

will need to purchase to make their RVing experiences more enjoyable. The "RV Essential Items" DVD will significantly increase your Parts & Accessories sales to the new RV buyer."

Since 1999 RV Education 101's training video series, www.rveducation101.com has helped tens of thousands of RV consumers learn how to properly operate and maintain their RVs. Hundreds of RV dealers across the country are benefiting from what this program has to offer.

To receive your free RV Dealer Demo DVD and wholesale pricing information contact Dawn Polk at 910-484-7615

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Contact:
Mark J. Polk
RV Education 101
3969 Stedman Cedar Creek Road
Fayetteville, NC 28312
Phone: 910-484-7615
Fax: 910-484-8276
<http://www.rvuniversity.com>
Mark@rveducation101.com

FOR IMMEDIATE RELEASE

Learning RV's the Easy Way, by Video and DVD- a Program for RV Dealers

Fayetteville, NC – July 05, 2005 -- RV Education 101 produces RV consumer training videos and DVDs on how to use and maintain RV's, www.rveducation101.com, and recently announced the release of a new RV dealer program DVD. Mark Polk said they filmed the RV dealer program DVD to demonstrate how customer oriented RV dealers can incorporate this effective RV consumer training tool in their dealerships. Polk stated "RV Education 101's goal is simple, to assist and educate the RV consumer. It is our thoughts that a satisfied and educated RV owner will stay actively involved in the RV lifestyle and that all of their RV experiences should be safe and fun rather than unpleasant and stressful."

Polk started the company when he was a sales manager for an RV dealership because he felt there was a lack of education and safety awareness for the first time RV buyer. Polk said, "You can give somebody the best walk-thru possible but it's a matter of retention. With a typical walk-thru the consumer retains about 25% of what they think they heard. Even if they go out and use the information within a week of purchasing, it's very difficult to remember all of the details. With the instructional videos they can go back and review them again and again, whenever a refresher course is needed."

Dawn Polk, co-owner and sales and marketing director stated, "What better place to educate the RV consumer than at the point of purchase. We wanted to make the process of education more accessible and lighthearted and give RV dealers beneficial and instant RV information to distribute to their customers. There are numerous ways to incorporate the RV training DVDs. RV dealers who currently use our products give a complimentary RV training DVD to new RV buyers prior to them coming in for the walk through orientation. This approach accomplishes three things:

- 1) It lets your customers know you care. Every time they watch the complimentary training DVD they think of your dealership and the fact that you were concerned about educating them on their new RV purchase. Talk about great customer service.
- 2) Your customers will already be familiar with how the RV operates and will be able to ask more targeted questions during the walk through orientation. This will also decrease the amount of time your employees spend giving the walk through.
- 3) Along with two of the RV training DVD titles, your customers will receive a 10 minute DVD presentation on recommended "RV Essential Items." This product review presentation informs your customers on what items they