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EARTHBOUND NEWS

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For Immediate Release:

EARTHBOUND RV ANNOUNCES WINTER AND SPRING PRODUCTION OF COMPOSITE FACTORY CUSTOM RV'S

RV Buyers will have the option of working directly with factory to spec ultra-luxurious composite towable coaches



(Marion, IN) – In response to growing demand in the US market for ultra-luxurious travel trailers, Earthbound RV has announced today that it will pilot a new production program through Winter and Spring 2012. For the first time, customers will be able to work directly with this revolutionary composite RV manufacturer to design fully custom towable RV's.

Earthbound's President Charles Hoefer says this move is only possible due to the shift in RV buying patterns in recent years. "We are excited for this new direction, and for the encouragement and positive feedback we have had from customers. The RV climate is much different today. Where you once had a flood of \$500,000 to \$1,000,000 plus Class A consumers, we are finding there is a big shift towards appreciation for towable luxuries. For a fraction of the price, we can out-style, out-perform, and outclass the 40' diesels with a 30' ultra-light composite coach you can tow with almost any luxury V8 SUV."

For the luxury travel consumer, this new offering provides multiple advantages that were not previously available in modern camping.

First is mobility. The Earthbound's use of exclusively composite and alternative

[wood-free] materials allows for superior performance in weight, aerodynamics, and overall towability. A unit with options will weigh 5,000-5,800 lbs, which makes for a smooth tow with Mercedes, Volkswagen, Porsche, Jeep, Cadillac, Ford, and Lincoln SUV's. Once at the campground, owners have the option of using their tow vehicle as a daily driver capable of up to 28 highway mpg in some diesel models.

Second is design. Each unit can be tailored to meet customer tastes and preferences. Interior and exterior premium automotive paint in any color is standard, and countertops, fabrics, and furniture are customizable. Paint matching a tow vehicle is no problem. The cabinetry is a propriety composite system using thermoplastics and aluminum with a revolutionary surface that can be digitally customized to reflect any print imaginable. Walk inside an Earthbound, and one gets the sense of stepping inside a multi-million dollar yacht or private aircraft.

Earthbound's VP of Marketing David B. Hoefer says the unit's design follows simple rules that discerning customers appreciate. "We understate our elegance. The beauty is in the craftsmanship and bold look, and we don't need to cheapen it with tricks and gadgets. You know where your money went the minute you see the materials." However, the custom Earthbound offers plenty of technology as well. "The entry steps extend and retract, which is a first for towables. The awning is automated. LED TV's, HDMI capability, advanced satellite and military-grade solar systems are just several of the features available."

The third advantage is "true" green technology. The materials and the company's environmental awareness are apparent everywhere. Says David, "Our formaldehyde levels for a just-built unit that has not left the factory are 0.02 parts per million. This is equivalent to outdoor air quality in many areas around the US, and is off the charts for clean air in an RV. We publish our independent test results on our website for all to see."

The lack of formaldehyde and VOC-based building products is the reason for clean air. The factory produces very little waste that can't be reused. "When the NTA, a major independent testing agency for the RV industry, visited our factory, they didn't know how to score us. We were rated at Emerald Green Status only because no higher rating was available," laughed Charles.

Earthbound has received substantial recognition for technological achievements in recent years. In 2010, the company was named "Green RV of the Year" by the consumer review website Roaming Times, was featured in Men's Journal, and graced the covers of many RV publications in North America. More recently, Earthbound's have appeared on The Travel Channel, HGTV, and Motor Trend Truck Trends.

Dave Hoefer, Sr., Earthbound's founder and an industry icon, is proud to see the role his family has taken in the business. Dave Sr.'s sons David, Charles, and Jon, and his wife Mary, all manage aspects of the company's operations, while Dave himself focuses on sales and product development. Dave's prior achievements include founding Dutchmen RV and co-founding Four Winds RV, which he sold to Thor Industries. He also co-founded Dutch Housing, Hart Housing, and managed and consulted for a number of other manufacturers.

Dave Sr's vision for composite RV's started in the late 1990's, and he worked for years amidst stout industry opposition. "The dream," he said, "was to build an RV for the 21st Century." Years later, and after millions of dollars in testing, Hoefer is proud to see the emergence of Earthbound, and the direction his sons are taking the company.

"We are still very small, so it is hard to gain the approval of the industry. What they [Hoefer's sons] want to do is sidestep traditional distribution for a bit, and give customers an opportunity to work directly with the company on very unique builds. We have global demand on every continent, and have devoted a number of resources towards future international builds. However, for the immediate future, US and Canadian customers will have our full devotion of resources to work directly with them to create real works of art. These units will be special for years to come."

Earthbound is now taking orders for custom 2012 models for immediate production. Customers may reach the factory directly at 765-677-9090 or sales@earthboundrv.com. Units range in price between \$127,900 and \$147,900 plus options. Earthbound will reserve up to 20 units for custom production. The project will be evaluated later in the Spring, to determine if it will be continued in

the future. More information can be found at www.earthboundrv.com.

About Earthbound Recreational Vehicles LLC
Founded in 2009, Earthbound RV is a leading producer of advanced composite technology recreational vehicles. The company is headquartered in Marion, IN. Media inquiries can be directed to info@earthboundrv.com, or sales@earthboundrv.com. Visit www.earthboundrv.com for more information on company news and products.

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