

Forest River Brands go 100% Digital with New Owner's Guide

News Release

Tweddle Group and Forest River Upgrade Digital Customer Experience

CLINTON TOWNSHIP, Mich., February 26, 2019 – Forest River Inc., one of America's leading manufacturers of recreational vehicles, pontoon boats, cargo trailers and buses, has partnered with Tweddle Group to create a new, 100% digital owner's guide for its RV, marine and cargo trailer customers.

The new digital owner's guide was designed with the customer in mind, and will provide a more convenient, comprehensive and personalized experience. The move will benefit fifteen (15) Forest River brands, including Forest River RV, Coachmen RV, and Berkshire Pontoons.

SINGLE SOURCE FOR HELP

Available on the web and as a mobile application for iOS and Android, the new digital owner's guide aims to become the "single source" where customers can get information about their RV, boat or trailer and all its various components.

"Within the four walls of an RV, there can be dozens of third-party components," says Charlie Blaesser, Tweddle Group's Director of Product Development. "And each of these components—for example, the TV, refrigerator, air conditioning unit—often comes with its own specific owner's and service manual, each from a different manufacturer."

The new Forest River Owner's Guide aggregates that information, including owner's manuals, maintenance charts and how-to videos. "Instead of asking the consumer to start a new search every time they need help with a specific component, they can open the app, and find the help they need, all in one location," says Blaesser.

The digital owner's guide was designed and developed by Tweddle Group and is supported, behind-the-scenes, by their enterprise content delivery platform. "Forest River's brand product managers go to great lengths to curate 3rd party content from all over the web, and now they have a platform for managing and distributing model-specific information for their customers," Blaesser says.

PRODUCT INSIGHT

The new owner's guide doesn't just bring value to the consumer. It also provides valuable product insight for Forest River teams. Tweddle Group's platform measures how content is consumed across brands and models and provides Forest River's product managers with easy-to-interpret data.

"How consumers use the owner's guide provides unique insight into the product," says Blaesser. "We can spot trends with specific RV features or components. Forest River can then disseminate that information throughout their organization, externally to component vendors, and even out in the field to the dealer, so they can proactively help the customer."

Blaesser predicts the new owner's guide will create greater customer loyalty for the Forest River brands. He says, "We believe the RV onboarding experience should be easy for the consumer,"

he says. “And it’s great to work with a company like Forest River because they’re innovators and they prioritize their customers.”

To learn more about Tweddle Group, visit www.tweddle.com

About Tweddle Group

Tweddle Group believes products should be easy to use, that technicians should be empowered for faster, more accurate repair, and that an enlightened approach to information can dramatically improve your business. Tweddle Group delivers integrated, multi-channel information solutions to support every aspect of the post-sale experience—for product managers, technicians and—most of all—consumers. For more information, visit www.tweddle.com.

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About Forest River

Operating multiple manufacturing facilities throughout the Midwest and West Coast, Forest River, Inc., is one of America’s leading manufacturers of recreational vehicles, pontoon boats, cargo trailers and buses.

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