

In This Issue:

President's Message	1	Membership Renewal Form	5
2013 Maintenance Session	1	Member Recommended Businesses	6
Member's Mailbox	1	Problem Resolution Form	7
Chapter Contacts	4		

President's Message

I wish this letter was about the exceptional attendance and wonderful seminars that we had at the 2013 Maintenance Session, but unfortunately at the last minute we had to cancel due to lack of member participation. Your Board had the location, vendors, meals and etc. all set up and ready to go and then had to cancel everything.

In my last letter, I asked you for comments or ideas you may have on how to keep this club moving forward and received one, only one comment.

Your Board Members are going to attend the Western International Rally in Pahrump, Nevada to have a meeting about the club and what to do about it. This board meeting will be open to any members that wish to attend.

Maybe in the meantime I will receive some comments or ideas from the membership. Hope to see you there,

Rich Rust
President

2014 Dues

Many chapter members take the opportunity to pay their dues during the Annual Maintenance Session, but since that session was cancelled, it is time to send me your \$15 dues for 2014. Please complete the form on page 5 of this newsletter and return it with your check to Tom Struthers, Treasurer, at the address on the form. Members Claude Livengood, Jim Mason and Les Montgomery have already paid their 2014 dues. Thank you, guys!

Members' Mailbox

This is the section where members share questions and input of interest to all members. We've had some great input here and encourage all our readers to offer their ideas and experience to the membership of Chapter 500.

There have been two recent articles quoting John Draheim, President of Allied Recreational Group who recently purchased Monaco RV from Navistar. If you haven't seen the articles, here's a reprint for your information.

ARG's Draheim Optimistic on Monaco RV, Holiday Rambler Re-launches

By: Bradley Worrell

Sunday, December 1, 2013

LOUISVILLE, Ky. – John Draheim, president of the newly formed Allied Recreation Group (ARG), has high hopes for the new Monaco RV Dynasty and Holiday Rambler Vacationer, which are being unveiled this week at the National RV Trade Show.

Monaco and Holiday Rambler were acquired in May from Navistar by ARG parent company Allied Specialty Vehicle, which also owns American Coach and Fleetwood RV. Allied created ARG as an umbrella organization for all four RV brands in November.

Monaco's Dynasty was a premier diesel pusher in the 1990s, but when Navistar acquired Monaco Coach out of bankruptcy in 2009 it reduced the motorhome's engine capacity and altered the look of the RV, with unfavorable results. It lost market share, as did many other Monaco and Holiday Rambler products. "We want to take the products back to where we think they need to be when they were successful," Draheim said of the Dynasty and Vacationer. "We don't think Navistar ever offered a product built on the Holiday Rambler or Monaco strengths in terms of big-bore engines and luxury for Monaco or innovation and high-quality for Holiday Rambler."

Draheim said he sees strong potential for a re-launched Dynasty brand, noting that the product was one of Monaco's highest-volume luxury products back in its heyday. He is similarly optimistic about the Holiday Rambler Vacationer, which he describes as an "iconic" gas Class A motorhome with name recognition second only to Fleetwood's Bounder.

A number of factors bode well for the re-launch of Monaco and Holiday Rambler products, including the fact that the two brands have active motorhome owners clubs and a certain amount of built-in loyalty, according to Draheim. Also, ARG's four brands combined represent one-third of all motorhomes on the road today, so that track record bodes well for ARG moving forward, he added, particularly given that there is a pent-up demand for motorhomes.

The Dynasty and Vacationer are not currently in production. Draheim said ARG expects to begin production on both motorhomes sometime in the first half of 2014.

While American Coach, Fleetwood RV, Monaco RV and Holiday Rambler units will all be produced at ARG's manufacturing facility in Decatur, Ind., each brand will be unique and stand alone, according to Draheim. "Our intention is to keep the four brands separate; we want differentiation between the brands," he said, noting that American Coach/ Fleetwood and Monaco/Holiday Rambler will each have their own design and marketing teams and in some cases their own sourcing materials for the motorhomes. Combined services for the four brands will include things like manufacturing, service, parts, finance and human resources, he said.

All four of ARG's brands will be "distinctly different" in their look and feel, according to Draheim. He said he envisions American Coach/Fleetwood RV and Monaco RV/Holiday Rambler products as being complementary, but said there may be some areas where they do compete. "It's easy for us on paper to say that they don't compete against each other, but in the mind of the consumer a Monaco Dynasty is a competitive product to an American Eagle," he said. "So, although the products won't look the same, their content won't be the same, and their price won't be the same, in the mind of the customer, we won't know until we know."

Allied Recreation Group CEO John Draheim

Allied Specialty Vehicle Inc.'s (ASV) rollout at last week's Louisville Show of two iconic motorhome brands – the Monaco Dynasty and Holiday Rambler Vacationer – represents the next stage in a purposeful,

calculated restructuring by the Orlando, Fla.-based company underscored by the recent formation of the Allied Recreation Group (ARG).

The business unit effectively packages ASV's motorized interests under a single umbrella that includes Fleetwood and American Coach – divisions headquartered in Decatur, Ind., that ASV has overseen since 2009 – along with the Monaco, Holiday Rambler and shelved Beaver and Safari brands acquired through ASV's buyout of Navistar Inc.'s RV assets last May.

John Draheim, CEO of ARG, stressed that the Louisville display units were prototypes and input from the show would be incorporated when production begins next spring for the 2015 model year. "Right now our plan is to launch the new Dynasty and Vacationer at the Family Motor Coach Association (FMCA) rally scheduled for late March in Perry, Ga.," Draheim said. "We will take feedback from Louisville and tweak product if necessary. After that we are planning to roll out new products each quarter, including the Monaco Windsor and Diplomat along with the Holiday Rambler Ambassador and Endeavor. As with the Dynasty and Vacationer, they are well-recognized brands with consumers, and will feature very distinctive looks."

He added, "We are taking a long-term approach with regard to Monaco and Holiday Rambler. The fact that our Fleetwood and American Coach plants are running strong allows us to stay on a very focused path."

Draheim said the decision to form ARG was based on a need to address potential perception issues with dealers and consumers. "We thought there would be confusion among dealers and consumers about having a Monaco or Holiday Rambler motorhome built in a Fleetwood plant, or having service and parts fulfilled by a Fleetwood facility," he said. "It was important to restructure the different divisions under one unified brand. The Decatur facility, which will handle production of all four lines, will now be an Allied Recreation Group plant as will our service and parts facilities. In addition, the ARG brand ties into our parent company, which was important."

Also key to the rebranding efforts is ASV's intent to differentiate the Holiday Rambler and Monaco brands from the Fleetwood badge, eliminating any perception of "cloning" while also leveraging strong consumer awareness. "The Navistar buyout was a big investment for ASV," said Draheim. "We didn't make the acquisition to produce badge-engineered products, which was the route that Navistar took. Monaco and Holiday Rambler are great brands with great reputations – as are Fleetwood and American Coach – and we want to build on those assets. Research showed that the four ARG brands represent 35% of the motorhomes that are on the road today, so we believe there is a lot of pent-up demand for Monaco and Holiday Rambler product."

To further differentiate product lines, Monaco and Holiday Rambler's product management and engineering teams are operating out of a dedicated facility in Elkhart, Ind., while sales, marketing and product direction fall under the oversight of President Mike Snell – a veteran manager who has logged over 20 years with Monaco. Draheim, who is currently filling a dual role as president of Fleetwood/American Coach in Decatur, noted that "we will be looking to fill that spot in the near future." "Mike has done a tremendous job integrating Monaco and Holiday Rambler," Draheim said. "He understands the client base, and he also understands Allied's vision for the brands." While ASV formulated the launch of ARG, it has also been diligent in handling the carryover from Navistar's withdrawal from the RV market – a move Draheim said is vital to reviving trust in the marketplace.

"We made the decision to cover warranty issues and pay back the dealers," Draheim said. "It's the same strategy Allied used when Fleetwood was acquired. We just believe that's the right way to do business, and again, fits into our long-term goals."

Ultra Low Sulfur Diesel Fuel Additives by Tom Struthers

I have read a number of "posts" recently on a couple of RV forums that I follow that discuss the use of fuel additives to counteract the lack of lubrication or lubricity in the ULSD fuel that we purchase today. A

number of responders feel that the use of USLD fuel is damaging our engines, especially those that are a few years old. There are a number of products out there that are said to combat the problem; one that seems to be popular among diesel motorhome owners is "Diesel Treat 2000", manufactured by Schaeffer Oil Co. <http://www.schaefferoil.com/>, primarily because of its low cost of treatment.

While on a trip to Alaska last summer, one of our members suffered injector failure, which is reported to be one of the most common failures with inadequate lubrication. While that failure can not necessarily be attributed to ULSD, it is certainly possible.

Recently, a comprehensive study of lubricity additives was conducted by Diesel Place, a forum for diesel pickup owners. The study results can be found at: <http://www.dieselplace.com/forum/76-gm-trucks/64-maintenance-fluids/177728-lubricity-additive-study-results.html>. The study results are quite comprehensive and may give you the information you need to determine if an additive is right for you.

HRRVC Chapter 500 Contacts

President - Richard Rust, 1179 Whitney Avenue, Napa, CA. 94559, richrust@sbcglobal.net

Vice President - Ed Heissel, 24120 Rand Ct, Tehachapi, CA 93561 ejheissel@sbcglobal.net

Treasurer - Tom Struthers, 189 Moll Drive, Windsor, CA. 95492 tomstru@gmail.com

Secretary - Ma'Lena Heissel 24120 Rand Ct, Tehachapi, CA 93561 ejheissel@sbcglobal.net

Immediate Past President - Clayton Nelson, PO Box 104, Windsor, CO 80550,
claytonnelson@hotmail.com

Director - Richard Smith, 1704 Teakwood Dr Martinez CA 94553 richlinda.smith@mindspring.com

Director - Bob Henderson, 2481 Lennox St Napa CA 94558 napabobjan@sbcglobal.net

Director - Dave McPhaden, PO Box 110908, Tacoma WA 98411 d-l.mcphaden@att.net

Director - Vacant

Newsletter Editor - Tom Struthers, 189 Moll Drive, Windsor, CA. 95492 tomstru@gmail.com

Web Master - Jeff Atchison, webmaster@westerndieselpushers.org

Web resources

HRRVC Chapter 500 (our) Web site is www.westerndieselpushers.org

HR web site is www.holidayrambler.com/service.

RV forums at www.rv.net/forum.index.cfm and http://groups.yahoo.com/group/ramblin_pushers/

A good web site is www.IRV2.com

The Fine Print

Statements of fact and opinion within this newsletter are those of the authors and editors alone. The opinions and facts set forth by the authors and editors are not necessarily those of officers or members of HRRVC and the Western Holiday Pusher Chapter 500. The officers, editor and/or members of HRRVC and Western Holiday Pusher Chapter do not assume any responsibility or liability for any personal injury or property damage suffered by the attendees before, during, or after a Chapter 500 sponsored event.

HRRVC Western Holiday Pusher Chapter 500
Membership Application

New Member _____ Renewal _____

HRRVC National Membership # _____ FMCA Membership # _____

Last Name _____ First Name _____ Spouse _____

Street _____ City: _____ State: _____ Zip: _____

E-Mail: _____ Home Phone: _____

FAX: _____ Cell Phone: _____

Pusher Model: _____ Year: _____ Length: _____ Engine HP: _____ Engine Mfg.: _____

Would you be willing to receive your newsletters by e-mail only? (Please check one.) Yes ___ No ___

Signature: _____, Date: _____/_____/_____

Dues: \$15 Make check payable to: Western Holiday Pusher Chapter 500

Send application and check to: **Tom Struthers**, Treasurer. 189 Moll Drive, Windsor, CA. 95492

Member Recommended Businesses

Do you have a favorite vendor for RV service, repair, or sales? Send their business card to the Newsletter Editor to have it added to this page.



Rocky Mountain

Bert Minchow
Operations Manager

Cummins Rocky Mountain LLC
2750 Losee Road
North Las Vegas NV 89030
Phone 702.399.2339
Direct 702.294.5263
Fax 702.399.2614
Cell 702.343.1376
bert.l.minchow@cummins.com

INLINE DIESEL & AUTO REPAIR inc.
6430 Freepart Blvd., #5
Sacramento, CA 95822
(916) 428-3288 / 428-3003
Fax 428-3974
BOB HRAZ
General Manager
www.inlinediesel.com
Extra Effort is our Specialty

LODI RV CENTER

Service • Rental • Storage

Eric Neal
President
19681 N. Highway 99, Acampo, CA 95220
Bus: 209.369.1431 Fax: 209.369.0739
lodirvcenter.com

Affordable RV

RV Service, Parts and Rentals

Dora Lemke
Owner

9994 Hillview Road • Newcastle, CA 95658
530-889-8174 • Fax: 530-889-8177
www.arvrental.com • dora@arvrental.com

Redlands Truck & RV

"Award Winning Service"

Keith Shomaker
Cell 909.528.7949
E-mail: keith@redlandstruckservice.com
888.249.0124
www.redlandstruckservice.com

Satellite World, Inc.
Mobile Communications Specialists

Mr. Ashley Teasley
ashley@satworld.biz

P.O. Box 90958
Henderson, NV 89009
www.satworld.biz
702.564.0790 phone
702.568.7545 fax
"When the lines are down, the satellites are up!"

BAR# MJ241575
FED ID #20 3432498

Recreational
Vehicle Repairs,
Parts & Service

CONCORD COACH COMPANY

CLAUDETTE LANGE

551 N. Buchanan Circle
Pacheco, CA 94553-5121

Phone: (925) 676-0888
Fax #: (925) 676-0424

APACHE RV

SERVICE • PARTS • STORAGE

TOM DEHAAS
IT Technician

Office: (702) 534-0400
Fax: (702) 534-0404
getitfixed@apachervservice.com

8050 S. Arville St. #107
Las Vegas, NV 89139
www.apachervservice.com

Western Holiday Pusher Chapter 500

Problem Resolution Information (OK to use a separate page or email)

Name: _____ HRRVC # _____

Address: _____

City: _____ State: _____ Zip Code: _____ Phone: _____

Model: _____ Year: _____ Chassis: _____ Engine: _____ HP: _____

Problem:

How it was resolved and what did it cost?

Send to: Tom Struthers, 189 Moll Dr., Windsor, CA 95492, or tomstru@gmail.com