

THOR MOTOR COACH INITIAL SALES QUALITY COMMITMENT
 This questionnaire should be completed by the principal operator of the RV.
THANK YOU FOR TAKING TIME TO ANSWER THESE QUESTIONS.



ABOUT YOU

1. Your Age:

- | | | |
|--------------------------------|---|------------------------------|
| <input type="checkbox"/> 20-29 | <input type="checkbox"/> 50-59 | <input type="checkbox"/> 80+ |
| <input type="checkbox"/> 30-39 | <input checked="" type="checkbox"/> 60-69 | |
| <input type="checkbox"/> 40-49 | <input type="checkbox"/> 70-79 | |

2. Age of Significant Other:

- | | | |
|--------------------------------|---|--------------------------------|
| <input type="checkbox"/> NA | <input type="checkbox"/> 40-49 | <input type="checkbox"/> 70-79 |
| <input type="checkbox"/> 20-29 | <input type="checkbox"/> 50-59 | <input type="checkbox"/> 80+ |
| <input type="checkbox"/> 30-39 | <input checked="" type="checkbox"/> 60-69 | |

PURCHASE DECISION

3. Is this your first motorhome purchase?

- Yes
 No

4. What other manufacturer(s) brand(s) did you consider in your current purchase? (Select up to three)

- | | | |
|---|--|---|
| <input type="checkbox"/> American Coach | <input checked="" type="checkbox"/> Forest River | <input type="checkbox"/> Newmar |
| <input checked="" type="checkbox"/> Coachmen | <input type="checkbox"/> Holiday Rambler | <input type="checkbox"/> Tiffin |
| <input type="checkbox"/> Entegra Coach | <input checked="" type="checkbox"/> Jayco | <input checked="" type="checkbox"/> Winnebago |
| <input checked="" type="checkbox"/> Fleetwood | <input type="checkbox"/> Monaco | |

5. What factor(s) most motivated your purchase decision? (select up to three)

- | | | |
|---|--|---|
| <input type="checkbox"/> Brand Name | <input type="checkbox"/> Chassis | <input type="checkbox"/> Exterior Décor |
| <input checked="" type="checkbox"/> Floorplan | <input checked="" type="checkbox"/> Interior Décor | <input type="checkbox"/> Price |

6. Which of the following MOST influenced your purchase decision?

- | | | |
|---|---|--|
| <input checked="" type="checkbox"/> Value | <input type="checkbox"/> Safety | <input checked="" type="checkbox"/> Features/Options |
| <input type="checkbox"/> Quality | <input type="checkbox"/> Warranty/Service | |

7. Which tool(s) helped you most in your buying decision? (select up to three)

- | | | |
|---|---|---|
| <input type="checkbox"/> Thor Motor Coach Website | <input checked="" type="checkbox"/> Dealer Representative | <input type="checkbox"/> Advertisement |
| <input type="checkbox"/> Factory Representative | <input type="checkbox"/> Email Marketing | <input type="checkbox"/> RV Show Experience |

8. Were you in contact with anyone from Thor Motor Coach prior to your purchase?

- Yes
 No

If "Yes" please provide name of employee:

9. Why did you choose to purchase from your dealer?

- | | | |
|---|--|--|
| <input checked="" type="checkbox"/> Dealership sales person | <input checked="" type="checkbox"/> Proximity from my home | <input checked="" type="checkbox"/> Recommendation from friend |
| <input checked="" type="checkbox"/> In stock inventory | <input type="checkbox"/> Previous purchase | <input type="checkbox"/> Saw at RV show |

Other? (please indicate)

10. Did you visit more than one dealer during your motorhome search?

- Yes
 No