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# NEWS RELEASE

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## **JAYCO® LAUNCHES MOBILE-SPECIFIC WEBSITE**

*New Mobile Site Provides Optimized On-The-Go Information For Jayco Customers*

MIDDLEBURY, Ind. – Jayco’s recently launched new mobile website solidifies Jayco as a digital leader in the RV industry. The mobile site focuses on making product information and owner resources accessible from anywhere.

Featuring easy-to-use navigation and an optimized layout, the site provides the same important information about Jayco products and services as the company’s website, jayco.com, but in a powerful mobile package. Mobile customers can access the site by visiting jayco.com on their mobile device with the site immediately redirecting traffic to the new mobile site.

Responding to the growing use of mobile devices by RV customers, the Jayco mobile website makes purchasing and owning a Jayco RV more convenient than ever.

“We are excited to launch a tool that allows customers to connect to the Jayco brand from anywhere,” said Sid Johnson, Jayco’s Director of Marketing. “We want to provide our customers with easy access to information about our products and our dealers. The Jayco mobile website will be powerful in enhancing the digital Jayco experience.”

The mobile site showcases Jayco’s extensive product line of RVs with its organized list of features, specifications, floorplans and photos. Allowing for easy product research, the site allows customers to easily shop Jayco’s camping trailers, travel trailers, fifth wheels, motorhomes and toy haulers, all on a mobile device.

Other key features of the mobile site include:

- A dealer locator with mapping feature

- Roadside assistance information
- A campground locator
- Towing guidelines
- And an RV glossary

### **About Jayco, Inc.**

Jayco is the world's largest privately held manufacturer of recreation vehicles. The company manufactures and markets RVs under the Jay Series, Select, Baja, Jay Feather Ultra Lite, Jay Flight, Jay Flight Swift, Skylark, White Hawk, Eagle, Eagle Super Lite, Pinnacle, Octane ZX, Recon ZX, Seismic, Greyhawk, Melbourne, Seneca and Embark brand names. For more information on Jayco and its products, call 1-800-RV-JAYCO, visit [www.jayco.com](http://www.jayco.com) or write Jayco, Inc., 903 S. Main, Middlebury, Ind., 46540.

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