

MILLENNIUM LUXURY COACHES

NEW GENERATION OF LUXURY RV BUYERS ARE DRIVING THE MARKET

NOTHING IS MORE CONSTANT THAN CHANGE

This is particularly true in the world of high-end luxury motorcoaches. Often, new innovations appear as quickly as each new coach to roll off the production line. A major factor driving this accelerated change is the new generation of buyers. Research shows a new trend among motorhome buyers; they are younger, monied, with tastes as unique as they are varied. Many still have young children, unlike the mostly retired buyers of just a decade ago. Rather than park in an RV park, these new buyers are taking to the open road with their own agenda and destinations, often taking family and friends along for the fun.

An excellent example of this new generation of buyer is Todd Cutrer of Baton Rouge, Louisiana. Todd is young, married, successful, and family oriented. He and his wife, Carolyn, possess a strong sense of individual style and flair. Not satisfied to wait till retirement, the Cutrers decided they wanted to enjoy their custom motorhome as a family while their two sons are still young.

CONCIERGE CUSTOMIZATION

Some coach converters offer a list of options such as a choice of cabinets and flooring. However, it took a "Concierge Custom Converter" to fulfill the requirements the Cutrers had in mind. Todd did his research before choosing Millennium Luxury



Todd Cutrer (above) seated in his Millennium Luxury Coach. Interior of coach with special displays for his glass collection and handmade glass sink.

Coaches (www.millenniumluxurycoaches.com). Millennium featured curved real-wood cabinetry, granite countertops, and the sort of luxury appointments which Todd said made him feel like home. In addition, Millennium is one of the only top-end converters positioned to offer the level of Concierge Customization which would accomplish the Cutrers' goals. To complete the standard

features, such as lightweight materials, curved-real wood cabinets, touchscreen home automation and two-way high-speed internet connectivity, Todd spent the next year actively involved in the appointments and details of their new XLII, to ensure it would both reflect their personal style, and yet be a vehicle that their sons could kick back in, relax and enjoy as well.

YOU CAN TAKE IT WITH YOU

A top priority of the Cutrers was the ability to display and enjoy their one-of-a-kind art glass collection. To accommodate this, special display cabinets and shelves with recessed lighting were incorporated throughout the interior of their coach. Custom fused-glass sconces and handmade glass sinks complete the theme. Todd also helped design the outside graphic; a stylized scorpion, reflecting Mr. Cutrer's nickname, Sting, also displayed on his touchscreen automation controls. For their sons, a custom play bay was created. Decidedly casual, it sports a flat screen TV, DVD and video game controls, simulated parquet flooring and monogrammed bean bag chairs. There's even a trap-door concealed in one of the sofas on the main level, so the boys can come and go from their hideaway without having to go outside and lift the bay door. They have their own space, where they can relax on their own.



Clockwise from top: Todd Cutrer with stylized scorpion graphics; trap-door entrance to climate-controlled Play Bay featuring separate Crestron control panel and its own TV (one of 8 on the coach).

CAT FANCIER

Larry and Terri Jones are young grandparents, with the means and desire to travel in style. Larry is a successful car dealer who's kids are grown. He and Terri love attending Bike Week and similar motorcycle gatherings, and are involved in raising money for charity with various motorcycle events. They are also avid scuba divers, and Terri rides a unicycle. But mainly, Terri is a cat lover. She found her "baby" down by the river, so she named him River. When the Jones's purchased their new coach they approached Millennium with the idea of a custom litter box for their cat. With their concierge approach to customer satisfaction, Millennium built a custom cabinet which con-

cealed a litter box equipped with an infrared sensor and special ventilation system. When River exits the litter box, it automatically triggers the exhaust fan, and the self-cleaning box automatically scoops it for the next use. River is their constant companion on their frequent trips, including an annual trip to the Florida Keys. He enjoys the concierge level of customer care as much as his owners do!

AS YOU WISH

For a truly unique luxury motorcoach, designed and outfitted to your personal taste and style, look for a converter who offers a true custom conversion, with the concierge level of individual attention to make your dreams a reality.



Larry and Terri Jones' custom Millennium coach (above).

PREVOST


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