

# ANOTHER FIRST FOR AIRSTREAM:

*Company  
pioneers  
continent-wide  
network of  
Certified  
Service Centers.*

"Hey, Daddy, look at all that water!" Junior calls out to you.

"Water? Where?" you ask without stopping your efforts to get camp set up.

"It's coming from under the trailer," he informs you. "Look, it's filling up that puddle. I'm gonna sail my boat in it."

"The trailer!" you exclaim. "Oh, no!"

A hurried inspection reveals that a water line under the trailer has broken. You know that you hit no rock in berthing the trailer, nor did you travel over any humps or rough roads on your way to this state park where you plan to spend the next few days. A closer look discloses that a faulty connection seems to be the cause of the problem.

"Well, thank goodness our trailer's still covered by the warranty," you reassure your wife. "We'll just take the trailer to a repair shop in town where the water line fixed and send the bill to the manufacturer."

*Service representative from a major supplier to Airstream demonstrates the proper operation of a vital part during a training class at the Jackson Center, Ohio, factory.*



*Two new owners learn from Phil Briggs (r.) of Airstream's factory at Santa Fe Springs, Calif., the proper function of each trailer system.*

So you re hitch your trailer to the tow car and head for town, hopefully to find a reliable repairman. On your way out of the park, you encounter another trailerist, who flags you down. He's got troubles, too.

"Know any good place I can get my trailer fixed?" he asks you rather wistfully. "I didn't do such a good job of backing into this space. You can see how that tree branch smashed the big side window. If I don't get it fixed, we'll either be eaten up by mosquitos or get rained on."

"I'm looking for a repair shop myself," you tell him, "to fix a broken water line. I'm sure there'll be one in town that can help both of us."

But how sure can you be of service you can count upon if something goes wrong? Frank Judy, (Continued on page 68)

*Airstream servicemen see "how it works."*



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director of Airstream's service program, points out such service is as good as the nearest factory-authorized service facility and as poor as the trouble and distance you'll have to go to use it.

Bear in mind, says Judy, that you can't always find a parts supply house in every town. Nor can you be sure of finding the name of, say, the manufacturer of your trailer's heating system in the Yellow Pages of the local telephone directory. It isn't simply a case of getting on the phone and calling a plumber to fix a broken water line.

How about the warranty that still covers your trailer? Suppose you found a good repair place in town to fix your water line. Would the manufacturer honor the bill sent by the repairman? Or would you find that you would have to tow your unit all the way to the factory if you wanted to have the manufacturer bear the cost of fixing the line? How far away is the factory from your vacation spot—hundreds of miles? How do you tell your family that you're sorry but you've just got to take the trailer back to the builder? There goes most of the fun of your vacation and who knows how many precious days of it. Or would you rather bear the expense yourself?

Then ask yourself this question: How about the quality of repairs done at a local shop? Would the job done be satisfactory? Judy notes that Airstream's experience with local repairs has been rather poor or, at best, mixed. He adds that, in most cases, there is simply no way of knowing in advance how competent a local shop is. And a poorly-done job may result in ruining an expensive piece of equipment—your recreational vehicle.

Remember, too, that if your trailer requires extensive and major repairs, a specialized service facility is called for, one with highly skilled personnel, that's operated under close cooperation with the manufacturer and fully supplied with original equipment parts.

Other manufacturers often come into the picture when servicing a travel trailer is necessary—those who supply the stove, the heater, the toilet, or the refrigerator, for instance. That's why, says Judy, some provision should be made to put the owner of any given make of trailer in firm contact with a qualified and factory-authorized serviceman who can perform guar-

anteed work on components in need of repair. Otherwise, Judy points out, travel trailer service is not really complete and comprehensive.

With this basic thinking in mind, Airstream, Inc., launched its Certified Service Program about three years ago, becoming the very first such program to be offered by any travel trailer manufacturer for the benefit of the many users of its products. Like many other Airstream-pioneered customer programs, it's a valuable contribution to the entire travel trailer industry.

Now an Airstream owner can obtain complete factory-authorized service on his travel trailer and all its component parts at any one of 116 places in the United States and Canada. Called Certified Service Centers, they make up a network of available service stations that spans a continent. Each and every one of these makes the famous Airstream warranty mean what it says. It offers the Airstream owner help he formerly could expect to obtain only at one of the company's two factories.

Each of these Certified Service Centers is located at an Airstream dealership. Seem like an obvious association? Perhaps so to anyone not familiar with the travel trailer industry. However, the fact is that trailer manufacturers generally cannot expect their dealers to render much more than "make ready" adjustments on new units, even if they have dealers all over the country. By and large, the problem is one of economics.

"Without some help from the manufacturer, many dealers would find it hard to justify the investment in equipment, parts inventories, and skilled service personnel," Frank Judy explains.

Airstream early decided to make such help available. Besides furnishing a schedule of warranty payments which would help the dealer put an economic base under his service operation, the company went after the problem of qualified personnel systematically.

And for good reason. "An Airstream is a highly special product," Judy notes. "It has many sophisticated systems and parts. No matter how experienced a man might be in working with automobiles, refrigerators, heaters, or even other makes of trailers, he'd still have much to learn about Airstreams."

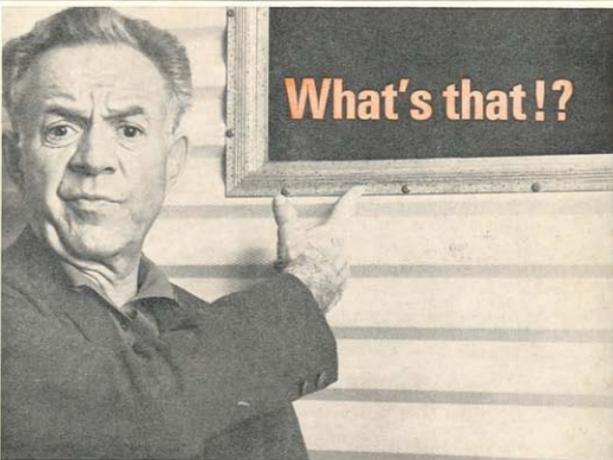
Airstream initiated its regular Service School at both its Santa Fe

Springs, California, and Jackson Center, Ohio, factories. Sixty-five dealers responded immediately after the company invited prospective service center dealers to send their servicemen. In fact, some of them came along themselves to enroll in the school in order to further their knowledge of Airstream trailers.

Students undergo an intensive course of study, somewhat similar to a "blitz" language course. For up to 10 hours a day, on five consecutive days, the servicemen go over every inch of new Airstreams as they're assembled at the factory—and their contents.

Many of the students have impressive backgrounds—they're already master mechanics—yet they find themselves exposed to strange new technologies. For example, a mechanic who is fully familiar with vehicular suspension systems and braking equipment may find himself a stranger to riveted aluminum, plastics, and fibre glass. Another expert who has spent years in servicing large trucking fleets discovers that he has much to learn about water and sewage systems. And nearly all students are astounded by the sophistication of

*(Continued on next page)*



Sir, that's what happens to non-anodized, mill finish aluminum in desert air, salt air, city air, or just ordinary air. And it only takes a year or two, maybe only months. So when you're buying a trailer or mobile home, here's one point you'd better check right to begin with. Sorry about your nice mobile home.

How? Just ask if the windows are anodized... guaranteed. If they aren't, don't buy that trailer. Or just ask if the windows are Hilite. All Hilite windows are anodized and what's more, they roll (no

cracked heads on protruding windows, big clear vision, easy escape from fire) they're top quality (Hilite is one of the world's major producers of windows for homes) and Hilite is so big it can offer the finest anodized windows at prices equal to ordinary windows. So check the components, definitely, and start with the windows.

Look for the orange Hilite label, or ask if the windows are Hilite. If you insist on them you'll get them.

### You don't have to ask with these...

Here are some of the leading manufacturers who use Hilite anodized windows.

GOLDEN WEST PAN AMERICAN SKYLINE HILLCREST RAMADA  
TERRA CRUISER REDMAN INDUSTRIES TRAVELLEZE KENSKILL  
CAMPI TRESCO COLT CUSTOM CONSTELLATION DAYLIN BOSWELL  
ISLANDER PARKWAY SHORELINE WEEKENDER TEARDROP WOODLINE

*\*p.s. Anodized aluminum has been given an integral surface of aluminum oxide, next to the diamond in hardness. Mill finish aluminum (as in ordinary windows) corrodes in ugly black spots or as a white, powdery substance. Anodizing permanently prevents this, gives aluminum a crystal-hard, clear, silver-satin or Hilite Champagne Gold finish. You don't want anything else!*



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Airstream's light-weight mono-coque construction principles.

"Professors" at the two schools are not only Airstream's own engineers and technicians but also service representatives from each of the company's major suppliers. Each representative takes his turn at the lectern and demonstrates such components as gas ranges, hot water heaters, forced air systems, toilets, refrigerators, batteries, and other electrical equipment.

At the end of the course, each serviceman receives a Certificate of Completion which means that he is certified by Airstream and the other component manufacturers to be fully authorized to do factory service.

Now there are more than 200 certified servicemen who take their places in Airstream's Service Centers.

At this point, let's take a look at an outstanding new program which dovetails perfectly with Airstream's Certified Service Center program—the Certified Performance Check-out. This comprehensive new program went into effect with the introduction of the 1968 Airstreams, according to C. H. Manchester, vice president in charge of marketing. It involves many new procedures to be taken on factory assembly lines, on Airstream dealer lots, and on the road by the ultimate consumer. Many of these procedures are unique in the travel trailer field, says Manchester.

Basically, the Certified Performance Checkout calls for four steps:

Step One is an enlarged quality assurance inspection in Airstream's Ohio and California factories. Workmen make up to 21 quality and performance checks on each Airstream during its construction. Each such check is personally signed for by an inspector who can be held responsible for it throughout the life of the trailer.

While the new permanent record inspection system is based upon somewhat similar systems employed in aircraft and aerospace construction, Manchester says, it's a first in the travel trailer industry.

The Airstream dealer performs Step Two following delivery of the trailer to his lot. Guided by a detailed check list, the dealer gives the new trailer a thorough re-inspection, both as a check upon previous inspections and to see that no part or system of the trailer has been degraded by the trip from

the factory.

Step Three involves the Airstream purchaser. An extension of previous Airstream Customer Checkout procedures, this one insures that the owner familiarizes himself thoroughly with all of the luxury facilities in his new trailer. He receives further instruction on how to detect possible substandard operation as well as on routine maintenance and servicing.

The customer instruction phase of the program is based in large part upon Airstream's unique and comprehensive Owners Operating Manual, which serves as a kind of "textbook." Issued with every new Airstream travel trailer, the manual, an illustrated permanent book of 113 pages, goes into every phase of trailer maintenance, servicing and operation.

Step Four represents still another Airstream "first" in the travel trailer industry. It calls for a 1000-mile or 60-day performance check on every new trailer. The new Airstream owner is encouraged to "wring out" his new trailer during a shake-down cruise, and then to bring it into any Airstream dealership in the United States or Canada for a complete Performance Check free of charge. He does not have to return to his selling dealer.

New practices and procedures to be carried out during the four steps of the Certified Performance Checkout are the result of a careful study by Airstream designed to bring its trailers to a high degree of mechanical perfection, Manchester adds.

"Airstreams start out being as close to custom hand-made products as modern assembly line techniques permit," he notes. "But in a product as intricate and complex as is the travel trailer, constant testing and inspection are the only practical ways of giving the Airstream owner the kind of quality and performance he's looking for in an Airstream."

For thousands of Airstream owners in North America, Airstream's service program—the Certified Service Centers and the Certified Performance Checkout—takes an honored place along with the firm's other pioneering efforts—the Wally Byam Caravans, the Caravan Club and company activities, the self-contained travel trailer, Caravaner Insurance, and others. Altogether, these benefits provide a stimulus to the security and fun of trailer travel that adds up to a great big plus in the wheeled recreation field. X