



## MONACO RV GRASSROOTS CAMPAIGN

### What if we recruited RVers to take our emissions story on the road?

Until recently, manufacturers have met all commercial vehicle emissions requirements for their customers. But in 2010, when emissions standards became more stringent, the majority of engine producers chose a compliance route requiring drivers to deal with a new liquid additive on their own. For the managers of trucking fleets, this is an inconvenience. But what about RVers looking for a carefree recreation experience?

If it was up to Monaco RV, consumers wouldn't need to know a thing about the EPA's 2010 emissions standards. In fact, their diesel RVs already meet the new standards right inside the engine, meaning no additional hassles or worries.

So we introduced a grassroots campaign called "PreseRVe Our Freedom." Targeted at people who are the most passionate about RVing and the independence it provides, this campaign gave them the tools they needed to spread the word about Monaco's in-engine compliance among their peers.

The campaign was activated through a variety of channels: targeted digital advertising (particularly at campgrounds), a blog for sharing content, and rally kits containing handouts, t-shirts, caps, buttons and more. We encouraged people to become "freedom fighters" by letting their fellow RVers know that their freedom is being threatened and what they can do about it. Nearly 1,600 RVers signed up, far surpassing projected numbers.




# PRESERVE OUR FREEDOM

In response to RV manufacturers who are trying to complicate the way we go RVing, preserve RVers like you have drafted the following document.

**THE RVER'S BILL OF RIGHTS**

1. The freedom to travel where we want, when we want, and how we want.
2. Freedom from bearing the burden of meeting government emissions standards.
3. Freedom from inconveniences that interrupt or reduce the enjoyment of our trip.
4. Freedom from build area.
5. The freedom to travel without seasonal limitations.
6. The freedom to travel without worrying about the engine derating or shutting down.
7. The freedom of a hassle-free RVing experience.



## YOUR RVING LIFESTYLE

## IS BEING THREATENED

## PRESERVE YOUR RV FREEDOM

## SIGN THE RVER'S BILL OF RIGHTS



HOME   WHAT WE'RE FIGHTING FOR   THE RVER'S BILL OF RIGHTS   HOW WE DO IT   THE FREEDOM 2017

# PRESERVE OUR FREEDOM



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### WHO WE ARE

The PRESERVE OUR FREEDOM movement was started in 2010 by a group of RV owners. That's when the EPA passed new diesel engine emissions standards. The news upset about the way many RV manufacturers responded to the new EPA standards – by pushing the blame to RVers like you, and complicating the way we go RVing.

As you can see from the faces of those who have joined the movement, we're made of you – regular, down-to-earth folks who love the freedom of today's RVing lifestyle, and who don't want to see it change.

There was the kind of people who are willing to protect that freedom, by spreading the word about the threat, and by promoting better alternatives. It's the best we can do for the lifestyle we love.

05-18-2011  
 03-10-2011  
 02-16-2011  
 05-10-2011  
 03-22-2011
