

PRESS RELEASE

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Sundowner University Takes Dealers Into The Future

Coleman, OK - - - The first two sessions of Sundowner University for 2017 are in the books with over 33 trailer specialists participating representing dealerships from around the country. This specialized training program is designed to educate dealers on all aspects of Sundowner Trailers, enabling them to better serve their local markets. The focus is on product knowledge and advancements, features and benefits, new manufacturing technologies and customer service. Live demonstrations and hands-on sessions are incorporated as effective training tools.

Several new products were seen for the first time at this University along with some of Sundowner's most popular trailers enhanced with new features and options. Their Ultra Series, the next level of car haulers, were on display along with the attractive and accommodating Xtra Series Transporter. Making its debut was the MC12, the perfect cross between the popular utility and car hauler models, that was designed to meet the specific needs of hauling motorcycles. Another new trailer at the University was the all new MiniGo, a smaller four or five foot wide cargo trailer that was developed following multiple requests at the September NATDA show. For the horse owner/trainer that hauls lots of tack, the Super Tack SS loaded with user friendly features was introduced. Some dealers came specifically to see and learn more about Sundowner's Pro-Grade Toy Haulers with their diverse floorplans and living quarters.

Each two-day course began with an introduction in the classroom and continued with a four hour factory tour at the Coleman, Oklahoma headquarters. There dealers were shown the horse, livestock, cargo and utility trailers, living quarters and toy haulers on the production line. The University then transferred to the Choctaw Events Center in Durant. Product introduction and education completed the first day and continued on the second day.

"Sundowner will continue to provide this unique informative opportunity to our dealer body as long as there continues to be a keen interest," according to National Sales Director Judson Pigg. "This format has once again proven to be a perfect way to help Sundowner dealers stay in tune with product enhancements and new developments within the different divisions that Sundowner offers. This also provides another opportunity to hear from the dealers as they are an extension of our research and development. It is both refreshing and encouraging to hear their responses and see their enthusiasm as it affirms the direction Sundowner is leading."

The next Sundowner University will be dedicated specifically to interiors, Toy Haulers, Motor Sports and Utilities. The sessions are scheduled for April 3 and 4 or 5 and 6. Call 800-438-4294, email info@sundownertrailers.net or go to www.sundownertrailer.com.

