

New from Coachman

Despite rain showers of biblical proportions, Coachman managed an excellent showing of its 2013 product on the soggy turf at Rudstone Walk in South Cave.

Terry Owen was there for *Caravan Industry*.

Following the success of the new shape and panoramic window models in the Pastiche, VIP and Laser models last year Coachman is consolidating its position for 2013 by introducing four new layouts and making a raft of detail specification changes.

Nine new models were on display including three of the four new layouts. It was nice to see the carpets left down despite the awful conditions and to see bedding on the fixed beds. Flower arrangements in each caravan added a nice touch. The new layouts are designed to appeal to families, including grandparents who wish to take their grandchildren with them. Coachman sees this as an increasingly important sector of the market.

Amara models gain one-piece aluminium sides along with Truma Combi-boiler heating and Belfast sinks in all end washroom layouts. The 550/5 layout has been deleted in favour of two new layouts. The 565/4 is a single axle model with an interior length of 5.85m (19ft 2in). It has parallel front bunks, twin beds and an end washroom. It is designed to appeal to retired couples and possibly those with children small enough to sleep on the relatively short front bunks.

The Amara 580/5 is designed specifically for families. It is a similar size to the 565/4 and also has parallel front bunks, but it has a side dinette and twin bunk beds in the nearside corner. Without the kids in tow those bunks would come in very handy for storage. The offside rear corner accommodates a surprisingly large washroom.

Pastiche caravans gain the Thetford 113 litre fridge with an automatic energy search function so the fridge always selects the



◆ The storm clouds regroup for another attack!

most appropriate energy source from those that are available. Also new is the Status 550 TV aerial with an integrated signal finder and polarisation indicator.

The Pastiche 470/2 is dropped in favour of the 525/4. This is a very clever design that stole the show for many of those attending. With an internal length of 5.8m (19ft 0in) it somehow



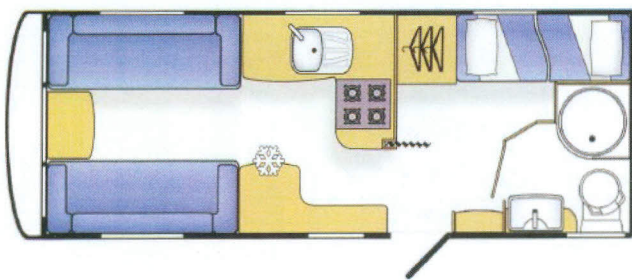
◆ All Amaras now come with one piece aluminium side panels.



◆ Amara 580/5 bunk beds.



◆ A Belfast sink and the clever use of a mirror help to give this Amara washroom a spacious feel.



◆ Pastiche 525/4 layout.

accommodates parallel front bunks, an L-shaped kitchen, twin bunk beds, a generous corner bathroom and walk in wardrobe. A curtain can be used to shut off the bunk area whilst leaving access to the washroom. It's one of those designs that simply has to be seen to be believed. It will not only appeal to the 'grandparent demand' sector of the market, as Coachman calls it, but to also to many families. The design is so good other manufacturers will undoubtedly copy it and Coachman must surely consider bringing out an Amara version.

The VIP range carries over from 2012 with detail changes to specifications. These include the Thetford 113 litre fridge and Status 550 TV aerial as fitted to the Pastiche together with a new scissor jack and Mini Heki in all rear washrooms.

Laser models have the same detailed changes as their smaller VIP siblings but gain the 620/4 - a new layout that breaks the current mould for UK built twin axle caravans by not having a fixed bed. The result is a wonderfully spacious caravan with long front bunks, generous side dinette, 175 litre fridge freezer, spacious washroom



◆ Pastiche 525/4 L-shaped kitchen.



with integral wardrobe and acres of kitchen worktop. This has to be the ultimate caravan for couples who are not bothered about having a fixed bed. The front bunks can be used as single beds or will make up into a king sized double bed. The side dinette can be converted into a single bed, or two bunk beds, suitable for children or small adults.

Despite the downturn in the tourer market Coachman says it has managed to produce and sell as many caravans this year as last. Much of this is down to the new shaped models introduced last year which not only looked good but were lighter than the models they replaced. The result is that Coachman's share of the luxury part of the touring caravan market is up and turnover has increased by over 15% when compared to 2011 figures.

New Commercial Director

The other news from Coachman is the appointment Matjaz Korosec, who will take the new role of Commercial Director at the start of the new 2013 Season. Matjaz, or Taz as he is known in the industry, joins Coachman with a wealth of knowledge gained from senior positions at both Adria and Fleetwood Caravans. He will be charged with overseeing purchasing, material logistics and all aftercare operations for Coachman.

The *Caravan Channel* once described Taz as a "Charismatic Managing Director... who is a believer in giving his workers the power to produce a very fine caravan"

Mr Korosec has over 20 years' experience in manufacturing, finance and business development. He served as CFO for the USA based manufacturing company Northern Technologies International Corporation and led the Debt Management Department of the Republic of Slovenia, issuing its first ever \$350million Eurobond.



◆ The Pastiche 525/4 walk-in wardrobe hides a cubby hole and two drawers. It also makes a convenient store for the table.

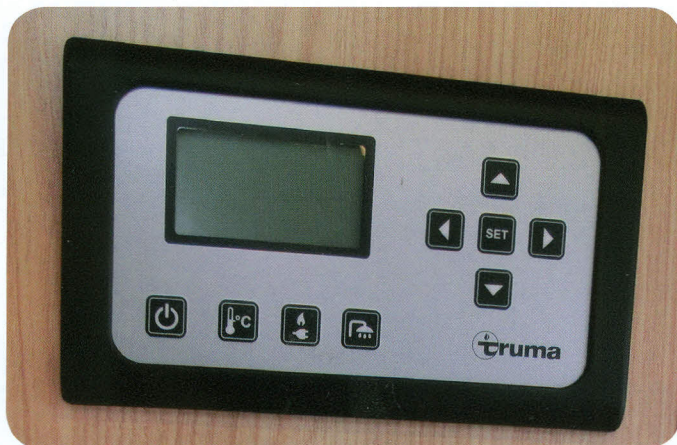
During his tenure Mr Korosec opened new markets and established companies in the manufacturing, retail, nano technology, software and leisure industries in the U.K., Germany, Austria and the US, as well as in his native Slovenia.

Coachman's Managing Director Jim Hibbs is looking forward to welcoming Taz to the team. "We are delighted to have someone with Taz's expertise on board," said Jim. "With his knowledge of the caravan industry gained at Adria and Fleetwood Caravans, Taz's experience will make a significant contribution to the Coachman management team as it strives to produce the best caravans in the U.K. marketplace."

Majoring in Accounting and Industrial Production at the Karl Franzens University in Graz, Taz is a past winner of the European Honeywell Futurist Competition and received his MBA from the Ross School of Business at the University of Michigan. He is married with two children and enjoys camping. 🚐



◆ Laser 620/4.



◆ Truma Combi heating graces Amaras for the first time. What's more, it's programmable.

RESOURCES

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