



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, John Jacobs, announced that Matt Buckman, who has been with the company since 2005, has been promoted to Vice President of Sales for the Monaco Coach brand. Lenny Razo, Vice President of Sales for the Fleetwood brand, will be promoted to Vice President of Sales for the Monaco Coach brand. Both VP roles will help the REV Recreation Group build on its dealer network.

Jacobs believes Buckman's experience in the RV industry, which includes notched nearly 20 years of experience in the RV industry, and his relationships with customers, will be a great asset to the company. Buckman, who has successfully built

"We are building teams that will drive the growth of the vast majority of our team," Jacobs said. "The talent to round out this group and to maximize our potential is what will steer us toward exponential growth."

Jacobs said recent transactions have been a key part of the company's strategy ... building on our strengths and positioning us for the long haul.

As a further part of this strategic realignment, REV Recreation Group as a Director of Manufacturing, will be joining the team. 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."

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