

Lippert Components increasingly active in Europe

In the last 16 months, Lippert Components has acquired four different companies in Europe. Each has contributed unique product lines, strong customer relationships, and very talented leadership teams and they will all be in attendance at this year's Caravan Salon in Düsseldorf. Lippert Components will have its main display in Hall 5 (C004) with a large, newly coordinated image for Europe and will also present two satellite displays in Hall 13. Among the highlights will be displays addressing the growing interest in slide-outs, a new concept Euro Leveling system, and some innovative electronics all packaged in the "LCI Smart Caravan". This caravan is powered by the "LCI One Control" App, a system that allows the consumer to use a Smart Phone to control slide outs, multiple zones of lighting, door locks, heating, and a method of monitoring water levels to name a few.

Words Giorgio Carpi

In just over a year, LCI Industries (NYSE:LCII) has acquired 4 companies of primary importance in Europe: "Project 2000 srl", manufacturer of motorized entry steps, bed lifts and RV accessories; "Sessa Klein S.p.A" an international rolling stock, highly engineered window manufacturers; "Metallarte Srl", manufacturer of entry and compartment doors; "RV Doors srl" manufacturer of driver-side doors. "Lippert Components attributes particular importance to the value of human resources in selecting new acquisitions," says

Lorenzo Manni, LCI International Caravan Sales Manager. "We're not talking marketing office chit-chat: the importance of people is genuinely the guideline that justifies LCI's choices. We call it 'Everyone Matters' and it's one of our core values: we want our team members feel a deeper purpose at LCI and we continue to build a better work environment by aligning our cultural and business strategies. We are grateful to all who have joined us on this journey and have all taken an active leadership role in making LCI a better place".

Slide-Outs and innovation

Innovation clearly comes first with the product that LCI pioneered in Europe years ago: the Slide-Out System. LCI is the largest manufacturer of Slide Out systems in the world. LCI builds a huge variety of different methods to move rooms and create space but this is not just about slide out mechanisms. It is about the capability of enabling new, exciting floor-plans into the market that will improve the consumer's experience. Since the weight of slide out space is less than the weight of typical RV space, the use of slide outs can reduce the towing/driving size and weight of the vehicle yet provide larger living space. "The growth of slide-outs as a method of generating Space On Demand has seen great acceleration in Europe in recent years," says Larry Revelino, Director of International Business Development for Europe. "We've begun, for example, collaboration with Lunar, which has led to a campervan with a seamless fibreglass slide-out system that allows rear twin beds to be

extended. In this way, the Lunar Engineers were able to increase the dimensions of multi-use space and a more create comfortable living area with a fresh new design. In the future a Project 2000 variable-height bed may also be installed to obtain a 4-berth version comparable to much larger motorhomes. The slide-out system definitely contributed to this innovative layout." But Lunar isn't the only news. Le Voyageur has entered the market with its Liner featuring a kitchen Slide-Out, first presented as a mock-up at the last show in Paris. Le Voyageur has a different philosophy to the application used by Lunar: it's a liner where the slide-out adds even more space to an already large vehicle without adding length. Le Voyageur's solution creates the same space and comfort on a 7-tonne vehicle that would be typically only available on a 12-tonne vehicle.



Larry Revelino, Director of International Business Development for Europe

New European Rebranding



Over the last 6 months, Lippert Components (LCI) has been working towards a new branding initiative for the European Caravanning Industry. The goal of this branding initiative is twofold; 1) To present a refreshed, updated look for the European

companies in Europe: Project 2000, Sessa Klein, Metallarte and RV Doors" - said Jarod Lippert, Vice President of Marketing & Public Relations for Lippert Components - "As we continue to expand in the European Caravanning industry, it became apparent that LCI needed a new set of brand standards that would be adopted by all of our European partners, both current and future. This unified look makes it much easier to tell the LCI story in Europe now, as well as in the future".

Continued Lippert, "This year will be our 4th Caravan Salon, and our first presenting all of our products in one booth in Hall 5. In our booth, we will have a combination of LCI, Project 2000, Metallarte, RV Doors as well as Sessa Klein products. This is very exciting for us to finally have the space to showcase all of our products in one place."

The LCI story in Europe is just beginning. LCI will be debuting new and exciting products to the industry in the year to come. To showcase their scope of products, a new website is being developed and will debut at Caravan Salon (www.lci1.com/eu). The website will house information on all European products, support documents, as well as press releases in order to cater to the European Caravanning community. It will also replace the current websites of Metallarte, RV Doors and Project 2000. Finally, a new LCI catalogue made specifi-



Jarod Lippert
Vice President of Marketing

cally for the European Caravanning Market will be distributed at Caravan Salon which will combine all of LCI's and their acquired company's products.

"The combination of the catalogues and websites makes it easier to tell the LCI story in Europe," said Larry Revelino, Director of Sales for Europe. "As we continue to develop strategic relationships with the European Caravan Manufacturers, the "One LCI" story makes it easier to show these partners where we are going as a company, and that the European Caravanning Industry is of the utmost importance for LCI."

Caravanning Industry and 2) To present a unified, "one company" look for all of its acquired companies in Europe.

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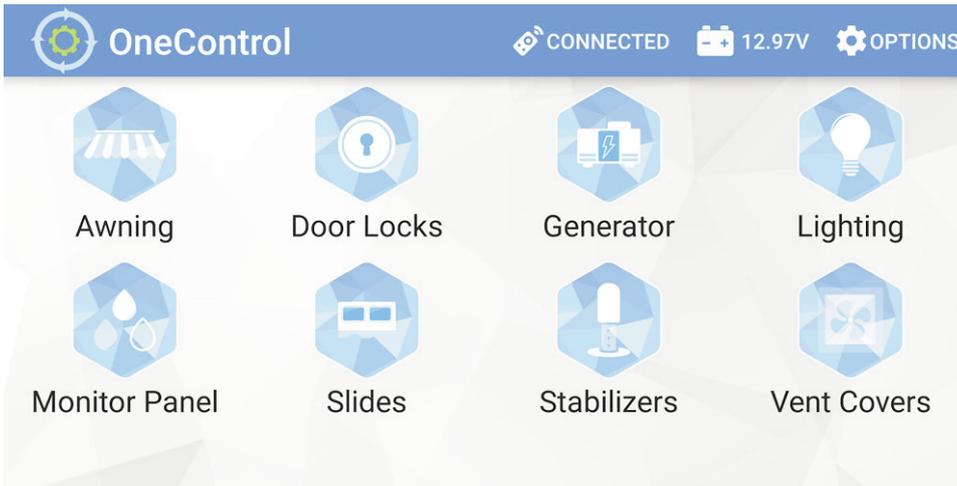


Not just Slide-Outs

Lippert Components, which has an enormous product catalogue in the United States, is also developing some new products for the European market such as the concept levelling system designed for European motorhomes and caravans. The new Euro Levelling System assumes a market position between the standard manual corner steadies found on most caravans and the high capacity hydraulic levelling used for heavier products. This system is characterised by four legs each with

an independent electric motor, synchronisation through LCI designed electronics that provide the ultimate in convenience and while controlling vehicle twist. The system is dedicated principally to mid-sized and above caravans but is also suitable for lighter campervans. On the American market, Lippert is the leader in levelling systems for recreational vehicles, producing over 300 systems every day. The Euro Levelling design derives was engineered from the latest product presented in the USA, Lippert Components

'Ground Control® TAutomatic travel trailer levelling system. This is the first system ever released in the North American RV market that can level a travel trailer RV with the touch of a button. The Fifth Wheel RV Automatic Levelling Systems have been on the market in the US since 2009. Another interesting product for the European market is the LCI One Control System, a Wi-Fi App capable of interfacing with a large variety of the on-board systems and management and control equipment. Another real useful product for the sec-



tor is a window with variable-transparency glass, an SPD (Suspended Particle Device) designed by Sessa Klein in cooperation with Vision Systems and capable of darkening electronically with control system on smartphone. This permits gradual light adjustment with various levels (6) from opaque to transparent. It will be previewed on a new Knaus caravan on display at the show. And also making its debut, for the first time, is a classic American-style reclining easy chair produced by Lippert, available on a Knaus camper-van. The design is a result from Knaus's requirement to make a special edition with a vehicle featuring an "American bar corner" style area.

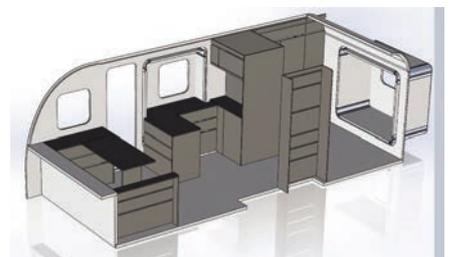
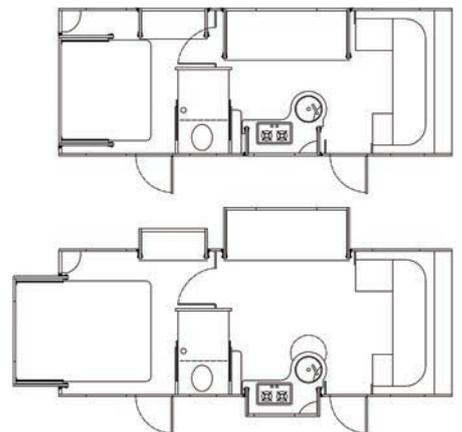
The Smart Caravan



Lorenzo Manni
LCI International Caravan
Sales Manager

As mentioned earlier, the "LCI Smart Caravan", a concept caravan with 4 slide-outs, is also on display at the Caravan Salon. Prior to the Caravan Salon, the caravan was on the road. During its travels around Europe, it was on exhibited in several European campsites, where the end users were allowed to inspect and comment on a variety of innovative solutions engineered to make life in a leisure vehicle more enjoyable. Many campers shared their thoughts about the potential and characteristics of the slide-outs and other conveniences. These contributions have become material for a video that will be presented in Düsseldorf. "The Smart Caravan deliberately doesn't resemble that of any manufacturer, but was created entirely to stimulate new ideas in," says Lorenzo Manni. "Chassis, walls, plastic parts, all made because we wanted a completely original vehicle with respect to the existing proposals from RV manufacturers. The vehicle contains various Lippert Components that we wish to present to the public. But it's also

an interesting example for RV designers with so many slide-outs on a single layout. 4 systems are installed: kitchen, dinette, bedroom and even the wardrobe. The interior design was entrusted to "Tecnoform", which worked to propose elegant, functional furnishings, concentrating on the finishing of the interior on the slide-out sections. Tecnoform has done a nice job designing solutions that are effective in both open and closed configuration."



Company Profile

From 52 manufacturing and distribution facilities located throughout the United States and in Canada and Italy, Lippert Components, Inc. (LCI®), a subsidiary of LCI Industries (NYSE:LCII), supplies a broad array of components for the leading original equipment manufacturers of recreational vehicles; buses; trailers used to haul boats, livestock, equipment and other cargo; pontoon boats; manufactured homes; modular housing; and factory-built mobile office units. LCI also supplies components to the related aftermarkets of these industries, primarily by selling to dealers and service centers.

LCI's products include steel chassis and chassis components; axles and suspension solutions; slide-out mechanisms and solutions; thermoformed bath, kitchen and other products; vinyl, aluminum and frameless windows; manual, electric and hydraulic stabilizer and leveling systems; furniture and mattresses; entry, luggage, patio and ramp doors; electric and manual entry steps; awnings and awning accessories; electronic components; appliances; LED televisions and sound systems; navigation systems; wireless backup cameras; and other accessories.