

May 3, 2010



NEWS RELEASE

All General Coach Dealers

On April 30th, 2010 Thor Industries signed an agreement to sell their Canadian manufacturing facility, presently operating as General Coach Canada, to a new Canadian company owned by Roger Faulkner. Roger joined General Coach in 1999, assuming the role of President in 2005.

Roger has been associated with the Canadian RV Industry for over 42 years and is extremely active with all aspects of the industry. He has held the position of President of the Canadian Recreational Vehicle Association (CRVA) multiple times and is one of the founding fathers of the Canadian Go-RVing campaign.

Operations will continue in Hensall, Ontario as per normal with a few personnel changes taking place over the next few months.

That said, Chris Faulkner retains his role as VP Sales and Marketing. Andre Drolet will continue to service the Atlantic Canada, Eastern Ontario and Quebec dealer body and Tom Snyder will continue to expand the Western Provinces.

General Coach has been in business for over 60 years which is something very few RV manufacturers can say. This is a statement that General Coach Canada is extremely proud of and one that should be shouting from the rooftops. Going forward, the new company will maintain the path already established, by producing the very best park models and cabins in the industry. Quality, fit and finish is and will continue to be paramount with each and every employee at General Coach Canada.

Roger Faulkner
President