



National Bus Trader

The Magazine of Bus Equipment for the United States and Canada

Volume XLIII, No. 8

July, 2020

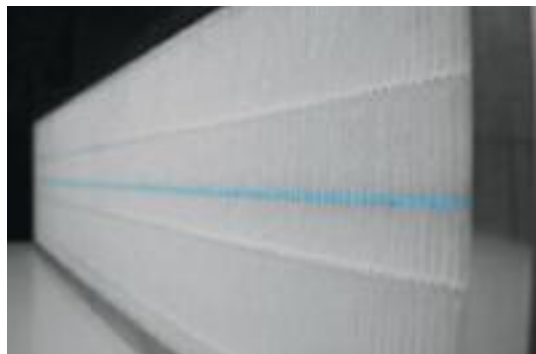
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COVER PHOTO

Miles and Kirwan Elmers founded Custom Coach Corporation in 1955 and went on to blaze a trail for the converted coach and RV industries. Shown here is a 1979 MCI with a Custom Coach interior built for the owner of a major retail chain that included bullet proofing around the rear bedroom, a personal entertainment system at multiple locations and a special filtered water system. The story behind Custom Coach starts on page 17. NBT.

NATIONAL BUS TRADER (ISSN 0194-939X) is published monthly by National Bus Trader, Inc., 9698 W. Judson Road, Polo, Illinois 61064-9015. Subscriptions, \$30 (in US funds) annually, Canada & International \$35 (in US funds). Printed in U.S.A. Periodicals postage paid in Polo, Illinois 61064 and at additional mailing offices.

POSTMASTER: Send address changes to National Bus Trader, 9698 W. Judson Road, Polo, Illinois 61064-9015.

Change of Address: Please send old mailing label (or old address and computer number) as well as new address.

Advertising: Classified ad rate is \$30 for first 25 words, 25¢ for each additional word. Rate includes Internet access. Name, address, and phone number are not included in word count. Display advertising rates sent on request. Advertising deadline is the fifteenth day of the 2nd preceding month unless otherwise indicated.

Affiliations and Memberships: American Bus Association, The Bus History Association, Family Motor Coach Association, International Bus Collectors, North American Trackless Trolley Association, Motor Bus Society, Omnibus Society of America, Tourist Railway Association, United Motorcoach Association.

NATIONAL BUS TRADER is THE Magazine of Bus Equipment for the United States and Canada.

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National Bus Trader
9698 W. Judson Road
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Web site: www.busmag.com

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A Tribute to Kirwan Elmers and Custom Coach Corporation

by Larry Plachno

Kirwan Elmers and Custom Coach Corporation not only founded the converted coach industry but blazed a trail through components, financing, insurance and licensing that made converted coaches and the following RV industry viable. Shown here is a new 1993 MCI 102C3 conversion for Trentway-Wagar photographed in front of the Custom Coach office and plant on Dublin Road in Columbus. CUSTOM COACH CORP.

On Sunday, May 10, 2020, Kirwan Elmers passed away in Columbus, Ohio at the age of 91. He was perhaps best known for being the co-founder, along with his father Miles, of Custom Coach Corporation in 1955. In 2020, Custom Coach Corporation celebrates its 65th anniversary.

It would take a book to document all of the achievements, innovations and accomplishments of Kirwan Elmers. When you asked him, Kirwan would comment that he was particularly proud of having installed the first automatic transmission in a motor-coach. One of my observations is that Kirwan knew how to relate to everyone. In the morning he could explain bus things to my children, at noon he could speak with entertainers about building their next conversion, and in the afternoon he would meet with a prince from Saudi Arabia who wanted a coach. But my personal observation is that his greatest achievement was in creating the new converted coach industry and in beating a path that the RV industry followed. Having been blessed by owning three Custom Coach conversions over the years, I was

aware of much of this and was lucky enough to be among Kirwan's friends.

Today, it would be difficult for many younger people to imagine our world without motorhomes and the RV industry. But powered motorhomes were essentially unknown prior to the mid-1950s. While there were a few isolated examples, they were all built individually and for highly specialized purposes. Most were owned by companies or used for various commercial purposes.

The earliest example we know of was a 1917 Packard that was converted by Pickwick Stages into what might be called a bus route scouting bus. Pickwick was an early bus operation that was founded in California and began expanding routes north and east. This early conversion did have a bedroom, restroom, galley and small living area and could be sent out to explore potential new bus routes. There are records of various circus and show acts traveling in modified buses. We might consider them as the earliest examples of today's entertainer coaches.

In 1928, Orville Caesar, general manager of Greyhound, had a Will bus outfitted as a traveling office. Later, in early 1956, Greyhound had a PD4104 modified for a similar purpose. What may have been the first example of a coach with a simple motor home interior came in 1931. It was a new Yellow Coach Z-250 converted for Augustus Bush of the Anheuser-Bush Brewery in St. Louis. It was used during the 1930s and survives today in the Museum of Transportation in St. Louis.

What we today might call the camper industry first started in 1928 when tent campers began moving into small trailers. Some were too short to allow people to stand and almost all were small and offered little beyond sleeping and cooking accommodations. Campgrounds began turning into trailer parks as these trailers multiplied. Many were originally home-built but factory versions soon became available. It was with this as a background that Custom Coach was born.



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Miles Elmers, Kirwan's father, was somewhat of an inventor and entrepreneur. In the post-war years, Bendix and Westinghouse built new automatic washers but encountered difficulties because of the high amount of suds generated by existing laundry detergents. Miles developed a new low-sudsing laundry detergent for these machines called "all." The small "a" permitted the name to be registered.

Initially, none of the major soap manufacturers were interested in the product so Miles developed his own marketing and soon had 17 branch offices for his fast-growing detergent business. Miles spent most of his time on the road monitoring his enterprise. As a result he began to tow a house trailer behind his car and bring his family along when he could. Since the available house trailers were small and primitive, Miles built his trailers himself to have more quality and refinements.

When school was out in the summer, Kirwan along with his mother and sister would travel around the country with his Dad on his rounds. Kirwan said that he had been in 45 of the 48 states before he started high school. (Alaska and Hawaii did not become states until 1959.) Miles began looking for better ways to travel because everyone had to ride on the car when towing a trailer.

Meanwhile, the Flxible Company of Loudonville, Ohio found in the post-war era that there was interest in using their coaches for various unusual commercial purposes. In 1949 Flxible created its Land Cruiser Division at its Millersburg, Ohio facility to provide these interiors in order to sell more coaches. The buses would be built as shells at the plant in Loudonville and then moved to Millersburg where a special crew would install the interiors. Initial applications included things like X-Ray units and mobile showrooms.

When Miles Elmers learned about what the Land Cruiser Division was doing in Millersburg, he paid them a visit in 1951. He asked them about building what today would be called a motorhome interior. The Flxible staff was initially skeptical since their experience to date was all with commercial interiors. In the end they agreed, possibly



The very first converted motorhome coach was built into a Flxible Visicoach shell in 1952 by their Landcruiser Division for Miles Elmers. It was considered a big vehicle at that time and is shown here parked in front of the Elmers family home in Columbus. CUSTOM COACH CORP.



Kirwan Elmers pauses for a photo in one of the earlier conversions. Custom Coach interiors were obvious and well known because of their durability and practicality. Cup holders as well as multiple storage drawers and cabinets were welcomed by the coach owners. CUSTOM COACH CORP.



It was said that no two Custom Coach interiors were alike because they were individually designed for their new owners. This 1979 MC-9 was converted by Custom Coach for the owner of a major retail chain of stores. It had kevlar around the rear bedroom for security as well as a special filtered water system and a custom entertainment system. NBT.

because Elmers already had some experience with building travel trailers. In 1952, Elmers took delivery of the first commercial converted coach with a motorhome interior, a Flxible Visicoach.

The family took it on a shakedown cruise to Fairbanks, Alaska and back. One of the biggest concerns was the original power train that consisted of a Buick Straight-8 engine and a five-speed manual transmission was a challenge to most drivers. Kirwan, who previously had experience with custom cars and engine swaps, installed a new power train with a big Cadillac V-8 engine and an automatic transmission. This was the first automatic transmission to go into a coach. It was years before automatic transmissions became optional in commercial coaches.

Two things happened at this time that set the stage for future developments. The first is that Miles Elmers sold his detergent company to Monsanto in 1953 and had more free time. An Ohio State football game at the Rose Bowl prompted driving the Flxible to California. The second thing that happened was when the coach was taken to the Ridings Cadillac dealership in Los Angeles for service, Mr. Ridings was impressed and asked to buy it. Miles and Kirwan flew home after selling the coach.

Once back in Ohio, they visited Flxible to order another coach. Management at Flxible was somewhat reluctant because these special interiors required more engineering skills and management time than they wanted to invest. The Flxible people suggested that they would rather provide the coach shells and have someone else do the custom interiors. Since Miles had past expe-



Custom Coach did not have a production line since every interior was custom designed. Instead, the coaches were worked on while in a row. It was typical for five or six coaches to be in production at any one time and 20 or slightly more were built annually. CUSTOM COACH CORP.

rience with building travel trailers and Kirwan had experience with custom cars and power trains, they became interested. Miles and Kirwan had come to order a new conversion coach but ended up buying the Land Cruiser Division.

The new Custom Coach Corporation was established in a small auto service garage in Columbus, Ohio on October 1, 1955. It was a different world back then. Parts of the Pennsylvania Turnpike, the first real interstate highway, were open but it was not yet

completed. Most motel chains we know today did not exist. McDonalds had opened their first franchise only months previously and fast food was still new. While campgrounds existed, they were geared to small trailers and not for the big Clipper coaches. Customers had to be sold on the concept of converted coaches as well as the vehicle.

As an industry pioneer, Custom Coach found it necessary to blaze a trail for their converted coaches as well as the RV industry that followed in their wake. The first problem was obtaining components and systems. At first, Custom Coach used a lot of boat and yacht components because the RV industry did not yet exist. Getting financing for a converted coach (then \$25,000 to \$75,000) was an uphill battle. Bankers would exclaim: "You want to buy a what?"

Pioneering work also had to be done with government agencies. State licensing bureaus were confused because a converted coach was not a trailer, car, bus or truck and most had no category for powered recreational vehicles or private buses. Insurance was also an uphill battle for much the same reason. Insurance companies had never insured converted coaches in the past simply because they did not exist. Most people fail to understand the amount of pioneering work that had to be done in the later 1950s to make converted coaches viable. And, it was this work that opened the door to the RV industry that followed.

A major turning point came on June 20, 1963 when a group of "house car" owners met in Hinckley, Maine to watch an eclipse and ended up founding the Family Motor



Custom Coach also sold pre-owned coaches as owners moved up to new ones. Some coaches were known to have had several owners over the years. Here is the used coach row adjacent to the Custom Coach facility on Dublin Road in Columbus. NBT.

Coach Association. They were called “house cars” because they were hand made and the earliest recreational vehicles. Kirwan Elmers drove a converted 35-foot Marmon-Herrington to the gathering and was the only commercial company there.

This founding of FMCA soon sparked the start of early factory RV units that appeared on the market. They were viable only because Custom Coach had already created a path through components, financing, insurance and licensing. Kirwan Elmers was active with FMCA for years, serving on its Commercial Council from the mid-1960s

and as chairman of the council from 1990-1999.

Custom Coach installed the first back up cameras in 1965 and the first cruise control in 1967. There simply is not enough room to list all of the accomplishments of Custom Coach nor the memberships of Kirwan Elmers over the years. However, I do want to mention two things. The first is that in about 1985, Custom Coach developed what came to be called the Q/C or Quick Change rear bedroom. It offered two couches for an executive interior for daytime travel. These could be turned into two twin beds at night



By 1990, Custom Coach had moved into modern interiors with Corian countertops and other features. This 1990 MCI 102C3 was originally a demo coach for trade shows and was later owned by an Ohio Businessman and then NATIONAL BUS TRADER. NBT.



A reception for friends was scheduled on Tuesday, May 19 at the Schoedinger Northwest Chapel in Columbus. A couple buses also showed up including this nicely restored Flxable that is owned by Mike Middaugh of Coach Quarters. ANDY BEAL.



In 2013, Kirwan Elmers was inducted into the Recreational Vehicle/Motor Home Hall of Fame for his work at Custom Coach. He was recognized for several accomplishments including the first coach automatic transmission, first backup cameras and first cruise control in an RV. ANDY BEAL.

or moved together in the center of the bedroom to make one larger bed. This was a great innovation for people who used their coaches for multiple purposes.

The second item is that in 2013, Kirwan Elmers was inducted into the Recreational Vehicle / Motor Home Hall of Fame for his work at Custom Coach. He was nominated by Charlie Schrenkel and endorsed by Karl Bade, Bob Lee and Larry Plachno. This was long overdue in acknowledging the pioneering work he did in making converted coaches and recreational vehicles viable.

From a corporate standpoint, Miles remained active with the company for about 10 years after it was founded. Kirwan stepped in during the mid-1960s and purchased the company. In the 1980s it was sold to Alco-Standard but Kirwan remained active. In 1989, the company was acquired by Greyhound and later spun off in 1993 with MCI. Following several years under private ownership, Custom Coach was acquired by Farber Specialty Vehicles.

Located on the east side of Columbus, Farber specializes mainly in commercial interiors and body-on-chassis shells. Hence Custom Coach, with its private and executive interiors in MCI or Prevost coaches, was a welcome addition to the product line. Kirwan continued to be active with the company well into his 80s and had an office at the Farber location. His accomplishments will be long remembered in the converted coach and bus industry. □

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KIRWAN ELMERS

FOUNDER, CUSTOM COACH

1928 - 2020

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All lots in RiverLandings either front the river or one of our two lakes. Our resort has a tight-knit community feel with only 64 lots. The typical lot in RiverLandings has very spacious coach cabana options, so that your family and friends can come and stay with you, making your options for entertainment space endless. Additionally, your coach cabana is fitted with retractable corner meet doors that open up to a large covered lanai and outdoor spaces. This space can also be



customized with your very own private pool and outdoor kitchen that provides the perfect space for dining and entertaining. Each coach cabana has a garage that is large enough to accommodate a golf cart, motorcycle, and additional storage. Our thoughtfully designed coach covers allow for your RV to sit in the shade while allowing your motorcoach satellites to work. We also have our own private island with a walkover boardwalk and a beautiful marina, where you can tie up your boat.

The clubhouse was designed for owners and guests to enjoy the true luxury, laid-back lifestyle. A unique boat-shaped bar in the heart of our clubhouse is going to be the host of many memorable times. The bar area opens up to an expansive pool deck, which gives you the ability to sit and relax or grab some friends and enjoy a game of volleyball while your favorite sports games play on the outdoor TV. Even at the clubhouse and pool, you are surrounded by the endless views of our lakes and beautiful fountains. The clubhouse also boasts a full-size, cater-in kitchen for future parties and gatherings. There is also a state-of-the-art fitness center with a salt therapy room and infrared sauna that will help you maintain your healthy lifestyle.

Also available for separate purchase are climate-controlled Toy Barn storage units that are sized to accommodate the largest RVs, boats, trailers, Harleys, and any other toys you may have. Other onsite amenities include pickleball courts, a serenity area, and a dog park under the moss-covered oaks and Florida native plants.

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Our Clubhouse and pool will be open and ready for this year's fall season; along with the pickleball courts which are now completed. The first onsite air-conditioned enclosed storage units which are large enough for all your needs including your coach is under construction and the first building is now sold out.

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Keeping It Simple The Key to Emerald Success



This photo looks from the front to the rear of an Emerald coach. A slide-out on the street side is a big step in making the interior look less like a bus. Emerald has listened to their customers and has made things easier and simpler. One major advantage is that Prevost coaches can be serviced at the many Prevost Service Centers. Another advantage is that they have better handling and are easier to drive than most of the larger RVs.

For most RV owners, there is no denying the idea of moving up to a Prevost can be a bit intimidating. The sheer size and weight of the bus platform, along with its cutting edge technologies and complicated

systems, represent a huge step up from the average Class A motor home.

Of course, one test drive is all it takes for most to discover that the Prevost is much

easier to handle than a comparably sized motorhome. As for its complexity – well, that is something Emerald has addressed head-on.

"We surveyed customers about what they want in a coach, and we listened," says John Walker, Emerald's owner and president. "Simplicity and ease of use were at the top of the list. Customers made it very clear, they wanted every operation to be easy and repeatable. So we made that a priority, and it's become a characteristic of the Emerald brand."

Key to their success in doing so is a Crestron-based control system that may be the simplest and easiest to operate ever designed.

"We program the Crestron ourselves with our own interface, and combine everything into one central control panel," Walker continues. "You can also run it through your phone, tablet or smart TV. And you don't have to be an engineer to manage it."

That goes for many of Emerald's coach design features, as well. The lower bays have been redesigned to make key components like water pumps and filters much easier to access. Interior coach doors open and shut manually rather than by costly, often temperamental electronic controls. Because no modifications are made to the original Prevost dashboard, it can be serviced routinely at any authorized Prevost service center. Again, the idea is to keep things as simple as possible.

Of course, problems do arise from time to time. But when they do, Emerald responds with service that is second to none. Consider: Every Emerald buyer is



One of the major advantages of a Prevost conversion is that different interiors are available for different needs. This Emerald coach offers a dinette as well as extra overhead storage. Some conversion owners have dinettes that convert into a bed to accommodate overnight guests. Floors, wall coverings and carpeting can also be modified for the needs of the coach owners.

assigned a personal IT professional who is available 24/7 and ready to do whatever it takes to resolve the issue.

The bottom line? "We've carved a unique niche for Emerald in the Prevost market, one that combines advanced technologies and peerless craftsmanship with simple, no-nonsense operation and superb customer

service," John Walker points out. "It makes owning and using a coach a lot less complicated and a lot more fun. What could be simpler than that?" □

Shown here is the galley area on an Emerald coach. Depending on the needs of the owners, a galley can be simple with little more than a sink, microwave and refrigerator, or it can be more elaborate and capable of producing gourmet meals. This example offers a unique and attractive lighting arrangement.



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The integration of Featherlite Coaches, Amadas Coach and FAIC Seats provides a combination of expertise and experience that is well known. When you add in high levels of quality and customer support, it makes Featherlite coaches difficult to beat.

Featherlite Has Decades of Conversion Experience

The combination of Featherlite Coaches, Amadas Coach and FAIC Seats provides the ultimate in luxury motorcoaches for the consumer marketplace, luxury seated coaches for the transport market and luxurious FAIC seating for new and pre-owned transport coaches. This unique combination of offerings backed by more than 50 years of manufacturing excellence ensures the highest levels of quality with the utmost in customer support.

Featherlite Coaches (www.FeatherliteCoaches.com) handcrafts bespoke motorcoaches for the consumer market combining the finest materials with high-tech features designed and engineered in 3D CAD to deliver the finest coach on the market. Building on the Prevost H and X chassis, Featherlite Coaches offers customers coaches with two to four slides and is the only converter

whom also offers an in-house slide system that provides increased living space with

flush-floor slides deeper and wider than offered elsewhere.

Featherlite coaches offer a wide range of options, designs and entertainment systems. This Featherlike Prevost coach has a unique cockpit area designed around the coach owners and their optional special features.



Floorplans offered include multiple bath and a half configurations, bunks that power convert to become expansive hanging storage all with king master suites. Leveraging the massive storage available in the Prevost chassis, the coaches offer power sliding trays with available exterior entertainment features such as refrigerator, ice maker, power liquor dispenser and 4K UHD TV and surround sound. Control systems range from simple remote control operation of AV and lighting up to voice control of all systems.

Amadas Coach (AmadasCoach.com) offers the finest in marketing, executive and seated luxury coaches. Marketing coaches provide corporations space for product exhibition, product training and

client entertaining space and can be custom designed to meet a client's unique needs. Executive day coaches can be configured to suit but traditionally offer a choice of couch or single seats in the salon, galley offerings, full baths and a conference room that can convert for overnight accommodations. Seated luxury coaches offer the finest in FAIC seating with space for up to 34 customers with custom lavatory, galley and full AV suites to ensure the finest in luxury travel.

FAIC Seats (faicseats.com) provides the ultimate in passenger comfort during line-route, tour or charter operations allowing for higher revenue and increased customer loyalty. These luxurious seats are available in multiple material choices including custom dyed leather or customer supplied choices. The seats can be configured with USB and 120-volt power, adjustable recline, leg and foot-rest options, cupholders and tray tables. FAIC Seats offers a solution in three-point and two-point seats for both new and preowned coach outfitting and have been the seat of choice for operators who want to stand out from the crowd ensuring repeat customers.

The unique combination of offerings created with the grouping of Featherlite, Amadas and FAIC Seats ensures customers from both the business and consumer markets are provided the ultimate



This photo looks from front to rear in a Featherlite coach. Note how slide-outs open up the interior and get away from the bus and aisle look. What is noteworthy is that owners can select from a wide range of flooring, wall coverings and furniture to give their coach a unique appearance and meet their specialized needs.

coach be it for personal enjoyment, brand recognition or revenue generation. For information on coach offerings or service

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40 Years of Luxury in Motion Hemphill Brothers Coach Company

In 1980, Trent and Joey Hemphill purchased two custom built entertainer coaches from their dad. These two buses would be the beginning of a 40-year journey for the brothers who make their home in Nashville, Tennessee. From converting shells to leasing buses, Hemphill Brothers Coach Company has become a leader in the custom coach industry, leading the way in luxury travel.

"We have learned a lot over the years," stated Trent Hemphill. "Each time we convert a bus, we push ourselves to come up

with a better way to do things. Each build is extremely custom, and no two are the same. Sometimes the layout changes, other times the materials change, and then there are times we deal with a structure change from Prevost on the actual shell. Many times, you also have a client involved in



the build, which always pushes our team to learn something new and out of the box. These challenges only make us stronger as a company. When you mix years of bus building knowledge and experienced carpenters with new technology and updated materials, we all win in the end. Overcoming these obstacles always yields a beautiful conversion and a better, safer way to travel," he continued.

Joey Hemphill added, "We want our buses to have the latest and greatest. We strive to keep up with technology and

equip our coaches with the luxuries and ease of home. Electronics are ever-changing, and those upgrades are very important to our clients. When you make your living in music, you want the best there is in order to work while you are on the road touring. We have even built interiors with recording studios so they can record on the road. One time, we installed an upright piano in a front lounge in place of a couch.

The possibilities are endless. Our coaches are truly someone's home away from home. We outfit the conversions with upscale materials to make it feel that way. We want them to feel safe and have all the comforts of their own home. Many times, we transport families, so configuring the bus to meet their needs is very important to us."

With 70 employees on-site and more than 150 drivers, Hemphill Brothers has a bus to fit everyone's needs. It does not matter if you are a Rockstar on tour or just want to travel like a Rockstar, one of their 115 buses can safely take you from point A to point B on your own schedule.

"Not only do we transport individuals you see on stage performing your favorite song, we also lease to various Hollywood actors, politicians, speakers, authors, everyday businessmen and families,"



Looking towards the rear of this Hemphill coach we can note several features. On the curb side is an attractive galley area for meeting both simple and more elaborate cooking needs. On the street side is a dinette that is both elegant in black leather and practical as a place to sit and eat.

stated Trent. Joey continued, "A bus trip is a great way to spend quality time together and see the country as a group or as a family. With the current travel conditions due to COVID-19, more families are seeing America this summer for vacation. Our buses can travel from sea to shining sea, stopping along the way to check out a national park or two.

Our buses are built with lots of storage underneath and can also pull a trailer if needed. We want travelers to be able to bring their bicycles, sand chairs, golf carts and whatever else they might need to enjoy their trip." Trent added, "I had a gentlemen tell me the other day that out of all the trips he and his family have taken around the world over the years, their favorite memories are

still the ones from their summer bus trip across the United States."

Hemphill Brothers Coach Company is truly invested in custom converted coaches to meet your needs and after 40 years, they have built a team of skilled individuals to do just that, who on average, place in service 10 newly converted buses in a year's time. You can keep up with their latest conversions via their Web site at hemphillbrothers.com, Instagram @HemphillBrothersCoachCompany, their You Tube Channel and LinkedIn under Hemphill Brothers Coach Company. □



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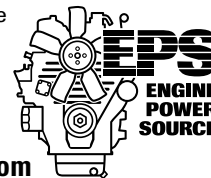
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How “Suite” It Is

Liberty Coach and Prevost team up on a new masterpiece of space and style

Liberty Coach has developed an excellent reputation for Prevost conversions over several decades. Liberty is always striving for someone new, different and innovative. Noteworthy is Liberty’s Blindspot Detection System and a 360-degree exterior camera system. In addition, Liberty has been working with Prevost on a new rear bedroom slide room that provides more space in a new design.

It is often said a picture is worth a thousand words. For this particular picture, every one of those words might well be “awesome.”

Anyway you look at it, Liberty Coach’s aptly named new “Super Suite” is like nothing the motorcoaching world has seen before. Framed by a stately dark wood pillar and soffit treatment and offering a seemingly impossible amount of bedside space, it looks and feels more like a five-star hotel suite than the rear of a motor home.

Of course, this is not just any motor home. It is a 2021 Ravello SS Triple Slide Edition (Stock No. 867) – the very latest from premier Prevost convertor Liberty Coach and first to be built on a specially-

modified version of Prevost’s new Super Slide chassis.

First introduced at the 2019 Tampa RV Super Show, the Super Slide chassis added a stunning 40 inches of width to the rear driver’s side slideout to create an extraordinarily large rear bedroom space. Liberty managing partner and design engineer Kurt Konigseder wanted more.

“In the initial configuration, the slideout window was positioned toward the rear of the coach, which is not what we had in mind,” Konigseder explained. “I wanted them (Prevost) to build with the window in the center of the slideout, so the bed could be centered in the slide room.” Prevost agreed, and after working together for

nearly a year, the first modified chassis was delivered to Liberty’s production facility in North Chicago, Illinois.

The results speak for themselves. The Super Suite’s bed-forward positioning leaves ample floorspace for the rear vanity and shower area, while the facing floor-to-ceiling closets on the passenger side mirror the slide room’s symmetry and add a significant amount of closet space over prior coaches.

That is matched by a host of new systems and features throughout the rest of the coach, including Liberty’s exclusive Blindspot Detection System and 360-degree exterior camera system as well as a breathtaking Artisan Series exterior

design by renowned automotive artist Dean Loucks.

The bottom line: Liberty's first "Super Suite" coach is a super achievement in any every way. Of course, that is just business as usual for the world's premier manufacturer of Prevost conversions, and you can expect more of the same from Liberty's design team for the remainder of the 2021 model year and beyond. In the meantime, savor these images

of Liberty's first "Super Suite" Elegant Lady. And keep your eye out for more in the months to come.

Liberty Coach #867, the 2021 Ravello SS Edition shown here, is under contract and not available for sale. The next Super Suite model, a bath-and-a-half 2021 Serrado SS Edition (LC #871) is now in production. For updates and more information on Liberty's 50+ year history

of innovative leadership in motorcoach conversions, visit LibertyCoach.com. □



Prevost has developed a new rear slide room that allows the bed to be positioned at the front of the room. In turn, this opens up the rear of the coach for the rear vanity and shower area. The result is substantially more space for storage and for other features.

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Here, we look from the front to the rear of a Liberty coach. A wide range of floor and wall coverings, furniture and options are available to customize the coach to the needs and desires of the coachowners. This particular coach is under contract and not available for sale, but another Super Suite model is already in production at Liberty.



Marathon Coach

Marathon Coach has decades of experience in coach conversions. They are the largest coach converter, having produced more than 1,300 converted coaches. They are also one of the most diverse conversion companies with a wide range of interiors built for both private and commercial owners. Marathon only converts Prevost coach shells.

Marathon Coach Inc. began operations in September 1983 converting new commercial bus shells into luxury recreational vehicles and corporate coaches. Owned by the Schoellhorn family since 1992, it is now the world's largest and most experienced luxury bus conversion company. Under the leadership of President and Owner Steve Schoellhorn for 20 years, Marathon has continued to grow its business by producing innovative, quality coaches, as well as possessing an unwavering commitment to after-sale personalized service.

"Our mission," Schoellhorn said, "is to design and build the highest-quality bus conversions on the market today and to back those coach conversions up with the highest level of after-market service." He went on to emphasize how important follow-up service is to Marathon Coach's current and future success. "A third of Marathon's customers are repeat business," he said. "Our success is based on three things: quality of our product, quality of our aftermarket service and our competitive pricing relative to everything our product and company brings to the client. The level of our repeat business is a success that we are extremely proud of."

Marathon's years of experience translate into a wide range of quality interiors and options that meet the needs and wishes of conversion owners.



By far an industry record, the company has produced and sold more than 1,300 custom bus conversions worldwide. As Prevost's largest volume luxury converter, more than 1,000 of these are built on the Prevost chassis. Marathon provides service support to their valued coach owners at their sales and service facilities in Oregon, Texas and Florida, as well as at events and resorts through their mobile service fleet.

Aside from building exclusively on Prevost shells for well over a decade, another driver of this success and longevity is found in Marathon's people. Their engineers, craftspeople and designers are extraordinarily talented, with every department working together to design and produce each custom coach. Marathon is proud to have retained many long term, dedicated employees. All of Marathon's 275 outstanding employees work extremely hard and contribute each and every day, with 68 of those employees having more than 10 years of experience and a dozen of them having Schoellhorn's 27 years beat.

Because of this employee dedication and expertise, Marathon's advanced technologies and patented systems maintain the company's position at the forefront of

the recreational vehicle and corporate coach industry. The company's proprietary technologies, such as TechLink, an electrical smart house networking system, and

Freedom Plus, an automated sewer hose system, were specifically developed to make coach operations easier. To learn more about their patented systems or cus-

tom order process, or to view their current one-of-a-kind new and pre-owned inventory ready for immediate delivery, visit their Web site at www.marathon-coach.com.

Marathon has several coaches in production at any one time. Many are ordered by customers who take the time to pick furniture, floor coverings, wall coverings, entertainment systems and options to really personalize their coach. Marathon also offers several of their own options including TechLink and Freedom Plus.



"Marathon is proud of being associated with Prevost since the 1980s," said Schoellhorn. "We're also very proud to have built the most Prevost bus conversions of any company. Without doubt, they build the best conversion bus chassis. The partnership of both companies has provided an unparalleled luxury coach for over 30 years." □

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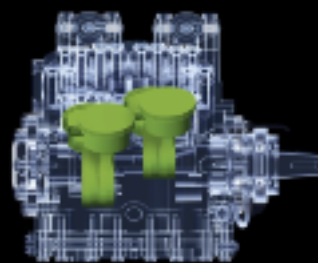
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Mountain Falls Luxury Motorcoach Resort

Located in the Blue Ridge Mountains in North Carolina, Mountain Falls is an exclusive motorcoach resort providing a wide range of sites and amenities. In addition to basic sites, Mountain Falls also offers options such as pavilions, kitchens and fireplaces. Activities include two swimming pools, a golf course and a cardio and weight room.

Mountain Falls is located in western North Carolina, nestled in the beautiful Blue Ridge Mountains. This exclusively class A motorcoach resort, is the summit of luxury, and will likely be your final destination for the lifestyle you have always dreamed of. Site choices include everything from pristinely landscaped and paved basic sites, to those equipped with pavilions, kitchens and fireplaces. The sweeping views warrant no explanation.

The grandeur of your site, will only be exceeded by the unrivaled amenities and activities Mountain Falls has to offer. Our exclusive resort boasts two pools – each with a hot tub and bathhouse, eight pickleball courts anchored by a state of the art stadium seating pavilion, a beautifully manicured executive nine-hole golf course, a fully-equipped cardio and weight room, and an elegantly appointed clubhouse with bar and fireplace.

Whether you choose to relax poolside, join a friendly and spirited game of pickleball, improve your handicap, work up a sweat in the gym or relax with new acquaintances

at the clubhouse, you will know you found what you have been searching for behind the gates of Mountain Falls.

While activities within the resort are plentiful, you will want to venture out occasionally to experience the abundant resources our mountain paradise has to offer. From countless miles of wildflower dotted hiking trails, to clear cascading waterfalls, to heart pumping whitewater rafting, to quiet fly-fishing and even exhilarating zip lining, you will end your days blissfully tired and satisfied, but never bored.

To be sure, daily life at Mountain Falls is fabulously full; however, our additional events calendar takes it even further over the top. Make new friends while enjoying an afternoon game of cards, weekly clubhouse dinners, Picnic and Pickle cookouts, “Sip and Sounds Fridays” (complementary wine and appetizers with live music), or one of our many themed and always anticipated, signature events.

Among this years’ headliners are our Fourth of July “Cars and Stripes” vintage

car show and beach band, our Roaring Twenties Gatsby Casino Night, Professional Pickleball Exhibitions and lessons, and our ever popular, multi-day Oktoberfest, set always amidst the backdrop of autumn’s symphony of changing colors.

Come experience our breathtakingly beautiful, vibrant community, where friends become family and renters become owners – often on their first visit. Whether you choose to join us for a weekend, a season or for life, you will agree Mountain Falls is one special place, with some very special people.

*Golf cart rentals, wood and propane are available on-site. The Historic Toxaway Market (wine, beer, cheese, local steaks, produce, snacks) and Villa Amato (Italian dine-in or take-out) are within easy walking distance. Bus washing, massage therapy and dog grooming are also available by appointment.

For rentals contact mountainfallsadmin@kwpmc.com. For sales contact mtnfallsresort-sales@gmail.com. □

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