

## What's the DSI

It's the power of hundreds of dealers answering the question...

"Are you happy with your RV manufacturer?"



With so many choices out there, don't you wish you could talk to the hundreds of people who have bought the same unit you're considering, and ask them questions like:

Do you feel like your RV is well designed and really meets your needs?

Is your RV high quality and reliable?

Do you feel like you got a great value for your money?

Does your dealer get solid support from the manufacturer?

Does your manufacturer back up its warranty claims?

Would your dealer recommend this brand to other dealers?

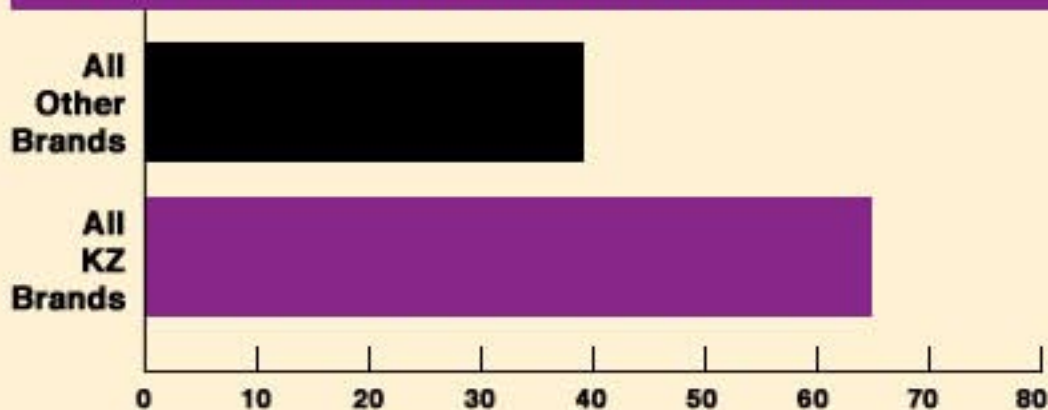
In other words...

*Are you happy with your RV?*

Well, here's the great news... you can hear what others just like you have to say about KZ products, because of a nifty rating system called the Dealer Satisfaction Index (known simply as "DSI.") Your dealer probably belongs to the Recreation Vehicle Dealers Association, and through this association dealers rate all the manufacturers they represent on the issues that are most important to them, such as design, overall quality, reliability, value, manufacturer support and communication.

The manufacturers who rank in the top 20% of the index are awarded the prestigious "Quality Circle Award."

**Dealers are 65% more likely to recommend KZ recreational vehicles to their dealer friends over all other brands! \***



\*source: 14th Annual RVDA DSI Survey Report

On average, KZ consistently scores higher than all other towable brands in every category of the survey, including:

Vehicle Design • Vehicle Reliability & Quality • Competitive Price & Value • Warranty Support

## What does the DSI Quality Circle Award mean to you?

It means that satisfied dealers represent satisfied customers, and satisfied customers means **YOU!**

**YOU** get the benefit of the feedback of hundreds of dealers nationwide.

**YOU** have the peace of mind of knowing that you're buying from a company that will stand behind you every mile you travel.

**YOU** will be happy with your RV.

Your dealer will tell you that KZ has been family-owned and operated for over 35 years. Your dealer will tell you KZ recreational vehicles are consistently ranked in the top 20% of all manufacturers nationwide. Your dealer may even tell you that they think KZ is the best in the business.

Your dealer is just telling you what so many other satisfied customers already know...  
**KZ builds quality RVs and stands behind them.**