



Philip G. Lux, 58, president of Coachmen Industries, Inc., a leading manufacturer of recreation vehicles, manufactured homes, specialty vehicles and related products. Based in Elkhart, Indiana, Coachmen employs 3,400 workers nationwide, garnering 8.8% of the nation's annual RV sales. Coachmen Industries, the subject of this month's Corporate Profile, which begins on page 22, is a parent firm to some 30 operating entities.



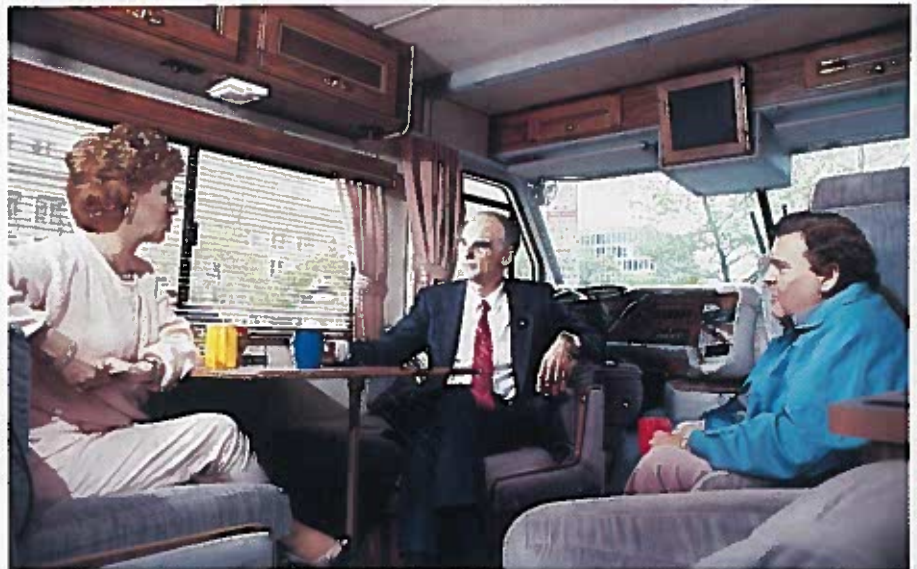
While visiting Harley-Davidson's York, Pa., manufacturing plant, President Reagan took time to inspect one of the firm's Holiday Rambler motorhomes. See page 4.

ARC Supports ANWR Oil and Gas Leasing Program

Washington, D.C. . . . Secretary of the Interior Donald P. Hodel has recommended that Congress pass legislation to allow leasing of 1.5 million acres in northern Alaska for oil and gas exploration and possible development. The area, which lies in the 19-million-acre Arctic National Wildlife Refuge (ANWR), could provide significant U.S. energy supplies through 1990s and beyond, according to Interior's study.

"The United States cannot afford to increase its reliance on foreign energy producers, especially in light of political conditions in the Persian Gulf," commented Derrick Crandall, President of the American Recreation Coalition. "If current trends in oil consumption continue, imports will make up as much as 50-60% of U.S. supplies by 1990."

"Recreation and travel are dependent
Continued on page 28



Secretary of the Interior Donald P. Hodel (center) recently joined hosts Kenny and Donna Price on the set of "Wish You Were Here" in Washington, D.C. to encourage RVers to participate in the "Take Pride in America" campaign for responsible use of America's public lands, resources and historic sites. The Washington, D.C. episode is scheduled to air for the first time on The Nashville Network (TNN) on Sunday, June 21 at 11:30 a.m., 4:30 p.m., 8:30 p.m. and 1:30 a.m. EST.

Fleetwood/Camping World Project Profitable

Both corporations participating in a novel two-day Sale-A-Bration promotion, Camping World and Fleetwood Enterprises, are reporting a "fantastic" response among the estimated 50,000 retail consumers attracted to the displays of Fleetwood equipment at twelve Camping World Supercenters across the coun-

try in mid-May.

"It was fantastic," reports Murray Coker, vice president and director of marketing for Camping World, whose store operators were reporting crowds in excess of 50,000 at participating stores in California, Florida, Arizona, South Caro-

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President Reagan Tours Harley Davidson Facility

York, PA . . . President Reagan toured the Harley-Davidson, Inc. motorcycle manufacturing facility here to see firsthand the advanced manufacturing techniques that enabled the 84-year-old motorcycle company to regain its competitiveness and return to profitability. Harley-Davidson is the only U.S.-based motorcycle manufacturer, and is the parent company of Holiday Rambler Corp., Wakarusa, Indiana.

In his two-hour visit, President Reagan toured the company's motorcycle assembly area and met with a group of Harley-Davidson employees prior to addressing them and other visiting federal, state and local officials and dignitaries.

The President's visit was the result of an invitation extended to him by Vaughn L. Beals, chairman and chief executive officer of Harley-Davidson, Inc. "We invited the President because we believe that Harley-Davidson is an excellent example of a once-troubled American company that aggressively pursued the steps necessary to regain its competitiveness in world markets," Beals said.

Harley-Davidson's revitalization and return to competitiveness have made it an often-cited example of an American company that implemented advanced

manufacturing techniques to improve product quality and productivity, Beals said.

"Harley-Davidson was among the first companies in the U.S. to study and implement employee involvement, Just-In-Time inventory principles and statistical process control," Beals said. "These techniques, coupled with a company-wide commitment to improved quality, resulted in a new Harley-Davidson that is recognized the world over for premium quality products."

This "new" Harley-Davidson, Beals said, has increased its share of the heavyweight (650cc+) motorcycle market 50 percent from a record low of 12.5 percent in 1983 to 19.4 percent at year-end 1986. In the premium end of the heavyweight market (over 850cc), Harley-Davidson has regained its number one spot, claiming a 34 percent market share. Harley-Davidson's market share is up on virtually every continent. Preliminary first quarter sales for 1987 indicate Harley-Davidson is continuing its four-year trend of increasing its share of the heavyweight and super heavyweight market segments. Year-to-date through February, the company has gained 4.0 and 6.6 share points respectively, Beals

said. In addition, Harley-Davidson now runs its plants with two-thirds less inventory than in 1981, has improved productivity by 50 percent, manufacturing errors are down two-thirds and defects per unit are down 70 percent. The company's annual revenues per employee have doubled since 1981. "We've taken a company



Vaughn L. Beals, left, chairman of the board of Harley-Davidson, Inc., is shown with President Reagan during the President's visit to the York, Pa., manufacturing plant.

U.S. Dept. of Agriculture and Recreation A Partnership for the Future

Washington, D.C. . . . Creative partnerships, expansion of recreational use and development of recreation facilities on Forest Service lands are priorities for the future, Deputy Secretary of Agriculture Peter Myers reported to recreation community leaders at the American Recreation Coalition Recreation Roundtable.

"Many agencies within the Department of Agriculture can become partners with public and private recreation providers to help meet America's growing demand for recreation," Myers said. Conservation and Extension Service agents across the nation deal on a daily basis with perhaps America's greatest source of expanded recreation opportunities — private lands. The Department of Agriculture's agents

that was on the brink of disaster and transformed it into a successful and financially-viable company," Beals said.

"We're pleased and honored that President Reagan accepted our invitation to visit Harley-Davidson," Beals said. "Our employees eagerly awaited his visit to show him that a dedicated group of American workers can successfully compete in a world market." ■

and agencies are in constant contact with the nation's private landowners. Educational programs, resource and visitor management training, and technical assistance outreach programs on a grassroots level will encourage multiple use of private lands.

"The Forest Service will play the greatest direct role in the future of recreation in America," Myers said. "Currently, there are far more recreation visits to Forest Service lands than to National Park Service lands. We need to aggressively seek full development of our potential as a recreation provider."

"Recreation is a priority of Forest Service Budget considerations," Myers said. But, in light of budget constraints, additional sources of funding, beyond general revenues, are needed for recreation and facility development programs. Myers advocated recreation fees as the best option. "The mindset against recreation fees is changing," Myers reported.

"We must fight for user fees on all fronts," Myers urged. "The Administration and the Congress must understand that fees are necessary to upgrade our facilities, expand recreation opportunities and ensure that Forest Service lands will re-

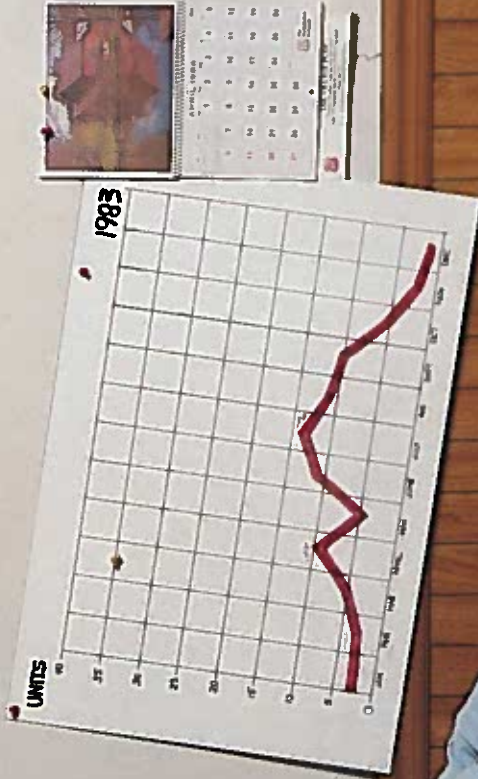
main open for multiple-use."

"Recreation is a vitally important issue," Myers concluded. Decisions are being made which significantly affect recreation, but the recreation community is not actively and aggressively enough involved in the decision-making process, especially at the local and regional levels. It is up to all members of the recreation community to voice their concerns, become involved, and take an active part in the development of America's recreation policy, according to Myers.

"Our recreation needs are growing and changing," said American Recreation Coalition President Derrick Crandall. "The Department of Agriculture has a vast array of resources. It has the ability to both reach private landowners to encourage multiple use on private lands as well as to become an even more important federal recreation provider. We need the Department of Agriculture as an active partner in providing for the future of recreation in America." ■

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