

Four manufacturers to receive RVDA Quality Circle Awards

RV Dealers Association

FAIRFAX, Va. – The RV Dealers Association will honor four RV manufacturers with its 2006 Quality Circle Award just prior to the opening of the National RV Trade Show in Louisville, Ky., Nov. 27. RVDA presents the award to the top performing manufacturers in the association’s annual Dealer Satisfaction Index (DSI) survey.

The DSI report will be available at the RVDA Booth at the National RV Trade Show on Nov. 28 and is included in the December issue of RV Executive Today. Manufacturers will receive individual performance reports in December.

Manufacturers receiving 2006 awards are (in alphabetical order): Home & Park; Monaco Coach Corp., Tiffin Motor Homes; and Winnebago Industries. Nu Wa qualified for Special Recognition for a high score with fewer than 15 dealer evaluations.

“These RV manufacturers demonstrate consistently high performance in the opinion of their dealers,” said RVDA Chairman of the Board Jim Shields of Pan-Pacific RV Centers in French Camp, CA. “Dealers and manufacturers should review the DSI report in detail. The DSI is an excellent tool to improve dealer-manufacturer relations and can help both segments serve customers better.”

RV dealers use the DSI to confidentially rate their manufacturers’ performance in four major categories: sales support; product competitiveness; service/warranty/support; and management. Manufacturers with overall ratings of 80 percent or higher that receive 15 or more dealer evaluations qualify for the Quality Circle Award. The results of the 2006 survey reflect 1,845 individual manufacturer evaluations from 577 dealers.