

Liberty Times

Newsletter and Informational Update

Spring 2011



Pictured: H3-45 Sorrento Edition Triple Slide-out with Superslide

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An Upswing for 2011

by Frank Konigseder

As we look back on the first 3 months of 2011, I'm pleased to report that we have seen an increase in sales that has outpaced the 1st quarter of the past 4 years. I believe this can be attributed to several factors; a general feeling that the economy is starting to improve, all be it at a slower pace than we would like to see, which has translated to an increased confidence that helped bolster sales, and the persistent hard work and dedication of our entire staff. Our sales team has weathered some very tough years but their continued professionalism and commitment to Liberty Coach and the motor coach lifestyle has generated sales numbers we have not seen in recent memory. Our service and production staff never wavered from their commitment to provide our customers with the best quality product and diligent customer service. With the economy continuing to gain strength and the steady upward trend in sales, we will be taking steps to continually improve not only our product but our brand as well. Soon we will debut a brand new Liberty Coach website that will be more informative, exciting and robust. We also have new floor plans and interior designs just around the corner as well as new mechanical innovations we will implement to continue to distinguish Liberty Coach as the benchmark of the industry.

Save the Date

Liberty Coach Rally

We are heading back to the Gulf Coast!

Sept. 28 – Oct. 1

Heritage Motor Coach Resort



This new upscale ownership resort and marina is located in beautiful Orange Beach, AL between Gulf Shores and Pensacola. Heritage is a concept that is truly unique, a coastal motor coach resort that offers waterfront property with all of the first class amenities of a beach resort! For more info on this resort:

www.heritageorangebeach.com

Concerns about fuel pricing and helpful tips

By Frank Konigseder

As the economy improves we are facing the price of fuel increasing at a surprising rate. No matter what level of the RV market you are in, this becomes a consideration. Here are a few ways I have found that may help to improve your fuel economy and lessen the impact:

Reduce your speed. In my travels by coach the past few years I have noticed that in 2004 and newer coaches equipped with the EGR Detroit Diesel engines, keeping your speed from climbing above 65mph can improve your fuel economy as much as 1mpg or more.

Check your tire pressures regularly. Tire pressures that are too low can increase the overall workload of the engine. Checking your tire pressures regularly also applies to what you are towing as well, either your trailer or tow vehicle. This can also prolong the life of your tires.

Travel shorter distances and/or stay longer at your destination. This practice was reported by many resorts during the last surge in fuel prices two years ago.

Keep up with engine maintenance. Both the main engine and generator engine need regular maintenance to run most efficiently. A dirty or clogged air filter cannot only cause engine damage but will greatly reduce fuel economy.

Cruise Control. Another proven fuel saving method is to use your cruise control whenever you can. It has been shown that the steady smooth throttle pressure applied by the cruise control is more efficient than the heavy, less even pressure when depressing the gas pedal with your foot. It is important to note that if your coach is equipped with a transmission retarder it is still active when using the cruise control. You may want to move the joy stick lever to its full forward or "up" position so that the engine and transmission are not hunting for the correct speed especially in areas with uphill and downhill grades.

Often times when fuel prices increase, the typical reaction of many people is to suspend travel but here are a few things to consider:

According to PKF Consulting, the price of fuel would have to triple from the current level to make coaching more expensive than other forms of travel. PKF's spring 2008 vacation cost comparison study shows that RV trips remain the most affordable way for a family to travel due to the significant savings on airfare, hotel and restaurant costs, which all continue to rise.

There is no doubt that RV travel remains a great value. The PKF Vacation Cost Comparison study showed that a family of four can save 26-71% on vacation costs.



Moving Up? Moving On? We've got our eye on current industry trends!

As we progress into the second quarter of 2011, we have been fortunate to see a significant increase in both NEW and USED coach sales. Since new production has been curtailed, we are starting to realize a shortage of late model used coaches.

If you are considering moving up to a newer coach, into your first Liberty Coach or possibly transitioning to a different recreational lifestyle, now might be the perfect time! The value of used coaches is higher today than we have seen in our history. We would love to have the opportunity to work with you and find an option that best suits your situation.

You can contact our Sales Specialists at Liberty Coach of Florida to discuss the different options that are available to you. To view our current inventory online visit:

www.libertycoach.com

Contact us: 800-554-9877

Or email your contact info:
coachsales@libertycoach.com



Open House Rally 2011 Highlights

We had a great turnout for this year's Open House Rally at Liberty Coach of Florida in Stuart. The weather was sunny and warm. We had over 40 coaches join us, from 16 states for this event that started with a Redneck Yacht Club Themed Party on Thursday Feb. 3. We enjoyed the country tunes of Burnt Biscuit, some line dancing, and good company. Friday was another beautiful day! The men enjoyed lunch and all things mechanical at a Tech Talk session. The ladies enjoyed some special pampering at Saks Fifth Avenue where Fonda spoiled us with a master makeup session and products to try. Friday evening we rode the courtesy coaches generously provided by Prevost Car, to Out of the Blue for dinner on the marina in Jupiter. The weather was perfect and so was the music by steel drum artist Bob Lyons. We started our Saturday with a cooked to order breakfast on-site and some gorgeous Florida sunshine. Inside the showroom we had complimentary chair massages, a beautiful jewelry trunk show from Tara Dishinger of Stella & Dot, and wonderful BBQ lunch from Swanky's Low & Slow BBQ cart. All topped off with an ice cream social compliments of Kirk Rose from Hearthside Grove Motorcoach Resort in Petoskey, MI. Saturday evening's theme was a Mad Hatter Party where we tipped our hats to the world's best customers!

We all enjoyed making our crazy videos that Flipbook Creations turned into a souvenir picture flipbook given to everyone. It was lots of fun and the hats were amazing!



Neal & Deana



Carole & Gary



Stuart Open House Rally



Betsy & Rayford get in the spirit at the Redneck Yacht Club Party



Randall, Sadie, Terry & Larry



Happy Birthday John!



CD, Karen, Ken & Wendell

Flipbook Creations captured the event with souvenir flipbooks...





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2011 Upcoming Show/Events

Royale Coach Club Rally – May 2-7

Washington, DC – Cherry Hill Park - www.royalecoachclub.com/Spring_2011.cfm

Prevost Prouds Rally – May 3-7

Kentucky Derby - Louisville, KY – www.prevostprouds.com

Sturgis Motorcycle Rally – August 4-14

Elkhorn Ridge RV Resort – Spearfish, SD – We have RV sites available here if you are interested in attending Sturgis and need a place to park your coach.

Contact Dave Wall: dave.wall@libertycoach.com 772-349-7020

FMCA Convention Rally - August 10-13

Alliant Energy Center - Madison, WI - www.fmca.com/conventions/madison-2011

Prevost Prouds Rally - August 17-20

Woodward Dream Cruise - Harbortown RV Resort – Detroit, MI

www.prevostprouds.com

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