



## THE BUYING EXCITEMENT IN DIESEL MOTOR HOMES

Thor Industries CEO Wade Thompson, whose company is the earth's most bombastic maker of diesel pusher motorhomes and travel trailers, promises the diesel pusher business sector's overall deliveries to heighten in 2005 for the fourth replicating yearly performance period.

Thompson and chief executives of three contenders pronounced they are planning to quest after an increasing number of people and develop holdings in localisations to cover sky rocketing sales needs. The industry managers were asked at length on location at the National Holiday Rambler Producer's Show that took place last week in Louisville, Kentucky., in which the companies registered pre-orders for 2005's first fiscal half of the year. The executives optimism diverges from a prognosis narrated by the University of Michigan promulgating heightening gas and gas product tolls and interest cost as insecure market indicators for the future.

Thor, Fleetwood Enterprises, Winnebago Industries and supplementary rv consignment builders are looking for overall deliveries to grow 14 percent this fiscal year to 364,900 units, the most dependable ordering since 1978, as additional people between ages 50 and 64 retire and as people move around the country side more in the United States of America as a direct result of vexations about terrorism outside of the US.

"We had seen the market start to soften but then November is strong again, and I expect next year to rise 8 percent to 10 percent," Thompson, 64, denoted from the living room of a Thor travel trailer while appearing at the Recreational Vehicle Convention.

The University of Michigan market estimation prognosticates overall deliveries next fiscal reporting term to drop 3.3 percent to 352,700. The forecast is stationed on a framework that references historical citations and is published by Richard Curtin, the Ann Arbor, Michigan based university's conductor of surveys, who in addition devises its consumer confidence index.

Industry executives and the executives dealers actively disagree with his market prognosis.

"We just don't foresee doing any fewer sales next year," Ted McKay, sales manager at Media Camping Center in Hatfield, Pa., articulated. He is looking forward to sales to climb up from the current 60 holiday Rambler motor home and get away from everyday life trailers every month with finance costs for loans on the vehicles at 5.75 percent, still under the 10-year average of 7.5 percent.

"Rates just aren't high enough to hurt sales," Barry Vogel, an data analyst on location at Barry Vogel & Associates in White Plains, N.Y., denoted. "The industry is still healthy."

Fleetwood admitted 1,000 product deliver employees in the past month and probably will add 300 to 400 other additional on location at Pennsylvania and California diesel motor homes factories in the next 12 month period, CEO Ed Caudill, 61, claimed. The Riverside, Calif.-grounded organization had shed 9,000 product assembly staff from 2000 to 2003 to cut costs.

Thor plans to all but twofold currency spending to \$50 million this yearly performance period from \$27 million as the Jackson Center, Ohio-grounded commercial enterprise sets up at least seven new manufacturing facilities, Thompson pronounced. Winnebago, which accepted 1,000 up to date employees in the final financial reporting term, likewise discounts gross production will decay next four quarter performance period, Board president Bruce Hertzke denoted.

"We haven't even been able to meet demand three of the last four years," announced Hertzke, 53. "Not only are more people retiring but a wider age group, people as young as 35, are starting to buy recreational vehicles."

Coachmen Industries' gross shipments relaxed coming near the prevent of the summertime and bounced back in November, said Board president Claire Skinner, 50.

The Elkhart, Ind.-stationed corporation took on about 400 people in the latter twelve month period and might add supplementary next season if sales reveunes climb, she declared. The unemployment rate in the Elkhart locality is 3.7 percent because of the manufacturing revivification, she proclaimed. "A month ago I probably would have said I agreed shipments might fall, but since the presidential election it seems like things are opening again," Skinner said in an discussion with reporters.

A Bloomberg index made on shares of the five most bombastic suppliers of rv sales has risen up 7.9 percent this twelve month period, more than the 7.1 percent gain for the Standard & Poor's 500 Index of large USA manufacturers.