



ROUGHING IT: New recreational vehicles — such as this ultra-comfortable Roadrunner Motor Home — built in Ephraim — have given the whole family adventures once limited to

the rugged outdoorsman. This model, and more than 200 other RVs, will be on display at the sixth annual Intermountain Utah Boat, Sports and Travel Show, March 17 to 21.

Recreational vehicles open new doors for family fun

When you spot a shiny new camper or motor home swinging along a mountain highway, you probably assume the driver is loaded for bear — or rainbow trout — or at least that there's an all-out sportsman at the wheel on his way to the wilds.

Not so, says Harry Mosher, president of L&M Trailer Manufacturing Company here, a Di-Giorgio Corp. company. Mosher, whose firm will be exhibiting its well-known Roadrunner recreational vehicles throughout the sixth annual Utah Boat, Sports and Travel Show, March 17-21 at the Salt Palace in Salt Lake City, cites a survey of RV users in 13 western states that shows only one RV owner in six uses his camper or travel trailer for fishing trips or hunting expeditions.

The principal use of recreational vehicles, he says, is for family activities — weekends away from home or vacation trips. The big attraction is the fun and relaxation of camping out with the family in a familiar, comfortable mini-home on wheels.

Another strong factor is economy. Five out of six RV owners say they bought their camper to save money on accommodations when traveling, whether around home base or on long trips.

Camping off the beaten path, where the wilderness begins and no commercial accommodations are available is also mentioned as a leading factor in RV enjoyment.

Mosher also notes that an RV is not a sportsman's toy or rich man's plaything. Medium annual family income of all RV buyers is \$9,500. Two-thirds of present users range in income from \$7,000 to \$13,000.

Boiling down all the information from the study, Mosher came up with a composite profile of the typical RV user:

a family man, over 35 years old, with two or three children, lover of the outdoors, doing well in his job or business and appreciative of the natural beauty of the countryside. And, very important, when he uses his RV he more often than not has the wife and kids along.

"The new self-contained recreational vehicles have given to the whole family adventures that once were limited to the rugged outdoorsman," says Edward Greenband, producer of the Utah Boat, Sports and Travel Show, which will include a \$1 million display of new recreational vehicles. "We have a whole new trend in this country's recreational interests because of the wide selection of RVs that are being offered families of all sizes and income brackets.

"From the simplest tent trailer at a cost of a few hundred dollars to lavish motor homes and travel trailers costing as much as \$20,000, there's something for every family interested in enjoying that wonderful world beyond the city limits.

"In fact, in some of the more expensive models, their motor home, travel trailer or pickup camper may be as comfortable as their home in the city. Available are bathrooms complete with shower, toilets, wash bowls, automatic water systems and hot water heaters.

"In the kitchen they can have range and oven, freezer-refrigerators, automatic plumbing and as many modern appliances as they want to tote along.

"They can also have fine, upholstered furniture, drapes, carpeting, air-conditioning and heating, plenty of work space and sleeping quarters for even a large family.

"The great family demand for motor homes, travel trailers, campers and tent trailers has also been responsible for major changes in the annual

Boat, Sports and Travel Show," according to Greenband.

"We've had to increase the size of our recreational vehicle display every year to keep pace with the demand and to be able to exhibit the many new models introduced every year," he says.

Greenband says that of the more than 165 local, regional and national distributors and manufacturers who will be exhibiting at the show — largest of its type in the area — nearly 75 will be displaying recreational vehicles. Altogether, more than 200 vehicles, valued at about \$1 million, will be shown during the exposition.