



# Lippert Components sets up a new base in the UK

Lippert Components has set up a new subsidiary in the UK. Aboutcamp BtoB interviewed Neil Mears, Customer Service Manager, LCI Industries UK (LCI UK), and Lawrence Revelino, Director of International Business Development, Lippert Components, at the Caravan, Camping and Motorhome Show in Birmingham, UK to find out more.

Words John Rawlings



Coachbuilt G.B.

As a multi-national supplier to the caravan, leisure vehicle and associated industries which has been rapidly building its presence in Europe via acquisitions in recent years, Lippert Components (LCI) has now taken the strategic step of setting up a UK subsidiary. LCI Industries UK has been established to demonstrate LCI's commitment to the UK

market and to be able to work more closely with UK OEM manufacturers and the aftermarket.

Previously, LCI supplied products to the UK via its offices in Italy, or direct from the USA parent company only; however, now LCI UK will hold an inventory of select products at its office and distribution centre near Warrington, Cheshire in the north west of En-

gland, so it can enhance the delivery, service and product range it can quickly provide the UK marketplace. Those customers buying from LCI UK will also be invoiced in UK £ sterling, instead of Euros, and save them some of the shipping costs.

LCI has been coming to caravan and motorhome shows in the UK every year since 2013, and as a result it has been building



Lunar



RS Motorhomes



Moto-Trek



Neil Mears, Customer Service Manager

a UK customer base supplying manufacturers of caravans, motorhomes, commercial vehicles and leisure vehicles, as well as horse boxes.

*“Every market has specific, unique needs, so it is important for us to be able to service the UK properly by having a local office, staff and distribution centre,”* said Lawrence Revelino, Director of International Business Development.

Although probably best known for its slide-out technology, LCI also supplies an extensive range of steps, TV brackets, bed frames and lifting systems, storage products, entry doors, plus other accessories, and LCI UK also wants to expand the range it offers with some of its products from the USA that are applicable for the European market.

*“We want to continue the momentum created by the wide range of slide-out systems offered in the UK and further develop the market by working more closely with local manufacturers. Now we are able to apply our technology to their specific applications and even provide local training for our customers or dealers,”* said Lawrence Revelino.

*“For example, we can apply our knowledge of over 20 years of producing watertight, weight saving slide-outs to enable manufacturers to offer new floorplan possibilities to the consumer. Utilizing the LCI “Space on Demand” technologies we cooperate with manufactures to bring more creative options. We know some consumers like to travel with smaller caravans but usually want extra space; they like to ‘travel small but live big’, and with a slide-out they can have a smaller unit to tow and with less weight per square meter but enjoy as much living space as possible,”* continued Lawrence Revelino.

During this year’s show, LCI has demonstrated this ‘travel small but live big’ philosophy with its Smart Caravan Concept, which attracted a lot of interest from the public at the Caravan, Camping and Motorhome Show. With interior furniture from the premium supplier Tecnoform, the Smart Caravan showcases how slide-outs create



Lawrence Revelino, Director of International Business Development

more living space and new interior layout options. Importantly, LCI slide-outs can be designed so the interior can still be used even when the slide-out is not extended.

Neil Mears, the Customer Service Manager at LCI UK is one of the most knowledgeable slide-out experts in Europe. He has worked in the leisure vehicle industry for many years and now he is working for LCI UK to support UK manufacturers of leisure vehicles and horseboxes.

With a trend for European cars to be getting lighter, LCI UK could be in a strong position to offer slide-outs as a more practical and easier to tow solution for providing consumers with more living space.



IH-Motorhomes

