

November 18, 2010

AN OPEN LETTER TO THE RV INDUSTRY

Dear Business Partners and Customers:

During the past decade, the Environmental Protection Agency (EPA) has focused its efforts on reducing the amount of emissions diesel engines release into the atmosphere to achieve cleaner air and a cleaner environment. OEMs, working with the EPA, have risen to the challenge, developing engines that emit nearly zero emissions. The most recent, and for now, the final round of regulations went into effect Jan. 1, 2010, requiring engine manufacturers to implement solutions to significantly reduce the ejection of soot, ash and nitrous oxide (NOx) into the air.

To meet the new requirements, the majority of engine manufacturers – in fact, all but one – have chosen Selective Catalytic Reduction (SCR) technology. Why did we choose it for production in our motorhomes? Because SCR technology is simple, clean and reliable.

Unfortunately, the sole manufacturer utilizing Advanced EGR technology, which is not yet available on the RV market nor a proven technology, has created confusion for the industry by misrepresenting the truth about SCR.

Let's let the facts speak for themselves.

Fact: SCR works. Prior to release, SCR clocked more than 30 million test miles in the U.S. Furthermore, more than 600,000 trucks and RVs running hundreds of millions of miles in Europe currently utilize SCR to meet the European standards.

Fact: SCR delivers better fuel economy. Customers can expect up to 6 percent better fuel economy with SCR-equipped 2010 engines versus EPA 2007 engines. We expect further improvements compared with engines equipped with Advanced EGR, and we look forward to the day that they are available to test against.

Fact: Diesel Exhaust Fluid (DEF) is readily available and at a cost equal to diesel fuel. The average RV owner, travelling about 10,000 miles in a given year, would only need to refill the DEF tank about three times. The fluid is available at auto part stores, filling stations and travel centers across the country. And refilling the tank is as quick and easy as refilling windshield wiper fluid. An in-cab gauge will repeatedly alert the driver well in advance of when a refill is needed. If the driver chooses to ignore the multiple warnings, the engine will gradually and safely derate.

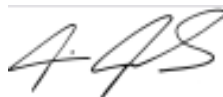
Fact: SCR improves driver satisfaction. SCR-equipped engines have better horsepower and torque with the same packaging as the EPA 2007 version.

The facts are all there. SCR is the best option on the market, which is why we have chosen it as the right solution for our customers. The ultimate choice is yours. However, if you focus only on the facts, the best choice should be apparent.

Sincerely,



Michael R. Terlep
President
Coachmen RV
A division of Forest River, Inc.



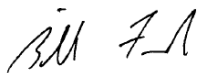
Jim Jacobs
General Manager
Entegra Coach



John Cunningham
General Manager
Forest River, Inc.
Diesel Motorized Division



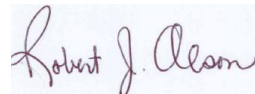
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