Thor Credit: Enabling Dealers to Get More Consumers Into New RVs

Thor Industries, Inc. announced it will re-establish Thor Credit in an effort to make RV financing available to more consumers interested in purchasing a new or used Thor recreational vehicle. Dealerships like Pedata RV Center see the benefits as credit hungry consumers are attracted to Thor inventory.

Phoenix, AZ (Vocus) January 2, 2009 -- Thor Industries, Inc.'s November 10th, 2008 announcement that it will re-launch Thor Credit to offer retail financing on recreational vehicle and motorhome purchases at authorized Thor dealer locations was a timely reaction to the state of the RV industry. The re-launch benefits consumers through more available credit opportunities during the current credit crunch, but the plan to offer Thor Credit is even more beneficial to RV dealerships like Pedata RV Center.

Pedata is one of the largest RV wholesalers in the country with a consumer base reaching across the US and Canada and a successful sales and service history reaching over the past 10 years. Clint Ethington of Pedata stated, "Thor's re-establishment of their credit division will be a great asset for all their dealers. Consumers are credit hungry. We're already seeing increased interest in our Thor inventory, both new and used, due strictly to the fact that credit is more available."

Thor Credit:
Thor Industries, Inc.'s Thor Credit will be led by Ed Arienti, Margaret Gandolfo, and Nancy Hartmann, all past Thor Credit employees that bring decades of expertise in the retail financing industry to the table. Being the world's largest manufacturer of recreational vehicles carries a responsibility to provide products unequalled in the industry. Thor's current move to further enable consumers to access the financing they need to get into a new Thor RV solidifies their reputation as a solid support in an industry some classify as "rocky" during the current economic climate.

Pedata RV Center:
Pedata RV Center is one of the largest RV wholesalers in the country. Their RV sales began 10 years ago and now reach throughout the US and Canada. Several years into the project, they began selling RVs direct to the public taking advantage of their low overhead and eliminating the middleman (and the typical middleman's markup).

For More Information:
For more information on Pedata RV Center or current trends in the RV industry contact Clint Ethington, General Manager, at clint at pedatarvcenter dot com or by phone at: 1-888-545-8314 or 520-807-0900.

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