



REV RECREATION GROUP ANNOUNCES STRATEGIC LEADERSHIP CHANGES

Feb. 9th, 2016

DECATUR, Ind. – Jan. 13, 2016 — In a move to further realign REV Recreation Group's luxury motor coach brands, the division, formerly Allied Specialty Vehicles, is announcing a series of leadership changes to build on the company's strategic vision for 2016 and beyond.

REV Recreation Group President and CEO Mike Jacobs has named Brian Buckmeier to Vice President of Sales for the Monaco Coach brand. Buckmeier will also serve as President of Sales for the Holiday Rambler and American Coach brands, helping the REV Recreation Group to better serve its dealer network.

Jacobs believes Buckmeier is the right fit for the company. Buckmeier has notched nearly 20 years of experience in the industry, building strong relationships with customers and dealers.

"We are building teams and cultures that are built on trust. The vast majority of our team members are excited to be part of this group and to maximize their potential. We are moving toward exponential growth," Jacobs said.

Jacobs said recent transitions have been smooth. "We are ... building on our strengths and making sure we have the right game for the long haul," he said.

As a further part of this leadership transition, Mark Director of Manufacturing and Engineering, has been named Vice President of Manufacturing. Buckmeier brings 20-plus years of RV expertise, along with a wealth of knowledge in engineering, operations and product development to the team.

These leadership changes come on the heels of several other announcements that reflect REV RV's momentum, including the expansion of manufacturing facilities, renovations of the REV RV Service Center in Decatur, and the purchase of a REV Technical Center in Alvarado, Texas. The company has also recently purchased property in the southwest United States with plans to open an additional REV Service Center in late 2016.

"Change can be a good thing when it's strategic and deliberate," Jacobs says. "The Holiday Rambler and Monaco Coach brands in particular are experiencing a bit of a renaissance with record back logs, and we've been working hard to position all four of our brands in their respective market segments to maximize potential. Each one — American Coach, Monaco Coach, Fleetwood RV and Holiday Rambler — has a unique story to tell. Our goal is to make each brand undeniably distinct and uniquely positioned in the market."

We use cookies to ensure that we give you the best experience on our website. We also use tracking technology from third parties to deliver you a personalized experience. This includes, but is not limited to, data that may identify you (e.g. your IP address, browser agent, general location, etc.).

The data is collected as described in our [privacy policy](#). By clicking "Agree" you consent to this data collection and to our [privacy policy](#).

Agree

ed to Vice President of Lenny Razo, Vice 5. Both VP roles will dealer network.

J. Buckman, who has successfully built

Jacobs said. "The talent to round out what will steer us

realigning our division so that they can be in the long time."

Creation Group as a engineering. Buckmeier



We use cookies to ensure that we give you the best experience on our website. We also use tracking technology from third parties to deliver you a personalized experience. This includes, but is not limited to, data that may identify you (e.g. your IP address, browser agent, general location, etc.).

The data is collected as described in our [privacy policy](#). By clicking “Agree” you consent to this data collection and to our privacy policy.

Agree

