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FOR IMMEDIATE RELEASE

RV Education 101 Produces Videos to Help RV Dealers Educate Consumers

Fayetteville, NC – March 12, 2000 – RV Education 101, a North Carolina based company produces and sells educational training videos on how to use and maintain RVs. Mark Polk, the owner, stated that based on his experience as an RV Sales Manager he saw a real need for the videos.

He said that today's RV buyer is different from yesterday's buyer. "They are a more educated buyer, they research the Internet prior to purchasing and they demand exceptional customer service. They don't have the time or patience for poor service. Customer service use to pertain to the service department, but today it has to be the total dealership. From the time the customer walks through your door until you deliver the unit. To keep today's buyer as a customer you better provide quality service after the sale."

That's where the idea for the videos came from. Polk said, "When you conduct a walk-through of the unit the customer only retains about 25% of the information given. To provide that exceptional service after the sale you give the customer a complimentary video with the dealerships label on it. It's a small price to pay and every time the customer watches the video they're reminded of the dealership."

Polk stated that video sales to RV dealers account for about 20 percent of the company's overall business. "When I started this business I thought the majority of sales would be with the RV dealer. It's been difficult trying to market the videos to RV dealers when you operate on a tight advertising budget. When sales to RV dealers weren't where I expected them to be we decided to launch a website and test the retail market. Retail sales have been great and we continue to work hard to get our products in RV dealerships across the country so everyone can benefit from the videos."

When asked about future plans for the company Polk replied, "RV consumer safety awareness and education are vital to the growth of the RV Industry. We have products that help to promote consumer education and we have plans for several new titles in the near future. Now that we have two walk-through videos for specific types of RV's we want to concentrate on titles that will not only assist the consumer on using the RV, but also maintaining the RV.

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