



**18 September 2006**

### **Bucars RV Centre Announces the Arrival of the 2007 Fleet**

Balzac, AB | Bucars RV Centre, the largest RV dealership in western Canada, is pleased to announce the continuous arrival of new 2007 models from Komfort, KZ, Bigfoot, Fleetwood, Woodland Park, Damon Breckenridge, and American Coach.

As of earlier this month the new 2007 editions from these world-class manufacturers have started to roll onto the Bucars pavement—that's almost eight acres worth of new product in one place.

The new units are looking great with amazing new options and features to satisfy the needs of every type of RV'er. Whether it's the adventure buffs looking for a toy-hauler to get the ATV's to the foothills, or the excited family looking to discover what this beautiful country has to offer in a comfortably spacious fifth wheel or travel trailer, or the happy couple looking to drive the open road in a new class "A" motor coach, Bucars has what their looking for.

New additions to the American Coach lineup include the never before seen units over forty feet. These beauties are unique to the Alberta RV landscape thanks to a newly updated regulation from the Federal Government allowing the sale of coaches up to fourteen metres in length (approximately 45 feet). General Sales Manager and owner Jeff Redmond says these are going to be, undoubtedly, the most stylish rigs on the road. "The lines are sleek and the finishing touches immaculate," says Jeff, "Bucars is going to great lengths this fall offering people looking to escape, an opportunity of a lifetime."

RV's aren't the only things new to Bucars this fall. Due to the growth of the dealership, the rising popularity of RVing, and the increasingly apparent need for communications with customers, Bucars is turning its trial version e-newsletter into a permanent item on the communication spectrum. "The ease of use, popularity, and ability to reach thousands of our customers at one time makes this form of communication a necessary one," says Bucars' Marketing Manager David Wald. "We don't think of it as copying the norm so much as utilizing a medium that, quite obviously, everyone is paying attention to, and that will add value to their RV'ing experience."

Customers can sign up to the monthly e-newsletter on the Bucars website at [www.bucarsrv.com](http://www.bucarsrv.com) and can expect to receive important information on product, parts, and service specials, as well as Bucars News and industry articles pertinent to the avid RV'er. Find the first new e-newsletter pinging inboxes in late September, 2006.