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FOR IMMEDIATE RELEASE

The Birth of a Company, RV Education 101

Fayetteville, NC – December 01, 1999 – A new company, RV Education 101, has entered into the rapidly growing RV Industry. The company produces professional training videos on how to use and maintain your Recreation Vehicle (RV). Mark Polk, the owner, was the Sales Manager for an RV dealership in North Carolina for several years. He said one of his requirements for sales people at the dealership was to give their customers a complete walk through orientation of the unit they purchased. Polk stated, "No matter how thorough the class was, we would always get phone calls with questions about how this worked, or I forgot what you said about that." He said he used to think how neat it would be if there was a professional training video available to go back to as a reference. With concern about the lack of safety and educational material available to the RV consumer and after a great deal of research and development Polk started RV Education 101.

What is RV Education 101? Polk summed it up saying, "We produce and sell professional training videos on how to use and maintain your RV. We just completed our travel trailer video and have future plans for specific titles on other types of RV's." He said each video will offer sixty plus minutes of information on topics such as; hitch and towing safety, campground hook-ups, LP gas system, water system, electrical system, appliances, accessories and safety cautions and warnings."

When asked who can benefit from the videos, Polk replied, "I think everyone benefits from the first time buyer to the seasoned RVer, RV dealers and RV rental companies. My customers use the videos in many different ways. Some RV dealers sell the videos in their Parts and Accessories departments and some include it as a complimentary gift when a unit is purchased. They're a great tool for training new employees and most importantly they give the RV consumer a visual reference that they can go back to and review as many times as it's necessary.

Polk stated that future plans for the company include several new video titles and a web site to educate and sell directly to the retail RV consumer.

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