



Holiday Rambler adds Florida Dealer – Alliance Coach

COBURG, ORE. (May 17, 2010) – Monaco RV, one of the nation’s leading manufacturers of recreational vehicles, is pleased to announce Alliance Coach of Wildwood, Florida has partnered with Holiday Rambler to carry their full line of motorized products. Alliance Coach is a full service, sales and service facility with state of the art facilities. With 40 inside and 25 outside service bays, Alliance Coach employs Master Certified RVIA service techs as well as a seasoned sales staff with many years of Holiday Rambler sales and customer service experience.

“Holiday Rambler is a terrific fit for us,” says Brett Howard, Vice President of Alliance Coach.

“Collectively our staff has over 250 years of service experience with the Holiday Rambler brand. We have formed strong and lasting relationships with these owners.” According to Caroline Champion, General Manager of Alliance Coach, “We are eager to continue these relationships and offer the highest quality service in the industry, as well as offer new products to a legion of new customers. We have confidence in the product direction of Holiday Rambler and are excited for the availability of Navistar engine packages in future coaches as well.”

“It is an honor to have Alliance Coach come aboard with Holiday Rambler,” says Scott Jacobson, National Sales Manager for Holiday Rambler. “The immense amount of Holiday Rambler product knowledge for both sales and service will enable Alliance Coach to be a successful partner with us. We look forward to our future together and solidifying the Holiday Rambler brand name for many years to come.”