

Latest Livin Lite Lines Increase Demand



By: RV PRO Staff

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Livin Lite RVs said consumer interest and sales of its trailers and truck campers have increased in response to recent product upgrades, including the radius front profile on the all-aluminum and composite CampLite travel trailer. The manufacturer also introduced a “wood-look” interior package for its lines

featuring Azdel composite material laminated with a wood-grain pattern.

“Response has been tremendous from both consumers and dealers. Our website and Facebook pages have nearly doubled in traffic since we made these changes public,” said Greg Dischler, National sales manager at Livin Lite.

Additions to Livin Lite’s truck camper line have resulted in a surge in retail orders. The RV make

er recently introduced the new 6.8 truck camper

model, which is designed specifically for short



-bed, half-ton trucks.

“We have seen our truck camper production double in the last eight weeks as our new models and upgraded features hit the market. When you combine our ultra-lightweight construction with metallic exterior colors that match the consumer’s truck, our campers really stand out from the crowd,” Dischler said. “Both consumers and dealers alike are excited about the uniqueness of the product and we are doing everything we can at the factory to try to keep up with demand.”

Livin Lite was named to *Inc. Magazine’s* list of the top 500 fastest growing privately owned companies in the last two years. Owner Scott Tuttle hopes to continue the trend as he reports that 2012 is shaping up to be yet another banner year.



“After three years of tremendous growth, we are set up now with four separate production lines that will allow us to better manage our increased production



as we move into the 2012 season,” he said. “Our goal is to continue to get better at what we do and to continue to improve our campers. As we do that, our sales continue to increase. We believe it is in direct response to what we are doing to fine tune our already unique products, and making sure that our dealers have nice sized territories so they can protect their profit margins.”