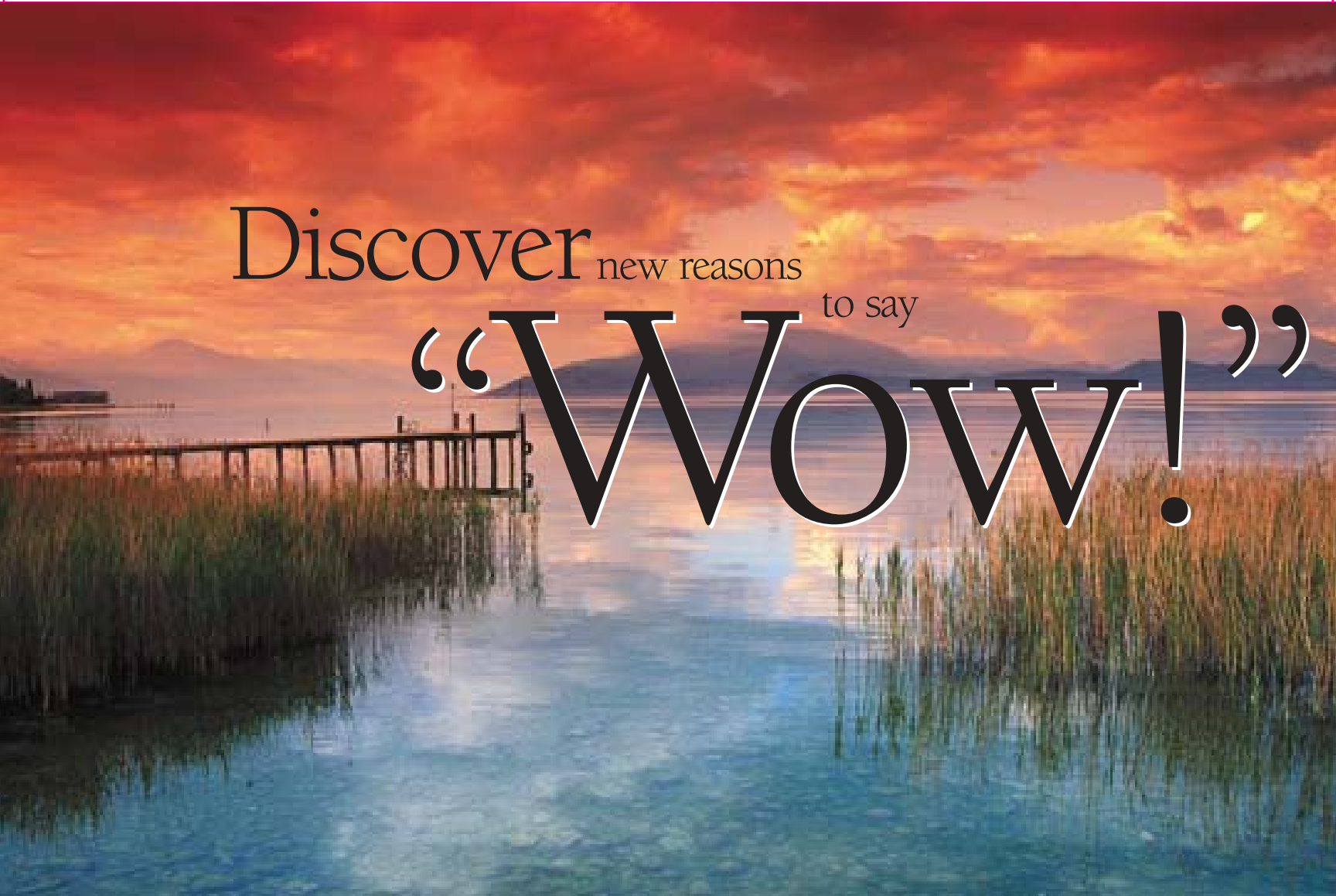
Discover new reasons to say
“Wow!”

FLEETWOOD RV

34115 West Twelve Mile Road
Farmington Hills, MI 48331

Discover

the best way to get there.

Save up to $0000 on a new Fleetwood RV before [date]

John Q. Sample
1234 First Street
Unit C
Anytown, US 91234

FLEETWOOD RV

"Wow!"

Month XX, 2000

John A. Segment Sample
1234 Home Address
Unit C
City, State 00000

Dear John A. Segment Sample:

I don't have to tell you about the freedom and family fun of RVing. Most likely, you're one of the lucky ones who know that pleasure firsthand.

You may also know that the freedom of RVing is even better when you can really count on your vehicle – year after year. Because no matter where you head in the wide open spaces, your RV has to be comfortable, reliable and dependable.

That's why I'm so excited about the Fleetwood models for 2000. You'll be excited, too, by all that's new. And by all you can save when you buy your new Fleetwood before [insert date 2000].

Get the best quality – and best selection – with America's RV Choice.

For over 50 years, Fleetwood has built a reputation for excellence in recreational vehicles. In fact, we're America's No. 1 RV choice. No matter which Fleetwood model you choose, you can count on it to bring you unmatched quality and performance.

What's more, you're sure to find a Fleetwood that's right for you. Fleetwood has over 250 RV models and styles – more than any other manufacturer. So whether you're looking for a lightweight towable for camping, a roomy, versatile fifth wheel, or a motor coach for year-round touring, you'll find just what you want in a Fleetwood.

I think you'll agree: No one beats Fleetwood for design, value or quality. That's why I feel confident in sending you the enclosed Buyer's Guide. It's been developed because Fleetwood is dedicated to helping you make the right choice in an RV.

And now, for a limited time, when you use the enclosed Savings Certificate toward the purchase of a new Fleetwood RV before [insert date, 2000], you'll save up to $2,000!

Saving money is one reason to buy Fleetwood now. But that's certainly not the only reason. You'll also

want to take advantage of the improvements we've made to make your RV adventures even better.

Tour the new Fleetwood models online at www.fleetwood.com/wow

You'll see some of the great new Fleetwoods in the brochure I'm enclosing. And for an even closer look, visit our website at **www.fleetwood.com/wow**. Take an online tour of the interior of the most popular Fleetwood models.

Better yet, go to your nearest dealer and check out the new Fleetwoods on the lot. When you see all the improvements we've made, I think you'll be pleased with all that's changed.

But one thing that hasn't changed is our commitment to quality. You'll see it in the details. Like extra-thick steel frames for extra protection on the road. Precisely welded exterior seams for durable, warp-proof wear in all types of weather. And double-sealed doors and windows to keep moisture out for years to come.

Superior quality when you buy – and superior customer service for years to come.

You'll also appreciate the outstanding customer service and warranties that come with your Fleetwood. Because being No. 1 isn't something that we take lightly. We work hard every day to make sure your Fleetwood takes you wherever you want, whenever you want to go.

Buy before [insert date] and save up to $2,000!

So check the list attached to this letter for the name and address of the Fleetwood dealer nearest you. Then visit the lot to buy the Fleetwood that's right for you. Take your Savings Certificate with you, and you'll save up to $2,000 off the purchase price! That's a great way to begin your next adventure.

Remember – wherever your journeys take you, you'll find family fun and freedom in a Fleetwood.

Sincerely,

Joe Barron
Marketing Manager

P.S. Visit your nearest Fleetwood dealer with your Savings Certificate before [date, 2000]. You'll save up o $2,000 on the new Fleetwood of your choice.

Fleetwood RV is a proud sponsor of Winston Cup driver Dale Jarrett and Robert Yates Racing.

FLEETWOOD RV

No matter what kind of RV you need, you'll find a Fleetwood RV Dealer near you.

Folding Trailers	Coleman
Albert Dealer's RV 123 Main Street Anytown, CA 99999 (949) 555-5555	X

Truck Campers	Caribou	Elkhorn	Angler
Bobby Dealer's RV 123 Main Street Anytown, CA 99999 (949) 555-5555	X	X	X

Towables	Avion	Mallard	Prowler	Savanna	Terry	Westport	Wilderness
Albert Dealer's RV 123 Main Street Anytown, CA 99999 (949) 555-5555	X						
Bobby Dealer's RV 123 Main Street Anytown, CA 99999 (949) 555-5555		X					
Charley Dealer's RV 123 Main Street Anytown, CA 99999 (949) 555-5555				X			
Dennis Dealer's RV 123 Main Street Anytown, CA 99999 (949) 555-5555			X				
Enid Dealer's RV 123 Main Street Anytown, CA 99999 (949) 555-5555						X	
Fred Dealer's RV 123 Main Street Anytown, CA 99999 (949) 555-5555				X			
Gus Dealer's RV 123 Main Street Anytown, CA 99999 (949) 555-5555				X			

Dealer listings Continued On Back side

Wow! Exclusive Savings!

Save up to $2,000 on a new Fleetwood RV before [date]

Visit the Fleetwood dealer of your choice and select the RV that's right for you. When you purchase your new Fleetwood before [insert date, 2000] this certificate is good for a purchase discount of up to $2,000.

Terms & Conditions of offer here. Utor permisso, caudaeque pilos ut equinae paulatim vello unum, demo etiam unum, dum cadat elusus ratione ruentis acervi, qui redit in fastos et virtutem aestimat annis miraturque nihil nisi quod Libitina sacravit. Ennius et sapines et fortis et alter Homerus, ut critici dicunt, leviter curare videtur, quo promissa c est et mentibus haeret paene recens? Adeo sanctum est vetus omne poema. ambigitur quotiens, uter utro sit prior, aufert Pacuvius docti famam se Menandro, Plautus ad exemplar Siculi properare Epicharmi, vincere

FLEETWOOD RV
America's Favorite Recreational Vehicles

Get your
"Wows"
delivered daily.
FLEETWOOD RV
America's Favorite Recreational Vehicles

"Wow!" A whole new generation of Fleetwood Family Fun.

Wherever your journeys take you, there's a Fleetwood to get you there. Because with 25 brands and over 250 Fleetwood models designed for just about every RV lifestyle, there's bound to be one that's right for you. Plus you can choose from a wide range of floor plans, so you'll hit the road in comfort. And remember, no matter which Fleetwood you choose, you'll be choosing from America's favorite recreational vehicles.

FLEETWOOD RV
America's Favorite Recreational Vehicles

Folding Trailers, Truck Campers and Towables

The freedom to explore new places at your own pace. Just hitch up and go! There's a towable to match your RV lifestyle and vehicle towing capacity.

Terry, Prowler & Wilderness Ultralite Travel Trailers
Lightweight, affordable, family fun • 6 Floor Plans • Length 17' 9" to 27' 11"
• Base prices range from $9,975 to $13,531

Prowler Travel Trailers & Fifth Wheels
America's #1 selling brand* • More than 50 Floor Plans
• Length 17' 9" to 36' 2" • Base prices range from $10,010 to $36,540

Coleman Folding Trailers
America's #1 folding trailer* • Easy to tow, easy to set up
• Base prices range from $4,200 to $11,699

Mallard Travel Trailers & Fifth Wheels
An affordable RV that fits the bill • 18 Floor Plans • Length 20' 5" to 38' 3"
• Base prices range from $9,590 to $21,000

Wilderness Travel Trailers & Fifth Wheels
Generations of fun in the great outdoors • Over 50 Floor Plans
• Length 17' 9" to 36' 2" • Base prices range from $9,975 to $36,330

Avion Luxury Fifth Wheels
Our top-of-the-line fifth wheel • 4 Floor Plans • Length 34' 11" to 38' 6"
• Main rail Paco I-Beam chassis • Base prices begin at $64,260

Caribou, Elkhorn & Angler Truck Campers
Luxury, versatility and fun • 19 Floor Plans • Length 8' 6" to 11' 8"
• Base prices range from $7,917 to $18,921

Terry Travel Trailers & Fifth Wheels
Adventure with style • More than 50 Floor Plans • Length 17' 9" to 36' 2"
• Base prices range from $10,045 to $36,750

Terry, Prowler & Wilderness Sport Utility Trailers
Room for your family and all your toys • 3 Floor Plans • Length 27' 10" to 33' 71"
• Base prices range from $13,983 to $17,920

Avion Westport & Avion Savanna Luxury Fifth Wheels
Some of the finest luxury fifth wheels in the world • 7 Floor Plans • Length 34' 11" to 38' 6"
• Main rail Paco I-Beam chassis • Base prices begin at $51,100 and $41,660 respectively

Mini and Full-Size Motor Homes

There's no place like home, especially when you can take it with you! Driving a Fleetwood Motor Home means your trip is comfortable for all from start to finish.

PaceArrow Motor Homes
Traditional value and refined luxury • 5 Floor Plans • Length 33' 8" to 37' 8"
• Approximate prices range from $77,980 to $99,900

Bounder Motor Homes
The best selling motor home in North America* • 7 Floor Plans
• Length 31' 4" to 36' 10" • Gas • Approximate prices range from $72,700 to $98,000

Tioga Motor Homes
America's #1 mini motor home* • 6 Floor Plans • Length 22' 6" to 31' 3"
• Available Four Wheel Drive • Approximate prices range from $46,250 to $73,100

Southwind Motor Homes
Ride like the wind • 5 Floor Plans • Length 32' 10" to 36' 7"
• Approximate prices range from $92,100 to $110,200

Bounder Diesel Motor Homes
Diesel performance in America's #1 selling motor home* • 2 Floor Plans
• Length 36' 10" to 39' • Freightliner® chassis
• Approximate prices range from $118,500 to $137,200

Discovery Luxury Motor Coaches
The #1 selling diesel motor home* • 4 Floor Plans • Length 34' 9" to 37' 9"
• Freightliner® chassis • Base prices range from $135,400 to $155,300

New Value Class C Motor Homes
Perfect for the first-time buyer. Jamboree Rallye and Tioga Arrow.

Tioga Arrow
Point your life in a new direction, with the affordable Tioga Arrow.
• 3 Floor Plans •
Length 24'5" to 29'8"
Chevrolet® Chassis
Prices range from
$46,500 to $56,875

Jamboree Rallye
Life is an adventure, go explore it in the sporty Jamboree Rallye.
• 3 Floor Plans •
Length 24' 5" to 29' 8"
Chevrolet® Chassis
Prices range from
$46,175 to $56,875

Jamboree Motor Homes
Contemporary, sporty styling for your active lifestyle • 6 Floor Plans
• Length 22' 6" to 31' 3" • Available Four Wheel Drive
• Approximate prices range from $46,150 to $72,625

PaceArrow Vision Motor Homes
Sophisticated style and elegance • 6 Floor Plans • Length 34' 5" to 36' 10"
• Approximate prices range from $95,800 to $120,000

Expedition Luxury Motor Coaches
Kindle your passion for the road. • 2 Floor Plans • Length 34' 6" to 36' 6"
• Freightliner® Chassis • Base prices range from $124,000 to $126,000

Flair Motor Homes
Our most affordable Class A coach • 6 Floor Plans • Length 25'11" to 35'
• Approximate prices range from $60,000 to $84,500

Southwind Storm Motor Homes
Record highs in comfort and value • 6 Floor Plans • Length 31'6" to 35'
• Approximate prices range from $65,500 to $88,500

Luxury Motor Homes

Roam free in the finest motorcoaches built today. With creature comforts and workmanship that make every trip more than a trip—a memorable excursion.

American Coach Luxury Motor Coaches

American Tradition Luxury Motor Coaches
The luxury motor coach that defines value • 3 Floor Plans • Length 37' 4" to 40' 7-1/2"
• Spartan® Mountain Master chassis • Base prices from $205,100

American Dream Luxury Motor Coaches
Live your dreams in sophisticated comfort • 3 Floor Plans • Length 36' 10" to 40' 1-1/2"
• Spartan® Mountain Master GT chassis • Base prices from $238,000

American Eagle Luxury Motor Coaches
On the path to true freedom • 3 Floor Plans • Length 40' 1-1/2"
• Spartan® Mountain Master GT chassis • Base prices from $282,800

American Heritage Luxury Motor Coaches
The pinnacle of Fleetwood luxury • Length 45' • Base prices from $455,000

*Source: Stat Surveys, January - July 1999. Manufacturer's suggested retail prices subject to change without notice and do not include taxes, delivery or dealer prep.

A Buyer's Guide to RVs

This Buyer's Guide is designed to help you select the RV that best fits your needs. Take a few minutes to answer the following questions now. Then use it as a reference tool when you visit your dealer.

1. Number of people using the RV:

On a regular basis:

How many adults? _____

How many children? _____

On an occasional basis:

How many adults? _____

How many children? _____

2. Do you plan to tow your RV?

☐ No — Consider a Class A or C Motor Home

☐ Yes — If yes, check your vehicle Owner's Manual for maximum towing capacity, and note it here:

GVWR _____ Gross Veh. Wt. Rating

TWA _____ Trailer Wt. Allowance

GCWR _____ Gross Combined Weight Rating

3. What types of use do you plan?

Check as many as apply:

☐ Weekend camping

☐ Vacation trips (2 weeks or less)

☐ Tailgate parties (sporting events, etc.)

☐ Day trips (beach, picnics, etc.)

☐ Extended travel (more than 2 weeks)

☐ Extended use, without travel

4. What types of camping do you plan?

☐ Remote (no facilities)

☐ Primitive (minimal facilities)

☐ RV parks (full facilities)

5. Do you plan to tow or carry ATVs, dune buggy, jet skis, boats, or other vehicles?

☐ Yes ☐ No

If yes, what will be towed or carried?

_____

_____

_____

6. What environmental, seasonal or climate situations will you face on your travels?

☐ Extreme heat

☐ Extreme cold

☐ Rain, snow or hail

☐ Mountain driving

☐ High altitudes

7. What accomodations will you make to store your RV?

☐ In the yard or driveway

☐ On the street (local regulations may apply)

☐ Storage (monthly rent $_____)

8. What price range or payments are you considering for your RV?

Total price of $_____

Or montly payments of $_____

9. Have you arranged for financing, if necessary?

☐ Paying cash

☐ Have financing

☐ Want to explore dealer's sources

For information, including virtual tours, visit our website at www.fleetwood.com/wow or call 1-800-228-4495

FLEETWOOD RV

America's Favorite Recreational Vehicles