



## **PRESS RELEASE**

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### **Sundowner University Response Phenomenal**

Coleman, OK - - - Sundowner Trailers recently reintroduced Sundowner University to support its dealer network. 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 developed by Sundowner, and customer service. Live demonstrations and hands-on sessions are incorporated as effective training tools.

Once Sundowner University was announced to the dealer body, the first class immediately filled and resulted in two more classes being added. 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, 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. Twenty-eight of Sundowner's most popular models were on exhibit.

National Sales Director Judson Pigg remarked, "Just what we needed, informative, educational and perfect timing was the sentiment of industry veterans and newer dealers in attendance. It was encouraging to hear them already wanting to sign up for the next set of Universities. 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."

Click to link of Sundowner University snap shot slideshow <http://wazsup.net/SD/University/>