



Contact: Rachael Biermann, [rbiermann@allseasonscommunications.com](mailto:rbiermann@allseasonscommunications.com)  
Agency: All Seasons Communications  
Phone: (586) 752-6381

**RV Industry celebrates 100 years of exploration and innovation**  
*Detroit Camper & RV Show opens today and features a historical RV exhibit*

Novi, Mich., Feb. 10, 2010—A century ago, the popularization of the automobile, improving roads, and America’s passion for exploration gave rise to mass-produced, manufactured recreation vehicles, and the RV industry was born. In 2010, the RV industry celebrates the 100-year journey of a uniquely American product.

In 1910, there were few gas stations, few paved roads and no highway system. But there were RVs. Through war and peace, booms and busts, fuel lines, fads and the cyber revolution, the RV lifestyle has endured and is still going strong, even in today’s challenging economic times.

“Think about how far we’ve come in the past 100 years in terms in technology, yet the reasons to RV remain the same,” says Recreation Vehicle Industry Association (RVIA) President Richard Coon. “RVing has been able to thrive and grow because people still enjoy the freedom that it provides.”

To celebrate the 100<sup>th</sup> anniversary of the RV industry, the 44<sup>th</sup> Annual Detroit Camper & RV Show will feature a special historical display showcasing some of the earliest RVs in the country. The exhibit will include a 1929 Covered Wagon brand travel trailer, made in Detroit by the company that became the largest trailer manufacturer in the country by the 1930s. Also in the exhibit will be a 1927 Chevrolet one ton truck, produced in Detroit during the years immediately before the great American stock market crash.

The 44<sup>th</sup> Annual Detroit Camper & RV Show will be held today through Sunday, February 14 at the Rock Financial Showplace in Novi. This year’s show features special discounts including folding campers from \$4,999; trailers from \$8,999; and motorhomes from \$49,999. Booths featuring parts and accessories, campground information, on site RV financing and RV rentals make this the complete RV show experience. Enter to win the Ultimate MIS Race Experience package from Michigan International Speedway, including tickets, camping and VIP access (valued at nearly \$3,000). The show is open weekdays 2-9 p.m., Saturday 11 a.m.-9 p.m. and Sunday 11 a.m.-6 p.m.

The show is sponsored by the Michigan Association of Recreation Vehicles and Campgrounds (MARVAC), a member organization representing all aspects of the camping and RV industries.

*Visit [marvac.org](http://marvac.org)  
for additional information on the show.*

###