

OBSESSED WITH PROVIDING THE BEST RV OWNERSHIP EXPERIENCE!





#### **ROOTED IN VALUES**



Prominently displayed for all to see and remind us of our core family values and mission established to create a culture of dedicated employees, suppliers and dealers on a unified path to providing the best customer

experience. Not just another job, our team is family here at Alliance RV. Respect, hard work and dedication has created a winning culture that attracts the best talent in our industry on the line and off. Our family goes beyond the walls of our facilities, our customers refer to themselves as Fam-ally.

Alliance RV was founded by seasoned RV industry veterans, brothers Coley and Ryan Brady. They embarked on a mission to transform the market as independent manufacturers, driven by a shared passion to enhance the RV ownership experience.



#### THE ALLIANCE TEAM

At Alliance RV, we're not just a company; we're a close-knit family united by a shared passion for innovation and excellence in the RV industry. Our dedicated team is committed to crafting exceptional recreational vehicles that turn dreams into reality. We pride ourselves on fostering a supportive and inclusive work environment where every employee's unique talents are valued and nurtured. Together, we're driving the future of RV adventures and creating lasting memories for our customers.



COLEY BRADY Co-Founder



RYAN BRADY Co-Founder



BILL MARTIN Vice President of Customer Service



TIM MILLER Vice President of Purchasing



ANDY KOMINOWSKI Chief Financial Officer



JEREMIAH DUMKA Vice President of Sales



AB SALEH General Manager



DEBBIE KAUFFMAN Director of Administration



CURTIS CARLSON Vice President of Dealer Services



JOSHUA RAGER Information Technology Director



JOE MEHL Vice President of Marketing



MATT GABLE Director of Marketing



TRISTEN SINGLETON
Director of Customer Experience



BRENDA ARMS
Director of Parts Operations



CONNER MAHAN Director of Dealer Service



BEN RANDALL Plant Manager



DREW ATCHISON
Director of Support Operations



COURTNEY RUNYAN
Director of Human Resources



Our mission is simple - Do The Right Thing! Provide our customers with the best RV ownership experience! This means creating long-term alliances with our family of product owners and dealer partners, and exceeding expectations every step of the way. Our vision is to create a product driven by our customers,



through their experience and input, and execute on those ideas at the highest level. Innovation and product development is best done in collaboration with the RVing community, and we are listening. Many of us here at Alliance RV have spent the majority of our careers in the RV industry, and we believe our RV owners and dealer partners will welcome an independent and truly different manufacturer that is transparent and dedicated to their customers.

# ONE DEALER PER MARKET ONE BRAND PER SEGMENT ONE PRODUCT PER YEAR

At Alliance RV, we take pride in being a trailblazer in the RV industry, led by a best-in-class management team with a deep-rooted, long-term commitment to our business. As a truly independent manufacturer, we operate with no balance sheet debt and are free from the pressures of outside shareholders, allowing us to focus solely on delivering exceptional value to our partners and customers.

Our business model is built on fostering strong, exclusive relationships with our dealers. By maintaining only one dealer per market, we ensure a dedicated and mutually beneficial partnership, driving success for both parties. Furthermore, our strategy of offering only one brand per price point and avoiding cloned products means you won't face direct competition from us, preserving the distinctiveness of your offerings.

Alliance RV is committed to transparency and integrity in our pricing, adhering to MSRP to uphold the value of the Alliance brand. Our handpicked manufacturing team is dedicated to superior craftsmanship, leveraging smart design and strategic component selection to build RVs that stand out in quality and performance.

With a relentless focus on continuous improvement, our service team is always working to enhance our products and processes. In a short span, our Paradigm, Valor, Avenue, and Delta brands have demonstrated exceptional returns on investment, proving that Alliance RV delivers not just on promises, but on results.

Experience the difference of working with a manufacturer that values quality, integrity, and partnership.

#### PARADIGM

**LUXURY FIFTH WHEELS** 



### -VALOR-



#### AVENUE

ELEGANT FIFTH WHEELS AND TRAVEL TRAILERS



#### DELTA

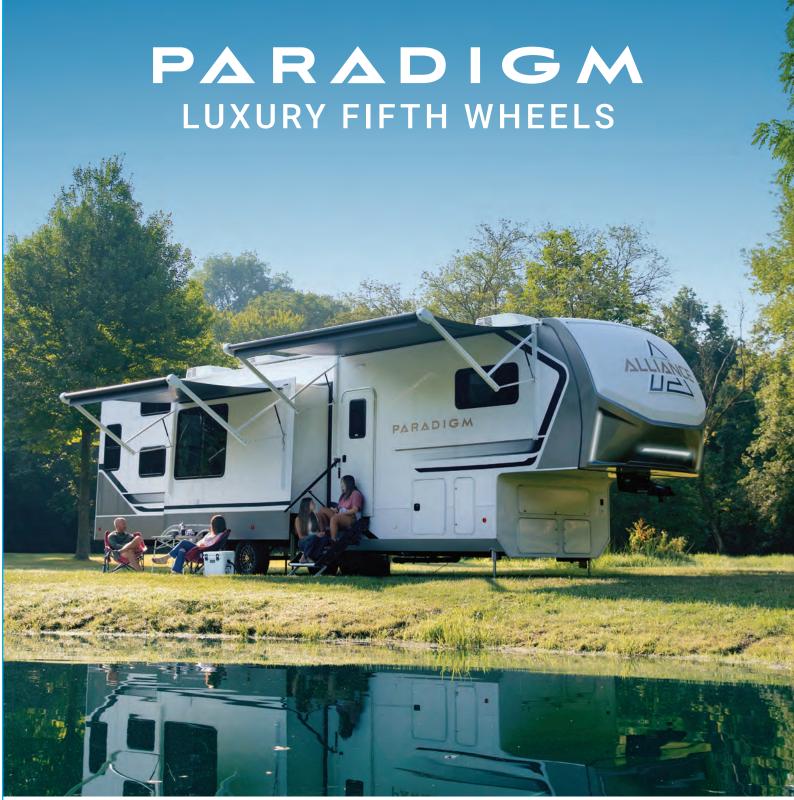
LIGHTWEIGHT TRAVEL TRAILERS



#### BENCHMARK

**DESTINATION TRAILERS** 





We listened to you. The Paradigm by Alliance RV is the culmination of feedback from thousands of full time RVers addressing common concerns ranging from running gear and coded wiring to the kitchen sink. Executed by a team of industry veterans with hundreds of years of combined experience, we are proud to present you a luxury fifth wheel designed to provide you the most functional, highest quality RV.













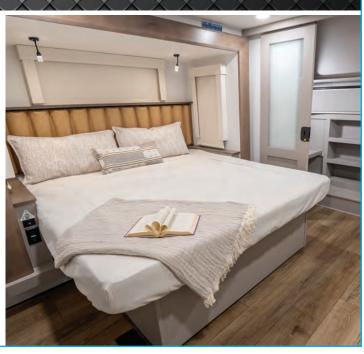
#### **FEATURING**

- King size bed
- Self-latching doors
- 48-60" shower with triple glass sliding door
- 5,100 BTU fireplace
- No carpeting throughout
- Flush floor main level slides
- Swivel hardwood dinette table
- Stainless steel sink

- 19 cu. ft. 12 volt residential refrigerator
- 400 watt solar panel with 30 amp charge controller
- (3) 13.5K BTU A/C units (run two off 30 amp or three off 50 amp)







## FIFTH WHEEL FLOORPLANS



#### **295MK**

LENGTH	33'-3"
DRY WEIGHT	12,567 LBS
HITCH WEIGHT	2,350 LBS
CCC*	2,933 LBS
FRESH / GRAY / BLACK	98 / 106 / 53 GAL



#### **310RL**

LENGTH	34'-11"
DRY WEIGHT	12,992 LBS
HITCH WEIGHT	2,530 LBS
CCC*	2,508 LBS
FRESH / GRAY / BLACK	98 / 106 / 53 GAL



#### **340RL**

LENGTH	37'-10"
DRY WEIGHT	13,547 LBS
HITCH WEIGHT	2,728 LBS
CCC*	2,953 LBS
FRESH / GRAY / BLACK	98 / 106 / 53 GAL



#### **370FB**

LENGTH	40'-4"
DRY WEIGHT	14,453 LBS
HITCH WEIGHT	2,623 LBS
CCC*	3,547 LBS
FRESH / GRAY / BLACK	98 / 106 / 106 GAL





#### **375RD**

LENGTH	41'-9"
DRY WEIGHT	14,771 LBS
HITCH WEIGHT	2,875 LBS
CCC*	3,229 LBS
FRESH / GRAY / BLACK	98 / 106 / 53 GAL



#### **380MP**

LENGTH	40'-11"
DRY WEIGHT	14,587 LBS
HITCH WEIGHT	2,894 LBS
CCC*	3,413 LBS
FRESH / GRAY / BLACK	98 / 106 / 53 gal



#### 382**RK**

LENGTH	41'-6"
DRY WEIGHT	14,577 LBS
HITCH WEIGHT	2,951 LBS
CCC*	3,423 LBS
FRESH / GRAY / BLACK	98 / 106 / 106 GAL



#### 385FL

LENGTH	41'-4"
DRY WEIGHT	15,487 LBS
HITCH WEIGHT	2,957 LBS
CCC*	3,513 LBS
FRESH / GRAY / BLACK	98 / 106 / 53 GAL



#### 395DS

LENGTH	42'-6"
DRY WEIGHT	14,755 LBS
HITCH WEIGHT	2,904 LBS
CCC*	3,245 LBS
FRESH / GRAY / BLACK	98 / 106 / 106 GAL

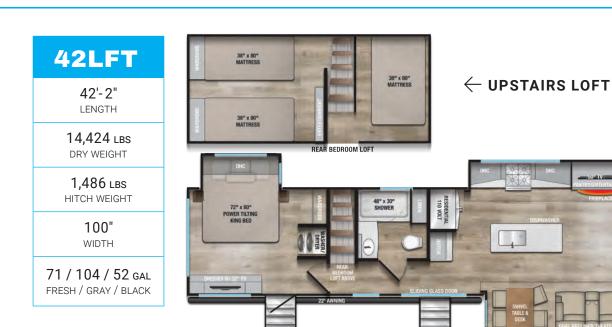
\*(CCC) Cargo Carrying Capacity, represents the maximum cargo weight available



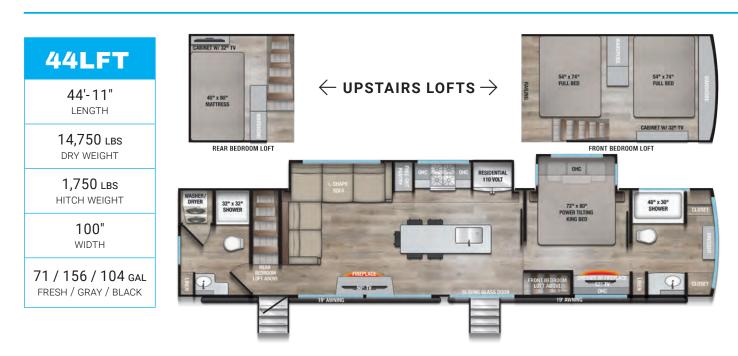
#### DESTINATION PARADISE

Experience the ultimate in comfort and convenience with our premium destination trailer. Boasting panoramic windows and a sleek sliding glass door, this trailer seamlessly blends indoor and outdoor living. Inside, loft bedrooms, spacious storage, and luxurious bathrooms ensure a cozy stay. With ample entertainment space and high-end finishes, this trailer redefines home away from home.





The 42LFT features a loft with three mattresses, stacking washer and dryer, two sets of theater seating and a 22' awning.



The 44LFT features two cozy bedroom lofts with TVs, stacking washer and dryer, spacious bathrooms and L-shape sofa.

#### **FEATURES:**

- · Stacking washer and dryer
- · Power tilting king bed in bedroom
- Slide topper awnings
- 50" Motorized TV in living room entertainment cabinet
- · Sliding glass doors

- Solid surface countertops
- Dual fireplaces
- Full fiberglass front cap with large windshield
- (2) 30K BTU furnaces
- (3) 15K BTU A/C's
- · Day/night shades with power blinds for upper windows
- · Hardwood cabinets and soft-close residential doors

# -VALDR-MULTI-FUNCTIONAL HAULERS

You have family, toys, gear and the intense personal desire to explore the outdoors. Courageously take adventure head on with the most versatile multi-zone living vehicle designed by RVers for RVers. Valor by Alliance RV is packed with adventure-ready quality equipment for the extreme journey from performance running gear to the coolest HVAC system on the market.











#### **FEATURING**

- King size bed
- 12 volt garage and bedroom TVs
- 18 cu. ft. 12 volt RV refrigerator
- 5,000 BTU fireplace
- No carpeting throughout
- Flush floor kitchen slide
- Flip-up island table (most models)
- Garages with multiple configurations
- (2) 400 watt Solar panels with Victron charge controller
- Dual 30 gal. fuel tanks for the generator and other toys





#### 36V11

LENGTH	39'-7"
DRY WEIGHT	13,903 LBS
HITCH WEIGHT	2,995 LBS
CCC*	3,047 LBS
FRESH / GRAY / BLACK	98 / 106 / 106 GAL



#### 40V13

LENGTH	44'-6"
DRY WEIGHT	14,988 LBS
HITCH WEIGHT	3,000 LBS
CCC*	5,012 LBS
FRESH / GRAY / BLACK	98 / 106 / 106 GAL



#### 41V16

LENGTH	44'-7"
DRY WEIGHT	14,834 LBS
HITCH WEIGHT	3,476 LBS
CCC*	5,166 LBS
FRESH / GRAY / BLACK	98 / 106 / 106 GAL



#### 42V14

LENGTH	44'-11"
DRY WEIGHT	15,989 LBS
HITCH WEIGHT	3,151 LBS
CCC*	4,013 LBS
FRESH / GRAY / BLACK	98 / 106 / 106 GAL



#### 44**V1**4

LENGTH	45'-11"
DRY WEIGHT	15,725 LBS
HITCH WEIGHT	3,253 LBS
CCC*	4,100 LBS
FRESH / GRAY / BLACK	98 / 106 / 106 gal



#### 20 25

# -VALCERMULTI-FUNCTIONAL FLOORPLANS



SCAN FOR MORE SPECS & INFO



#### **26T13**

LENGTH	30'-11"
DRY WEIGHT	TBD
HITCH WEIGHT	TBD
CCC*	TBD
FRESH / GRAY / BLACK	98 / 106 / 53 GAL



#### 32A10

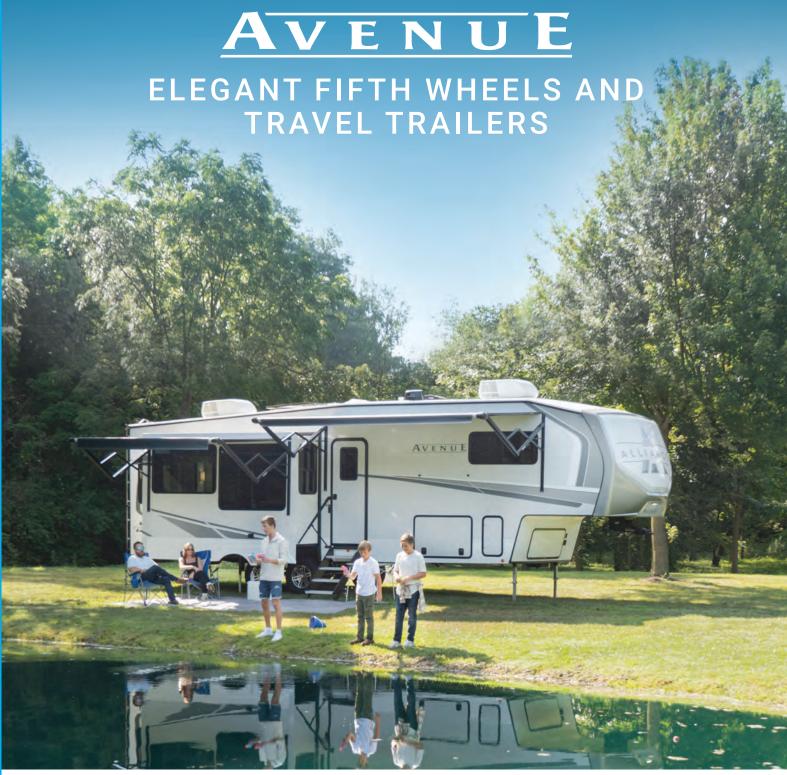
LENGTH	35'-11"
DRY WEIGHT	12,390 LBS
HITCH WEIGHT	2,470 LBS
CCC*	4,400 LBS
FRESH / GRAY / BLACK	98 / 93 / 93 GAL



#### 35A14

LENGTH	39'-11"
DRY WEIGHT	TBD
HITCH WEIGHT	TBD
CCC*	TBD
FRESH / GRAY / BLACK	98 / 93 / 93 GAL

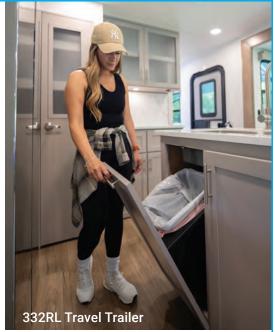
 $^{\star}\!(\mbox{CCC})$  Cargo Carrying Capacity, represents the maximum cargo weight available



Avenue by Alliance RV is a feature rich, wide body, customer driven, fifth wheel focused on delivering the mid-profile fifth wheel experience in an easier towing package. Modern country living decor, efficient ductless air conditioning, superior construction, innovative features and attention to every detail make Avenue the premier choice for the refined RV enthusiast.













#### **FEATURING**

- Queen size bed (king optional)
- Residential 12 volt refrigerator
- · Floating, hardwood dinette table
- Pantry with adjustable shelves
- · Built-in silverware drawer
- Flush floor kitchen slide
- Stainless steel sink
- No carpeting throughout
- Third A/C prep (N/A on All-Access)
- · Spray port with coil hose
- Basement storage compartments
- Rear ladder for easy access to walk-on roof







#### **32RLS**

LENGTH	34'-11"
DRY WEIGHT	10,500 LBS
HITCH WEIGHT	2,000 LBS
CCC*	3,495 LBS
FRESH / GRAY / BLACK	98 / 106 / 53 GAL



#### **33RKS**

LENGTH	34'-5"
DRY WEIGHT	10,200 LBS
HITCH WEIGHT	2,180 LBS
CCC*	3,795 LBS
FRESH / GRAY / BLACK	98 / 106 / 53 GAL



#### **35RKS**

LENGTH	36'-10"
DRY WEIGHT	TBD
HITCH WEIGHT	TBD
CCC*	TBD
FRESH / GRAY / BLACK	98 / 106 / 53 GAL



#### 38DBL

LENGTH	41'-11"
DRY WEIGHT	12,400 LBS
HITCH WEIGHT	2,400 LBS
CCC*	3,595 LBS
FRESH / GRAY / BLACK	98 / 106 / 106 GAI



#### **39MBR**

LENGTH	41'-11"
DRY WEIGHT	13,400 LBS
HITCH WEIGHT	2,486 LBS
CCC*	2,723 LBS
FRESH / GRAY / BLACK	98 / 106 / 53 GAL



#### 332**RL**

LENGTH	37'-11"
DRY WEIGHT	10,200 LBS
HITCH WEIGHT	1,200 LBS
CCC*	1,730 LBS
FRESH / GRAY / BLACK	71 / 106 / 53 GAL















#### **333BH**

LENGTH	38'-6"
DRY WEIGHT	10,506 LBS
HITCH WEIGHT	1,158 LBS
CCC*	2,816 LBS
FRESH / GRAY / BLACK	71 / 106 / 53 gal

#### **23ML**

LENGTH	27'-11"
DRY WEIGHT	7,700 LBS
HITCH WEIGHT	1,200 LBS
CCC*	2,795 LBS
FRESH / GRAY / BLACK	48 / 106 / 53 GAL

#### **26RD**

LENGTH	28'-10"
DRY WEIGHT	7,800 LBS
HITCH WEIGHT	1,350 LBS
CCC*	2,195 LBS
FRESH / GRAY / BLACK	48 / 53 / 53 GAL

#### **28BH**

LENGTH	32'-11"
DRY WEIGHT	8,518 LBS
HITCH WEIGHT	1,450 LBS
CCC*	1,477 LBS
FRESH / GRAY / BLACK	48 / 53 / 53 GAL

#### **29RL**

LENGTH	32'-11"
DRY WEIGHT	9,300 LBS
HITCH WEIGHT	1,500 LBS
CCC*	2,595 LBS
FRESH / GRAY / BLACK	48 / 106 / 53 GAL

#### **30BH**

LENGTH	34'-9"
DRY WEIGHT	9,800 LBS
HITCH WEIGHT	1,600 LBS
CCC*	TBD
FRESH / GRAY / BLACK	48 / 106 / 53 GAL

 $^{\star}\!(\text{CCC})$  Cargo Carrying Capacity, represents the maximum cargo weight available



Delta travel trailers are designed to be easily towed by a halfton pick-up truck or larger SUVs. Our goal with the Delta is to improve the laminated trailer product category. We plan to incorporate feedback from our dealers and customers to continuously enhance the Delta line and establish it as the leading lightweight travel trailer in the industry.













#### **FEATURING**

- · Residential queen size mattress
- · 10 cu. ft. residential refrigerator
- Flip-up countertop extension (most models)
- Hang or fold linen closet
- Under-bed storage
- No carpeting throughout
- · Flush floor kitchen slide
- Stainless steel sink

- (3) Temperature controlled spray ports
- 6' folding table in pass through (N/A Ultra Lite)
- Patio side LP quick connect for grilling or patio heaters









#### 20 TRAVEL TRAILER FLOORPLANS



SCAN FOR MORE SPECS & INFO

#### **252RL**

LENGTH	29'-11"
DRY WEIGHT	6,295 LBS
HITCH WEIGHT	632 LBS
CCC*	1,955 LBS
FRESH / GRAY / BLACK	45 / 90 / 45 GAL



#### **262RB**

LENGTH	29'-7"
DRY WEIGHT	6,358 LBS
HITCH WEIGHT	704 LBS
CCC*	1,892 LBS
FRESH / GRAY / BLACK	45 / 90 / 45 GAL



#### **274RKW**

LENGTH	31'-11"
DRY WEIGHT	7,420 LBS
HITCH WEIGHT	870 LBS
CCC*	2,411 LBS
FRESH / GRAY / BLACK	45 / 90 / 45 GAL



#### 281BH

LENGTH	31'-11"
DRY WEIGHT	6,782 LBS
HITCH WEIGHT	724 LBS
CCC*	2,068 LBS
FRESH / GRAY / BLACK	45 / 90 / 45 GAL



#### **292RL**

LENGTH	33'-11"
DRY WEIGHT	7,486 LBS
HITCH WEIGHT	802 LBS
CCC*	1,964 LBS
FRESH / GRAY / BLACK	45 / 90 / 45 GAL





#### **294RK**

LENGTH	33'-11"
DRY WEIGHT	7,156 LBS
HITCH WEIGHT	801 LBS
CCC*	2,094 LBS
FRESH / GRAY / BLACK	45 / 90 / 45 GAL



#### **321BH**

LENGTH	36'-11"
DRY WEIGHT	8,253 LBS
HITCH WEIGHT	872 LBS
CCC*	2,197 LBS
FRESH / GRAY / BLACK	45 / 90 / 45 GAL

#### **ULTRA LITE**





#### **ML206**

23'-11"	1992 LBS	568 180	2.410 LBS	45 / 45 / 45 cal
LENGTH	DRY WEIGHT	HITCH WEIGHT	ccc	FRESH / GRAY / BLACK

#### **ML226**

LENGTH	DRY WEIGHT	HITCH WEIGHT	CCC	FRESH / GRAY / BLACK
26'-11"	5,040 LBS	580 LBS	2,765 LBS	45 / 45 / 45 GAL





#### **RK234**

	DRY WEIGHT	WEIGHT	FRESH / GRAY / BLACK 45 / 74 / 45 GAL

#### **BH241**

29'-11"	5,893 LBS	642 LBS	1,567 LBS	45 / 74 / 45 GAL
LENGTH	DRY WEIGHT	HITCH WEIGHT	CCC	FRESH / GRAY / BLACK

#### **BUILDING A COMMUNITY**









It's much more than just an RV with Alliance... it's an ownership experience. Our team is accessible and provides open communication which has fostered a connection with RVers not often seen in our Industry. This engagement helped create a self proclaimed "FamAlly" community of product owners. With this, it has become a bucket list item for many of our owners to attend an Alliance Rally. Our most recent National Alliance Rally here in Indiana hosted over 320 rigs (650 people). In addition, there are a number of regional rallies (hosted by Alliance product owners) happening throughout the year, that further expand our reach.















Meet our mascot – AlliGator. Our Allies enjoy exchanging blue alligators at camp sites.

#### **CUSTOMER ENGAGEMENT**



Alliance has rapidly become known for our unique approach to social media. Our team consistently monitors these pages to answer questions and invite feedback from Alliance owners as well as other RV enthusiasts. By openly and honestly answering these questions, we have created a very active and knowledgeable group. The feedback from these groups drives what the Alliance product is and will become. Tapping into the vast knowledge of many of the experienced RVers on the pages, they have become a valuable resource for product owners in need of troubleshooting and technical guidance. In just three-years we have built an on-line community of over 20,000 RVers on the Alliance RV Group Facebook page alone.



Join the Alliance community today:

facebook.com/ groups/alliancerv



#### **ENGAGING STATS:**

194K+

**CURRENT FOLLOWERS** 

45<sup>MILLION</sup>

**VIDEO VIEWS** 

300+
COMMENTS PER WEEK

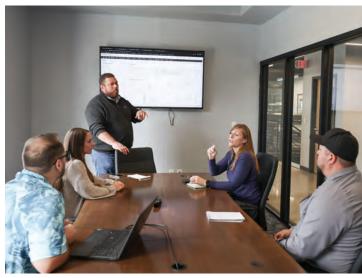
#### **SERVICE WITH A PASSION**

Our company's guiding principle is "DO THE RIGHT THING", and we understand there is not a one size fits all solution when it comes to service and warranty needs. Our team's accessibility and willingness to keep open lines of communication help us find creative service solutions to best meet the needs of each specific case.

We have also implemented processes to streamline the warranty approval process and parts delivery times: For example, 24 hr warranty authorization, in house tech support, same day shipping on in stock parts, perpetual parts inventory, capacity to stock top moving and camp stopping parts. This all combines to support our mission of getting our Alliance RV product owners back on the road faster while enhancing the RV ownership experience.









Our hardworking parts and shipping department increased in size to 40,000 sq. ft. from 20,000 in 2023. This larger space ensures that over 2,000 packages are shipped out monthly to dealers and customers, keeping our Allies on the road and camping longer than any other OEM. By swiftly delivering everything from essential components to upgrades, we help maintain and enhance RVs, so every adventure can continue uninterrupted, season after season.



Curtis Carlson - Vice President of Dealer Services and Bill Martin -Vice President of Customer Service



At our 2024 National Rally, Alliance proudly unveiled the new mobile tech trailer and truck, dedicated to servicing our RVs in the Pacific Northwest. Having a service technician based on the West Coast is crucial for minimizing downtime and getting our mutual customers back on the road faster. With quicker access to repairs and maintenance, we ensure that our Allies can spend less time waiting and more time enjoying the adventures they love.





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