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*"America's Most Valued RV Products"*

# Press Release

## **MVP RV, Inc. introduces all new Sonoma travel trailer**

### Giant RV "pumped" to be selling all new Sonoma line



June 29, 2011, Riverside, CA. –MVP RV, inc. announced today that it will be introducing the all new 2012 Sonoma line of travel trailers. "Sonoma was developed with a clear direction and vision", said Mark McFadden, Sonoma National Sales and Product Manager. "Affordability. We wanted to create a travel trailer line that the average working family could afford, without giving up the features these experienced campers demand. Southern California is among the strongest markets for affordably priced travel trailers, and it is a very competitive market as well. Having the ability to build this low cost trailer locally for our dealers is a tremendous advantage for us and for them", he said.

"Sonoma is a completely new line designed from the ground up. There are many specific features and construction requirements needed to build a first class, affordably priced travel trailer. Plus, shipping costs from areas outside the southwest make it prohibitive to be truly price - competitive in this segment". The all new 2012 Sonoma is available in 12 floor plans, which includes 8 "SE" models. Sonoma comes standard with such features as full length drawer guides, 13.5 BTU A/C, abs tub surround, brushed nickel high rise kitchen faucet, raised pane overhead cabinets, residential full size 60"X80" mattress, silverware drawer, diamond plate gravel guard, exterior speakers, tinted safety glass windows and much much more.

Southern California's Giant RV is the first dealer to sign up with Sonoma. "We could not be happier with this product", said Frankie Barouti, Giant RV President. "This is a very important segment of the market, and we truly believe that MVP RV has hit the mark with the Sonoma. We are pumped to be selling the newest most affordable trailer in the market. We retailed our first one within 2 hours of it landing here", he added.

"With Sonoma, you get a lot of bang for the buck". MVP RV, inc. builds travel trailers under the brand names Coast, Summit, and Sonoma, fifth wheels under the brand names Jazz and Destiny, Class C's under the brand name Tahoe, and toy haulers under the brand names Impact, Vortex and Envy. For more information about MVP RV's products, please go to [www.mvprv.com](http://www.mvprv.com)