

# Welcome from the Gerzenys

Welcome to the second edition of "Coach House Today," our new customer newsletter.

These are exciting times at Coach House, Inc. There have been some signs of life in the economy, which translates into more customers visiting our factory in Nokomis, Fla., to learn more about how we manufacture our Platinum line of downsized motorhomes.

What our visitors see first-hand is our commitment to continual product improvement. We are always looking for ways to make our motorhomes last longer, perform better and retain their value. Every appliance, every fastener, every component is subject to rigorous scrutiny. When we introduce a new material or fixture or appliance, it must perform better than the part it is replacing.

For instance, we are now installing LED lighting fixtures (in place of halogens) in all of our coaches. LED fixtures generate less heat and use less power than the halogens. And they last for years. We believe that saving power and keeping our coaches cooler are significant advantages.

Many of the LED fixtures in the new Platinums are on dimmer switches, providing the ability to set just the mood you want in your coach.

We have also changed to a new LED taillight package. The main taillight is composed of dozens of individual red LEDs that will really get the attention of the driver behind you! Backup lights and turn signals are also included in the handsome glass-and-chrome package. We hope you like it!



Steve (left) and David Gerzeny

# Coach House® TODAY

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## New member of the 261XL family

The new Coach House Platinum 261XL QD (Queen Dinette) includes features that have never been used before in a Platinum motorhome.

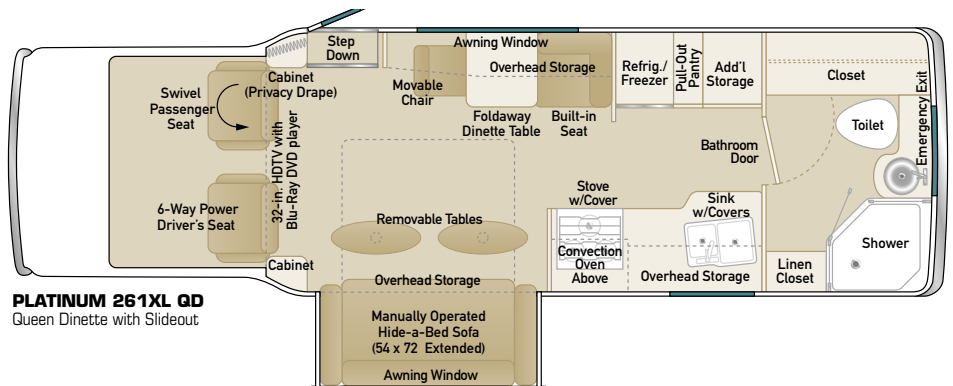
For starters, we are for the first time using a manually operated queen-size hide-a-bed for the main sleeping accommodations. The benefit? The sheets can be kept on the bed when it is closed, unlike our power sofa-beds, which must be made up each night.

The hide-a-bed is contained in a

slideout that extends a full 32 inches, farther than any previous model, resulting in the most spacious living area ever in a Platinum motorhome (see photo above). You truly have to see it to believe it!

Another new feature is a folding side chair that stows safely next to the dinette when the coach is in motion. This movable chair provides more flexibility than a fixed seat. It can be used at the dinette, or moved to face the removable

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## Rita Beauregard has been helping customers for 11 years

By Rita D. Beauregard

People always wonder how we end up doing what we do in life, so I thought I might give you a little background on how I came to be a factory sales representative at Coach House, Inc.

In 1981, I moved from Ohio to Florida and my first job was in Sarasota as a receptionist at an RV dealership. As the years went by and my knowledge about the RV industry grew, my titles graduated from receptionist, to service writer, to service manager, to consignment manager and finally sales manager.

An illness from formaldehyde slowed me down for quite some time, and I decided to change fields and find a career in RV manufacturing — because once you are in the RV business, you just keep going back to the RV business. I saw an ad for a sales assistant at Coach House, so I decided to give it a try.

When I came to Coach House to be interviewed by Steve Gerzeny, I knew I was not supposed to go inside any new motorhomes, cars, homes or businesses because of my formaldehyde sensitivity, but right there in the showroom was the first 2000 Coach House Platinum, and I had to take a look.



**Rita Beauregard (second from left) is shown with the Coach House sales staff (from left): Vice President Steve Gerzeny, Rita, Chuck Lawrence, Jennifer Loukota and Tanya Miseyko, receptionist.**

The best thing beside getting hired that day was that I did not have a problem with the newly built Platinum. The factory tour I took with Steve that day put a clear picture in my mind about the construction of the Platinums, and I knew this was a product I would like to sell.

I was a little worried about being around so much plywood and fiberglass,

but I have been lucky enough not to have any problems from outgassing of the building materials. Knock on wood!

This year is my eleventh year at Coach House, and I want to thank all my customers and future customers for your phone conversations, thank-you cards, letters and support. I'll see you right here at Coach House the next time you stop in.



**Looking forward from the bathroom in the new Platinum 261XL QD.**

## New model

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tables in front of the sofa, or placed facing the TV.

With the new 261XL QD, Coach House now offers three 261XL floor plans that have no permanent bed. The other two, the 261XL SD (Side Dinette) and the 261XL CL (Club Lounge), both feature motorized sofa-beds in the front slideout. Having no permanent bed really opens up the floor plan, and these three models all feature large kitchens and full bathrooms with shower at the rear of the coach.

Two other 261XL models, the DT (Dinette Twin) and ST (Sofa Twin) feature twin beds. These models have somewhat smaller kitchens in order to make room for the twin beds. With this variety, there is a 261XL just right for you.

**BEHIND THE SCENES****Cabinet shop helps make your Coach House a home**

Perhaps no group of employees makes more of a mark in the Platinum motorhome than the cabinet shop.

The number of cabinets in each of our motorhomes is obvious. Depending on the model, there is a complete set of kitchen and bath cabinets, plus cabinets over the sofas or beds, wardrobe cabinets, pull-out pantries — dozens in all.

And unlike the cabinets in your kitchen at home, the cabinets in a motorhome must conform to the walls of the vehicle, which are gently curved, not straight. As you can imagine, a great deal of care and skill — and some occasional cussing — are required to make cabinets that fit smoothly against the tapered walls of our motorhomes.

The basic raw material of the cabinet shop is marine-grade veneer plywood, which is used to make the “boxes” of the cabinets as well as certain interior walls of the motorhome. Currently we offer maple and cherry cabinets.

The doors are custom-made to order by companies that specialize in making cabinet doors. We specify only the sturdiest, best-made doors we can find.



**Steve Hitchens and Jerry Speights in the cabinet shop. Not shown: Marvin Weber.**

They are all solid wood. The doors are fitted with locking door pulls in order to keep them closed while the motorhome is rolling down the road — otherwise the

contents would end up on the floor when you rounded a curve!

New for 2012, we have upgraded the cabinet hinges. The hinges we formerly used kept the doors in the fully open or fully closed position. Our new hinges allow you to open the cabinet doors to any position, and they will stay in that position until you close them.

The cabinet shop is also responsible for fabricating the Corian® countertops that are used throughout the Platinum. Again, the peculiar requirements of motorhome construction make this a more involved process than making a countertop for your kitchen at home. First of all, many of our bathroom and kitchen countertops feature hinged sections that drop out of the way when not in use. And our kitchen counters feature fitted sink covers that must fit precisely into the sink openings. And if you look closely, you will see Corian tops on the small cabinets fitted into the front corners of the vehicles. And again, those must be carefully cut to fit into the curved corners of the vehicles. This is not a job for beginners!



**Cabinetmakers' skill is on display in this cherry wood Platinum galley.**

## ON THE ROAD

**See the Coach House Platinum and Platinum II at these upcoming events:**

**Jan. 6–Jan. 8, 2012**

Coach House Factory Rally at the Coach House factory, Nokomis, FL. Open to Coach House Owners' Club members and guests.

**Jan. 10–Jan. 15, 2012**

Tampa RV Super Show, Florida State Fairgrounds, Tampa, FL. See 1,100 RVs on display; 450 vendors. Billed as America's largest RV show — 53,000 people attended last year.

**Jan. 19–22, 2012**

Fort Myers RV Show, Lee Civic Center, 11831 Bayshore Road, Fort Myers, FL 33917.

*Coach House*<sup>®</sup>  
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