



Forest River, Inc.
900 County Road 1 • Elkhart, Indiana 46514 • 574/389-4600

For immediate release Friday, January 13, 2017

Berkshire Coach
3601 CR 6
Elkhart, Indiana 46514
Craig Koble
1-800-348-7440
ckoble@forestriverinc.com
www.berkshirecoach.com

FOREST RIVER LAUNCHES LUXURY BUS DIVISION

ELKHART, IN. – Forest River is pleased to announce the debut of Berkshire Coach, its newest bus division. Berkshire Coach, designed and built in Elkhart, Indiana, is the latest in a long line of industry leaders from Forest River. Bringing unmatched levels of manufacturing expertise, an unprecedented list of standard features and complete dedication to customer satisfaction, Berkshire Coach is the new standard in luxury transportation.

Every Berkshire Coach is custom-built with a superior level of quality and craftsmanship, using the highest quality parts and proven manufacturing processes. This expertise, along with the financial strength of Forest River, allows Berkshire Coach to offer the longest warranty in the industry.

David Wright, Senior General Manager at Forest River, states, “When we decided to launch a brand new division almost a year ago, we made the commitment to build America’s best luxury bus. After months of research and development and spending extensive time with our dealers and their customers, we are proud to introduce the Berkshire Ultra. Berkshire Coach’s intelligent luxury offers a product and experience that is unparalleled in the industry today.”

Troy Snyder, General Manager of Berkshire Coach, added, “We simplified the process for our customers and their dealers by making all luxury options standard equipment and backing it all with the most complete warranty in the industry. From Ultra Lux seating to individual USB ports at each seat, and everything in between, it all comes standard and is covered with the industry’s most comprehensive 5-year/100,000 mile warranty.”

Additional information about Berkshire Coach can be found at www.berkshirecoach.com

Berkshire Coach is a division of Forest River, Inc. Forest River is one of America’s leading manufacturers of recreational vehicles, pontoon boats, cargo trailers and buses.