

Roadtrek Tackles New Customers With Football Promotions

Canadian Football League fans attending Ottawa Renegades games this year were treated to an interesting sight courtesy of Home & Park Motorhomes – the Ottawa Renegades/Roadtrek Community Cruiser. Built on a 2004 Roadtrek 190-Versatile class B motorhome, the Community Cruiser was fully decked out with a brilliant team graphics package including team logos, CFL logo and a full-size image of the Renegades quarterback Kerry Joseph in action.

Andrew Knowles, Home & Park's director of sales & marketing, said the promotion represented an opportunity to reach consumers who may not be familiar with RVs.

"This partnership is a new direction for Roadtrek. It allows us to broaden our market reach and penetration allowing new generations to understand what Roadtrek is all about," said Knowles. "The Renegades Roadtrek is a logical step in positioning our product as an excellent RV or second vehicle choice. We are very excited about this partnership and look forward to forging new relationships and finding new potential customers."

"We're thrilled to have the Renegades Roadtrek Community Cruiser as part of our marketing plan for the 2004 season and for the 2004



Grey Cup. It's a wonderful vehicle that has already caught the attention of people all across Ottawa," commented Brad Watters, President of the Ottawa Renegades.

The promotion proved so successful that Home and Park has cast its eyes south of the border and launched a similar program with the San Francisco 49ers. The San Francisco 49ers/Roadtrek Community Cruiser will be a regular sight in the Bay area attending charity events, tailgating

activities and team promotions. This Roadtrek, also based on the 3500 Chevrolet Express van, is also outfitted in team colors and displays the logo of the team, the NFL, the 49ers Foundation for Community Outreach, the 49ers Gold Rush Cheerleaders, team sponsor Gatorade and a full size image of members of the 49er offensive line in action.

"The 49ers have enjoyed our partnership with Home & Park Motorhomes so far during the 2004 season," said David Peart, Vice President of Sales and Marketing of the San Francisco 49ers. "The vehicle provides considerable impact in helping us to create excitement at events and generate greater excitement about our team."