



The **PARLIAMENT** New! **MOTOR COACH**

Parliament Coach Corporation is a name that many know, especially those that live or travel in or around the Tampa Bay area or those that own a Parliament conversion. Coach Worx is another great name that many know. What some may not know is that Parliament Coach Corporation and Coach Worx have new ownership and a new name; *Parliament Motor Coach*.



Like the subtle change in their name, their operation remains fundamentally unchanged. Their 70,000 square-foot facility rests on the same 12 acres of land it has for years conveniently located near the St Pete-Clearwater International Airport. They remain a full service facility with a body shop with full collision repair capabilities and two paint booths, a carpentry shop, a metal and fiberglass fabrication shop, a custom upholstery shop, numerous mechanical service bays, a RV Super Store, and a sales department. Even their team remains largely the same as it has for years.

Ken Robertson and Rick May are leading the new Parliament Motor Coach. Their responsibilities have expanded, but as viewed by their customers, little has changed. Ken has been with Parliament for nearly a decade and has a long history in the Prevost conversion business. Ken was the General Manager and Sales Director. Rick, as anyone that has gotten involved with servicing their Prevost conversion likely knows,



Just three of more than a Dozen Service Bays

is one of the most respected technical gurus in the industry. Rick benefits from years of experience in the industry with hands-on expertise on all Prevost models and the majority of systems installed by each



Some of the Courtesy RV Full Hookup Sites

converter, whether still in business or not. What sets Rick apart from others is his enthusiasm and willingness to share his knowledge. He is also not one to rest on his laurels. Rick seeks new information, problems, and ways to resolve those problems. As an example, one of Rick's more recent investigations centers around fuel quality and the effect of poor fuel of modern diesel engines and diesel dependent systems found on Prevost conversions.

It is widely known that fuels that contain ethanol do not have the same shelf life as non-ethanol fuels. It is also widely known that that some materials used to store and deliver fuel are negatively affected by

ethanol. It is often obvious when fuel problems have gone on too long. So, Rick has challenged himself to define early indicators of fuel related problems to head off fuel problems before they disrupt that vacation trip that you've been waiting to enjoy. Let's see where this takes Rick.

Managing customer expectations, keeping the team focused and motivated, and leading the company is more than Ken and Rick should be expected to accomplish on their own. Like most effective leaders,



Collision Repairs

they surround themselves with respected professionals. They have department managers for service, parts, paint & body, and administration. These managers, in turn, implement the same philosophy. Each department has its own cadre of specialist and technicians as part of the 40 person plus team that is *Parliament Motor Coach*. Changes in ownership or changes in the executive team often lead to employee anxiety, uncertainty, and churn. Even the most effective leaders are challenged when these organizational changes occur. To the management

team's credit, you can sense the commitment to the company and the clients when you walk through each of the departments. The atmosphere is upbeat with most employees seeing the change in ownership as positive for the company and themselves. This is evident in the tenure of the staff. More than 50% of the employees have been with the company more than 10 years and only a handful being on staff less than a year. This is yet another benefit to some service customers that prefer to build a relationship not only with the company but "their" technician.



Machine Shop

Over 75% of the Prevost conversion service business comes from repeat customers. What many



New Paint

customers have discovered is that work performed by Parliament is done right the first time and both on time and on budget. Another attribute that brings customers back is the attention given to protect their coach while it is in for service. As an example, if a mechanic requires engine area access through the coach, the interior of the coach, front to rear, is carefully protected. Being a full service facility

with a large staff puts Parliament in control of the total work effort and scheduling. Parliament's customers have grown to accept the reality that they can get in and out expeditiously when they are on a tight schedule. Parliament realizes some want to stay with their coach during the service experience. For those needing to spend the night, Parliament has seven full hook-up sites and numerous power only locations.



Carpentry Templates

Having a surge capacity to get jobs done quickly and to have a well-equipped shop is costly and challenging. Parliament believes their current diversification is very sustainable. When they are not working on time sensitive repairs for their Prevost conversion customers they are busy with other work. They take in limited jobs focused on traditional RVs. They also own the intellectual property rights for

the former Bluebird Wanderlodge business. On any given day, you may see nearly as many Wanderlodge coaches in for service as there are Prevost conversions. Their goal is to satisfy all customers, as every customer should expect. However, they go the extra mile to get Prevost owners out when time is important. If they need to work late or over the weekend, they can and do.

Parliament Motor Coach is not just about service. They sell used Prevost conversions and other RVs.



Available Inventory

Their consignment inventory turnover rate is fairly high demonstrating their success in satisfying new owners and sellers alike. Their lot may have Prevost conversions, Wanderlodge coaches, and select Class A RVs being offered side-by-side. Offering these three very different motorhomes on one lot works well for prospective buyers. Some buyers may benefit from an experienced sales person to educate them in the differences between the products. In some cases, prospective Prevost buyers buy a Wanderlodge

or traditional class A RV. In other cases, buyers that thought a Prevost may be out of their reach or too complex end up with a Prevost conversion. Representing a mix of products can also benefit a traditional Class A motorhome owner that wants to trade up to a Prevost conversion. They have one place and one sales person that can help them move up to a Prevost while selling their traditional motorhome.

Can Ken and Rick be content with what *Parliament Motor Coach* has to offer? The short answer is probably so. Their staff and facility runs at near capacity most of the year. The good news is they have not made any fundamental changes that affect the customer experience their loyal following has grown to appreciate.

The even better news is they have their sights set on turning out their own conversions. It has been more than five years since the last Parliament coach left the production line.

Although the company is not the same company it was then, many of the key contributors to the last Parliament coaches are still there. Some of the most complex and often misunderstood systems on Prevost conversions are their electrical systems.

To Parliament's credit, they have a very experienced electrical engineer on staff. Ben Cummins has a long history with electrical system design and integration on Prevost conversions. Ben tends to be a bit reserved, but make no mistake his electrical systems expertise puts him in a class seldom seen in the motor coach industry. Although no one is talking about their first coach's systems, it is probably a good bet they will put functionality and reliability above all else.



Interior Upgrade on a Single Slide XL

So, what does *Parliament Motor Coach* look like a year from now? With the leadership team gazing into the crystal ball with one eye and the other eye looking at the market, the economy and their current business, they all feel confident that the service business will continue to grow. They are also confident they can grow the service business without negatively affecting the customer experience that brings so

many of their customers back. They are also very optimistic that the first *Parliament Motor Coach* conversion will be making its debut within the year. Being back in the conversion business will naturally increase the available used coaches they will have to offer. Many, if not most, new coach buyers have a coach that needs to be sold through a trade or consignment. The domino effect of new coach sales resulting trades that need to be serviced and sold may require *Parliament Motor Coach* to grow beyond their current facility or to narrow their market focus. In either case, Ken and Rick will be ready. Their location is excellent with plenty of industrial space available nearby, if they need it.

If you are in need of service or just happen to be near Clearwater Florida, stop in.

PARLIAMENT MOTOR COACH

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