



- 39 years -
"Tuff" Fifthwheels
for Tough
Customers

AMERICANA

Factory Ordered Fifthwheels

A Note from
Russ Anderson



See Display at the Upfitting Center in Elkhart Indiana or at the Colorado River in Arizona



Jerry and Anita Lemar
on a favorite steed

Jerry & Anita Lemar operate Factory Direct RV Sales, which hosts our Factory Order Americana model display for us. The display is located in Bullhead City, Arizona across the Colorado River from Laughlin, Nevada, just South of Las Vegas. The display is normally open from 10AM to dusk, Tuesday through Saturday. Address: 2651 US Highway 95, Bullhead City, AZ. They are open during cool Fall, Winter and early Spring months. We have a very large number of "snow birds" who visit us during these months. This part of Arizona is too hot to remain open in the summer time. Be sure to call 800-552-5250 for an appointment. The Lemars would hate to miss you, You can call the same number for of an appointment to visit us during a checkout secession in Elkhart, Indiana (near the factory).

Why Factory Orders: In order to pass on the very best value in quality 4 seasons fifthwheels designed to meet the rigors of full timing, we use a unique way to control costs. We simply eliminate many normal big costs experienced by stocking dealers. Stocking dealers need to pay big rent, pay big sales commissions and pay big bank finance interest charges on a large stock of product. Our customers also save big freight charges by checking out and picking up their new Americana model at our upfitting center near the factory in Indiana. The very best value we offer is an advance order reservation for one of our additionally discounted, future display models.

The Truly Frugal Shopper's Ultimate Value Choice: Outstanding features such as hydraulic disk brakes, adjustable leveling/smooth towing air-ride suspension, true 4 seasons insulation, solid ash cabinet styles, upgraded furniture and very unique options/features only available from Americana; ie instant/continuous supply hot water heater (for long hot showers), are rather costly to produce & supply. We can include many outstanding Americana model quality features and still keep the total package price below other brands offering much less durable or livable features. We don't have to set our prices artificially high to allow "over allowances" for trade-ins as we have not structured our prices high enough to accept trade-ins. Most of our customers who have an RV to sell do so on the internet or often give their old RV to their kids/relatives or donate it to a charity.

Our low overhead, best value business model has successfully kept us in fifthwheels for almost 40 years. Being that we are too old to retrain, we trust we will remain a top quality fifthwheel supplier through "thick an thin", for many years to come. The economy is tough but we continue to offer super values to "tuff" customers.



Dan Hargrove (headquarters in AZ) and Tom Garver (headquarters in OH), heading to meet each other, during their 2 day checkout at our Elkhart, IN upfitting center



Joe Hueth (with yellow note pad & no feet), watching Renya practice hooking and unhooking during their checkout in Elkhart, IN. Ladies find handling and maneuvering an Americana model fifthwheel to be much easier than they had thought. Checkout the large number of ladies you now see at truck stops in their big Peterbilts. The Hueths sold their home, and are first-time full-timers. They were last heard from enjoying the Northern California gold country, while visiting their kids and grandkids.



Jerry Lemar "details" Americana model features to shoppers and new owners, during one of our customer checkout sessions at the Elkhart, Indiana upfitting center (near the factory). Looking over shoulders is a good way to become familiar with our models, features and options.



What about After Sale Service; Dan Hargrove reviewing our plan to beat "Murphy". Murphy lives with us all and is the lad who loves to make things stop working. For after-sale service, our customers have available thousands of qualified independent service companies located, all over the country. A simple service-company call for work approval gets things fixed. For service, you don't have to take an Americana model back to a selling dealer.



Many times out of area shoppers, have found they can make fifthwheel shopping an adventure, and economically fly to Las Vegas using promotional flights, then rent a car for a short trip to the Colorado river, or fly to Midway Airport, Chicago and rent a car for the short trip to Elkhart, Indiana.