doing right and where we need to improve in terms of our relationships with you.

And we hope you have noticed, we've already been making changes as a result of your valuable input... we introduced new training and reference materials, we are undertaking a major improvement of our web site, and we developed the Fleetwood RV Dealer Support book so you would be more aware of the resources we have available for you.

This year, we are doing even more to further enhance dealer relations. You just heard from Ed about the brand essence study that we conducted to help us fine tune our customer acquisition and retention efforts.

Based on this research, we are instituting an aggressive advertising and marketing program for the '04 American Coach. We're going to make them a series of offers they can't refuse, using direct response advertising in multiple media.

John Draheim will go into more detail on this program tomorrow. What I can tell you is, with this campaign — or series of campaigns I should say — we are going to create a buzz so loud...

...Not only will it drive qualified buyers onto your lot...

...Not only will it help us ALL sell a lot of RVs...

...It will help us foster long-term loyalty to our brands and, by extension, to your dealerships for a long time to come.

Now, I realize Fleetwood is not necessarily the only RV brand you sell... and, I must confess, in the past, we weren't always comfortable with other brands on the lot, because our products may not have always measured up in terms of the features the competition was offering.

But I am here to tell you, starting next month, we are going to stand proud. In fact, we will be promoting a side-by-side comparison with any other RV. The 2004 American Coach is the best thing out there, hands down. Period. End of story!

Obviously, we have focused a great deal of attention on design and innovation for the all-new '04 American Coach, but one of the biggest changes may not as obvious.

What I am talking about is quality.

We have truly raised the bar on quality — for ourselves as well as for the industry as a whole — to provide a more reliable product and worry-free travel for our customer. Our new

— and constantly improving — quality initiatives ensure that our RVs are built right each step of the way.

You'll hear more about that tomorrow from Paul Eskritt, our plant manager in charge of production for the American Coach. For now, let me assure you, you WILL notice the difference.

And so will your customer.

The all-new redesigned '04 American Coach is going to satisfy the customer on every level like never before.

For us, this is not just a re-launch of the American Coach RVs; it is a re-launch of the American Coach brand. And when people think of American Coach, we want to make sure that three things come to their minds:

- Trust
-
- Innovation
-
- And pride in ownership
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Thank you!

[PAUSE FOR APPLAUSE]

[INTRODUCE LUC]

Please help me welcome Luc Van Herle to the stage. As many of you know, Luc is our Product Planning Manager for Motorized Products, and he is here tonight to give you more details on the Liberty Chassis and the new features in the '04 American Coach.