

MVP RV,  
14255 Elsworth St.  
Moreno Valley, CA 92553  
951.848.4288  
951.963.1296  
[www.mvprv.com](http://www.mvprv.com)

Contact: Scott Degnan  
951.208.7367  
[sdegnan@mvprv.com](mailto:sdegnan@mvprv.com)



# Press Release

## **MVP RV hires new Vice President of Sales & Marketing**

Travel trailer and fifth wheel manufacturer adds experience to re-launch products and build dealer base.

June 9, 2010 Moreno Valley, Calif. – based MVP RV has announced the hiring of Scott Degnan as their new Vice President of Sales and Marketing. Degnan brings with him 25 years of RV experience which include President and V.P. positions at Fleetwood, National RV, Alfa, and Coachmen (now a division of Forest River, Inc.) “Scott brings with him a well-honed, market-driven focus to the company. His enthusiasm, market savvy, product knowledge, leadership and outstanding dealer relationships will enable the company to build on the successes of its past as well as forge new ones” said Brad Williams, MVP’s president and CEO. “We are very excited about having Scott lead our sales effort”, he added.

Degnan will build and lead a team to manage all sales of all MVP RV products nation-wide. The US Census Bureau reported that the top five growth states in the U.S. are in the West and Southwest. With that growth projected to increase through 2025, and over 32% of new recreational vehicle registrations in the U.S. falling within the 11 western states, Degnan stated his team will have an immediate focus on the western region of the country.

“MVP has strategically planned the timing and placement of this comeback,” said Degnan. “With the industry demand and need for quality production on the West Coast, MVP will be well-positioned to build a strong dealer network and meet the needs of those dealers from both a product offering and freight (cost) perspective.” Degnan went on to say, “The RVIA is expecting shipments to jump 30% this year. We plan to be a huge part of that growth with exceptional support and service to our dealers, aggressive sales training, inventory management and market analysis, and the most innovative products in our industry.

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