



# REV RECREATION GROUP SETS RECORD SALES

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## CLASS A MOTORHOME SALES SURGE IN JULY OF 2016

REV Recreation Group notched record sales for the month of July with sales up 58% over the month of June and 37% year over year. In a statement released on Aug. 16, Vice President of Sales Lenny Razo noted that sales are continuing to grow across all brands, and REV RV Group expects those changes to grow even more with the recent [re-introduction of REV's Class C motorhome](#), Fleetwood Jamboree and Holiday Rambler, which are being well received by dealers and consumers alike.

"The Jamboree and Vesta are going to play a big role in our sales growth as we build the brands and distribution," Razo said, "but our current success is in the Class A market." REV RV Group offers a complete lineup of motorhomes, including the iconic Fleetwood Bounder and Discovery, the Holiday Rambler Endeavor and Vacationer, and luxury motor coach offerings from American Coach and Monaco Coach.

"We took a hard look at our lineup and streamlined it. We also continue to redefine our quality standards," REV RV President Jim Jacobs said. "Our customers are seeing a difference in what we are offering. With the recent opening of our [Quality Assurance Center](#), it will only get better. We believe we have the best-built motorhomes period."

REV Recreation Group has seen a steady climb in sales over the past several months, and July marks the best month since American Industrial Partners acquired the brands in 2009.

"It's rewarding to see all of our efforts starting to pay off with July retail sales coming in as our best month ever. We believe this is only the start of a strong growth trend," Jacobs added.

Razo agreed, "We have a great lineup, and we are in a great position going into Elkhart Open House and the Louisville RVIA Trade Show," he said. "Dealers are excited to have our products on their lots, and we know they are going to love what we have to offer at the upcoming shows."



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