

*Chambersburg*

**CAMPMOBILE  
MARKETING  
GUIDE**

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## INTRODUCTION

Now that the Westfalia Campmobile has been brought to market, it is important that we organize our efforts toward the further development of this valuable portion of our over-all Truck and Station Wagon business. The following pages review some pertinent information concerning the Westfalia Campmobile Program. It is only through your active participation in this national program, however, that we can all hope to achieve maximum success in this phase of the market.

## MARKETING INFORMATION FOR THE CAMPMOBILE

### I. CAMPMOBILE MARKET

Although we have relatively little marketing information on camping vehicles, we do know that in 1956, 1963, and 1964 there were approximately 15,000 — 73,000 — and 90,000 units respectively produced in the United States. This camping equipment included a wide variety of types, such as our own and other compact trucks, the pick-up truck version of the camping vehicle, and many other variations.

Our records indicate that **our** camping business in 1964 comprised about 8.5% of our total Type II vehicle line and certainly there is every indication that it will grow in view of the 60.8% increase in sales of Campmobiles in 1964 as compared to 1963. Some other indications as to the potential of this market are:

1. A rather dramatic increase in employee leisure time as automation and labor saving devices continue to increase the productivity of our industries, shortening the average work week. This trend is portrayed by a rapidly increasing percentage of the consumer buying dollar being diverted towards greater vacation and leisure time spending.
2. Sporting goods and like equipment is now a multi-billion dollar business, with camping playing an important role in this picture.
3. In 1964 major state and national parks logged in an attendance of over 10 million people.
4. There were 50,000 travel trailers on the highways in 1956. In 1963, this figure rose to 325,000 and by 1970, it is estimated that there will be more than 2,000,000.
5. The number of recreational vehicle clubs continues to soar, providing major impetus to the growth of the industry.
6. The retail sales curve for recreational vehicles shows \$28,000,000 for 1956, \$73,000,000 for 1960, and an estimated 1964 figure of more than \$145,000,000.

All of these factors indicate that not only is the camping vehicle business presently available in quantity, but has every indication of continued growth.

### II. WHAT TYPE OF PERSON BUYS MOBILE CAMPING VEHICLES OR EQUIPMENT?

Here, again, we have no detailed analysis to determine a profile of the camping buyer, but we can draw certain general conclusions from the considerable correspondence received from owners and interested buyers and by some cursory studies which have been made in this area. These conclusion are:

1. The camping equipment buyer is one who has given a good deal of thought to the purchase of a Campmobile prior to the time he visits the dealership. He is a person who has deliberately planned to buy this type of vehicle and is also the type of person who would like to see the actual Campmobile itself. In other words, if a unit is displayed on the dealer's showroom floor, it will further enhance the prospect's motivation to buy.
2. The Campmobile prospect is also a family man and thus his purchase becomes a family matter and a family project. He also seems to be somewhat of a do-it-yourselfer.

3. There are indications that vehicle camping equipment is generally purchased as a second or third vehicle in the family, but contrary to this, a recent study pointed out that of all Volkswagen Campmobiles sold, 45% represented the only vehicle in the family.
4. This same study indicated that 32% of VW camping equipment sold is sold to Armed Forces personnel, teachers, and retired people, which suggests that the unit is used for economical travel and vacation use as well as weekend camping.

This seems to indicate a considerable variance in income standards of camping vehicle buyers. Superficial as this information may be, it does point to one very constructive fact — the Campmobile market is a considerably large one and people do not tend to buy this type of vehicle and/or equipment until they are able to actually see it in a dealer's inventory. We are taking steps so that, as time goes on, we will be able to profile this buyer more accurately.

### **III. MARKETING ADVANTAGES**

In order to meet the demands of this growing and increasingly competitive market, it is necessary that we provide a unit that can assure us a continued growth. Listed below are some of the features of the Westfalia Campmobile:

#### **1. Quality of the Product**

The quality of the Westfalia Campmobile, supervised by VW factory inspectors, surpasses any previous attempt at creating a Campmobile type of vehicle, which will give the consumer a product of dependability and long life.

Direction for product improvements came from the recommendations made by dealer and distributor personnel as well as suggestions from Campmobile owners, with the ultimate goal of offering to the public a camping vehicle that would stand up to any competitive product.

The craftsmanship of this Westfalia Campmobile is outstanding in quality, and it must once more be stressed that the only way in which the prospective buyer can appreciate its workmanship is by seeing the unit in the dealer's showroom.

#### **2. More Competitive Suggested Price Levels With Excellent Gross and Net Profit Potential**

A product which is of the highest quality and yet meets all competitive pricing becomes an extremely salable item.

The Westfalia Campmobile's suggested retail and wholesale pricing structures have been accepted by both dealers and consumers as very competitive.

#### **3. Standardized Product For National Promotion**

The presentation of a single model in this line is an advantage in directing advertising and merchandising effort to one vehicle. This becomes a more controlled attempt in selling not only the vehicle, but also service, parts and accessory equipment.

#### **4. Tourist Delivery Availability**

The Westfalia Campmobile affords the European bound customer the opportunity of purchasing his Campmobile through domestic VW dealerships and taking advantage of the extra convenience and monetary savings of picking up his vehicle in Europe, for use while on vacation.

#### **5. Factory Installed Equipment Saves Dealers' Time and Trouble of Local Installation**

At the Westfalia plant, the vehicles' internal camping structure is assembled. Here the equipment can be installed by experts whose job it is to assure its proper installation. The tightness and quiet operation of the vehicle when driven is a testimony to this fact.

#### **6. Removable Equipment**

Removable equipment lends flexibility to our Campmobile. It may be used for camping or pay loading or general family transportation.

#### **7. Normal VW Distribution and Ordering Procedure**

This provides the dealer the facility of floor planning a Campmobile vehicle without unnecessarily tying up capital.

#### **8. Special Features — Which Can Best Be Factory Installed**

An item which falls under this category is the pop-up-top. This allows the dealer to order options without the need of having to install them himself.

### **IV. MERCHANDISING MATERIALS FOR 1965 WESTFALIA CAMPMOBILE**

The various promotional tools available to help dealers merchandise the Westfalia Campmobile are:

1. A color brochure which is descriptive of the floor arrangement plan and components. This can be effectively used as a take-home piece by the prospective Campmobile buyer to build a greater family interest in the vehicle.
2. A salesman's postcard in color is available. This postcard can be used ideally in shows and exhibits and for salesmen's follow up with prospective buyers. It can also be used as a mailer to existing Volkswagen owners to interest them in the area of camping equipment.
3. Three local ad mats have been completed and will be furnished to you upon your request. (They have been featured in the Advertising Planning Book and may be ordered by their proper numbers.)
4. A Campmobile snap-lok poster can be attractively displayed in the showroom or other advantageous locations to call attention to this unit.
5. A salesman's specification pocket card (sample attached) provides details of the Campmobile and accessories. It also provides for a pocket retail price listing for ready reference by the salesman and should be helpful to him for quick product reference when discussing the unit with prospective buyers. This pocket piece uses customer copy and can double as a customer handout as well as a salesman's reference.

### **V. MERCHANDISING NEEDS AND SUGGESTIONS**

#### **1. Orientation of the Campmobile**

Selling involves a wide variety of tasks, which vary in importance with the nature of the business concerned. These include discovering potential customers, acquainting them with the product and endeavoring to persuade them to buy. Some selling is educational in its character, having as its principal objective the dissemination of facts concerning the item being offered for sale. The Westfalia Campmobile falls into this category. It is imperative that the salesmen know their product thoroughly with regard to the basic vehicle, its options and its pricing structure. In the past there have been many indications from customer letters that some VW salesmen do not have even basic knowledge of our camping vehicle.

#### **2. A Campmobile In Each Dealer's Inventory**

Since we recognize the fact that sales of this unit cannot be made unless the prospect has the opportunity of examining it first hand, the vehicle must be available to the dealer for display.

We urge that to insure the marketing of the Campmobile unit properly, every dealer be encouraged to carry at least one unit in inventory. It is also suggested that it be periodically displayed on the showroom floor, especially during peak camping and travelling seasons. Where possible, the optional tent should be displayed. It is an eye-catcher which will create floor traffic and interest potential buyers.

### **3. Prospecting**

Some suggested potential sources for prospects for the VW Campmobile unit are as follows:

In many areas there are camping clubs which can be contacted and their membership lists can be obtained. There are also many local camping enthusiast magazines who can be approached for circulation lists. The local AAA and camping supply stores are two good sources for bird dogs who can supply leads to prospects.

We also know that teachers, Armed Forces personnel and retired people are good markets. A sharp salesman will watch financial pages of local newspapers which frequently report local people retiring from business and retirement discharges from the Armed Forces. Lists of teachers can frequently be obtained from local schools or P.T.A. organizations.

### **4. Active Follow-Up System**

In any type selling, one of the most important areas is follow-up. A salesman should maintain a proper follow-up system whereby he may continue contact with the prospective buyer once that buyer leaves the dealership. If the consumer showed interest in the Campmobile, he certainly can be considered an active prospect and may need additional exposure in order to convince him to buy. The after sale owner should be periodically contacted for prospect referrals.

### **5. Advertising**

Local Campmobile advertising can create floor traffic, which can develop prospects for other VW models as well as used vehicles, plus the exposure to the camping vehicle itself.

### **6. Sales Promotion**

Sales promotion is a rather all-inclusive term that describes the activities concerned with planning and assisting in sales work. Again, during the peak season, it is advisable to promote the Campmobile in local camping shows, if any are available, automobile shows, or possibly a display in a location that receives a considerable amount of traffic flow (e.g. transportation terminals). Tie-ins with local department stores featuring vacation and sporting displays have been used very successfully by dealers in the past for local promotions.

## **VI. WHAT DOES THE WESTFALIA CAMPMOBILE CONSIST OF**

Campmobiles are factory installed in Kombi bench-seat models at Westfaliawerk, and inspected by VW factory personnel. Basic components consist of a front passenger seat with storage cabinet below, a closet unit divided into 2 areas for clothing and linens, a ceiling cabinet, a rear corner cabinet and a top-opening, small storage cabinet located behind the front passenger seat. Other equipment includes a dinette table, icebox with water tank, pump and utility drawer, two plastic-covered utility tables mounted on the door and icebox units, a three-shelf what-not cabinet on the left opening door, two wall lamps, curtains for windows and windshield, crank-operated louver windows with screens, safety rear flap latch, exterior electrical service connection, floor covering, birch plywood paneling — ceiling and wall — with fiberglass insulation, removable gold-vinyl upholstery covering on seats and mattress, and a children's hammock. All cabinet components have a finished exterior of wood-grained formica-type materials, which are mar and scratch resistant.

An option is available for the split seat version (M 80), which provides for a removable jump seat in the aisle way. The split seat option eliminates the rear corner cabinet for spare tire location, and the tire housing has a vinyl covering. The gold interior upholstery color will be compatible with the three exterior Kombi colors provided — pearl white, blue, and velvet green, and affords a greater flexibility by reducing possible inventory combinations. Two other optional items are provided as follows:

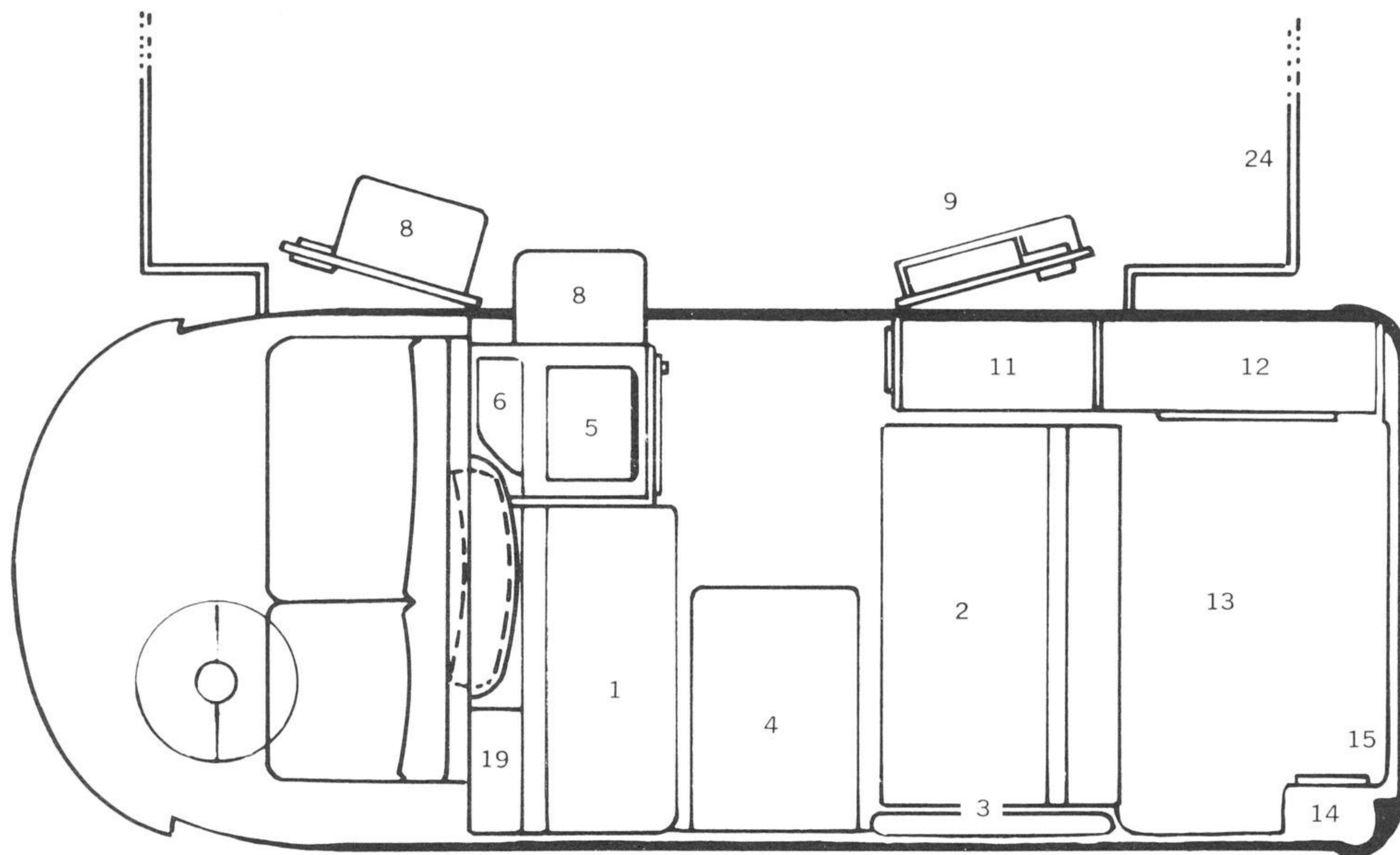
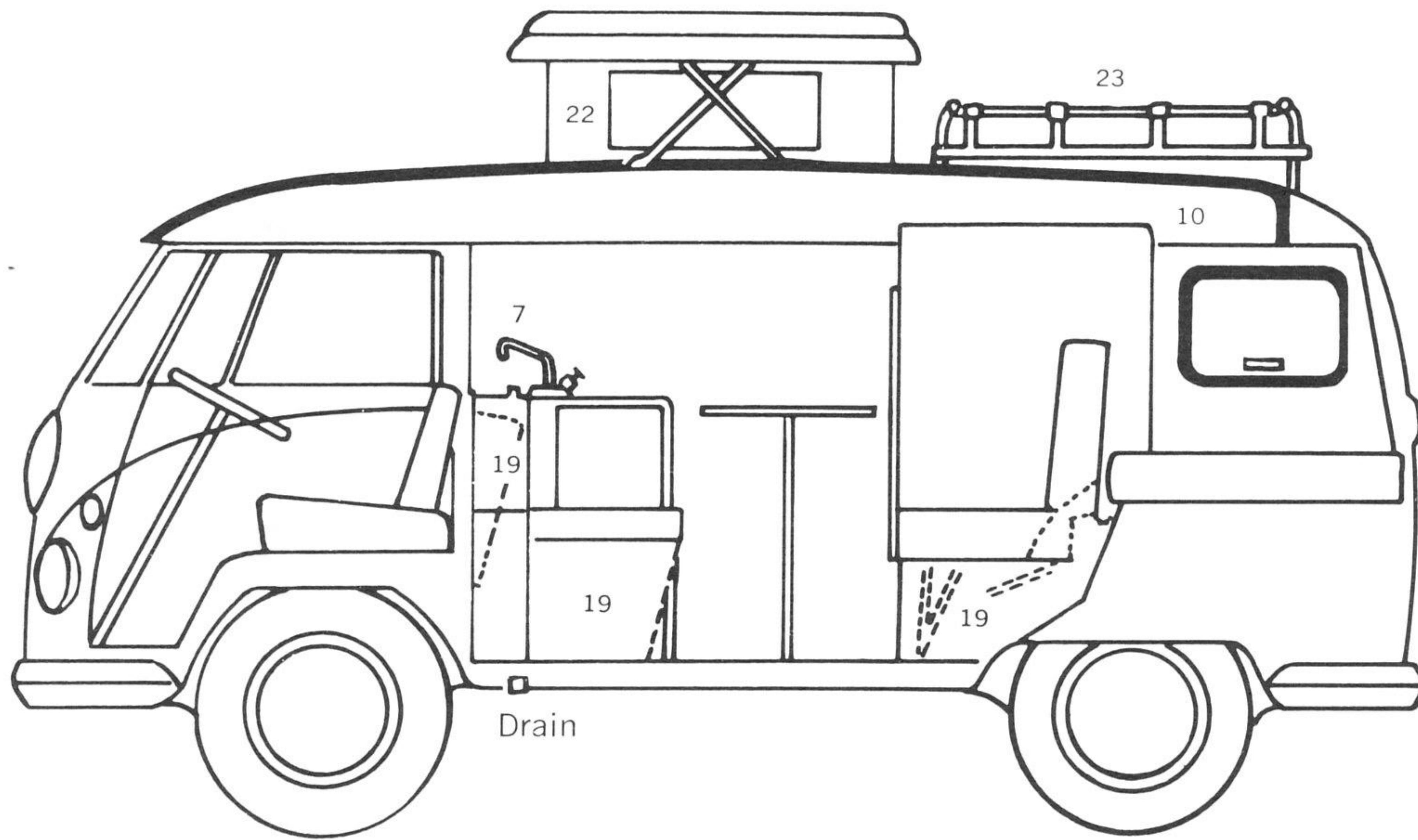
1. A pop-up top of fiberglass construction with canvass sides provides for a stand-up area with screens contributing to additional ventilation for cooking.

2. A side-mounted tent is available, which is large enough to provide space for additional camping beds, and is enclosed on all sides and also has enough independent support to act as a free-standing tent. A luggage rack (to be ordered in combination with the tent) provides adequate storage space for the tent when not in use and for other miscellaneous luggage or camping items.

All major components are removable, so that the vehicle can be used alternately for other uses. The materials used and the quality of construction are excellent and compatible with our market requirements. The outstanding quality of construction should provide for long life and a highly favorable customer reaction. A further descriptive illustration is provided for in the section entitled "Descriptive & Visual Information."

# BASIC CAMPING EQUIPMENT SO 42 (CAMPMOBILE)

(!n camping use)



- 1. Front passenger bench seat
- 2. Rear bench seat
- 3. Arm rest
- 4. Dinette table
- 5. Icebox 2.9 cu. ft.
- 6. Water tank 6.6 Gallons
- 7. Pump
- 8. Folding utility tables
- 9. What-Not cabinet
- 10. Ceiling cabinet

- 11. Clothes closet
- 12. Linen closet
- 13. Mattress
- 14. Corner cabinet
- 15. Safety lock
- 19. Storage cabinet

### Optional Equipment

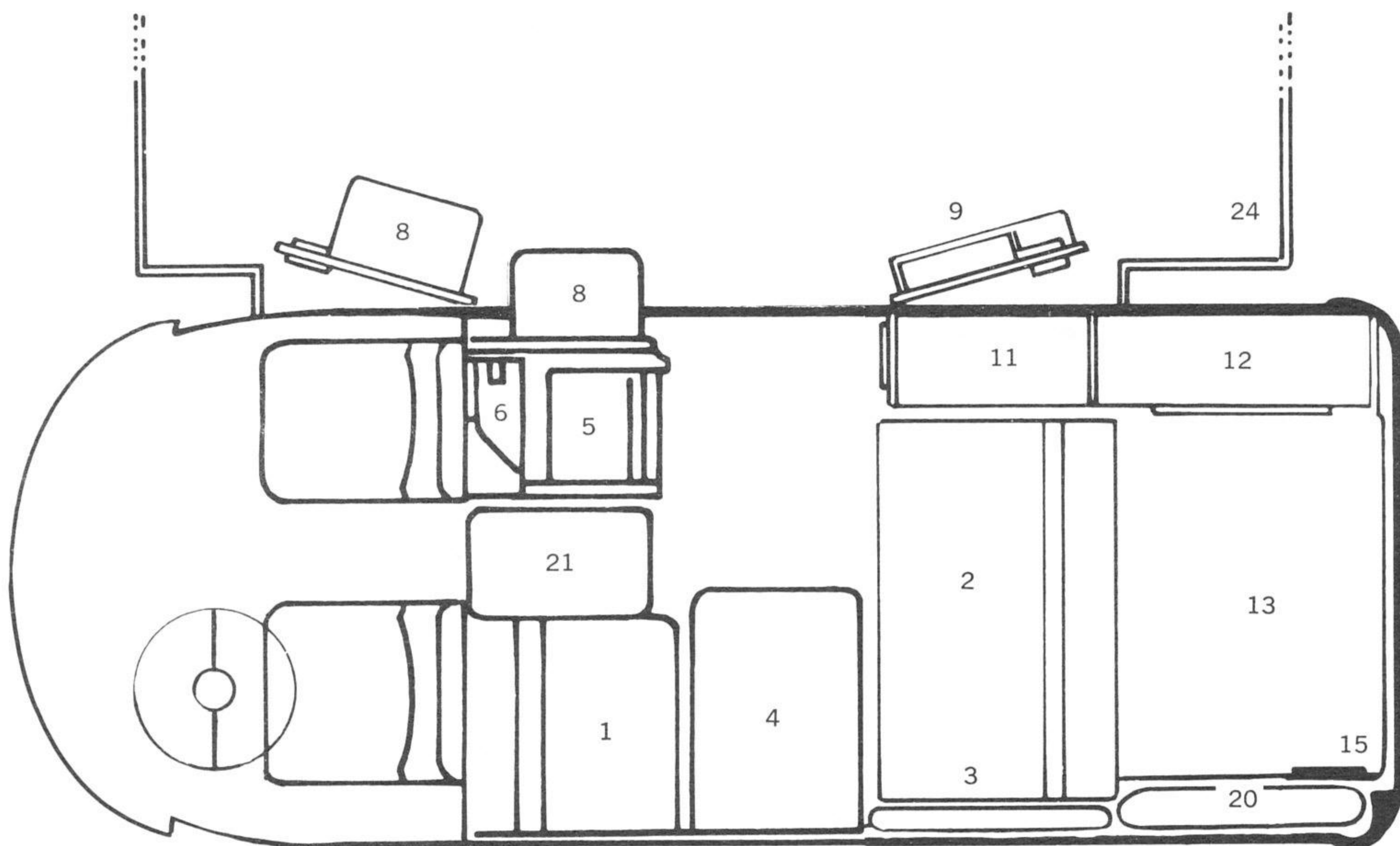
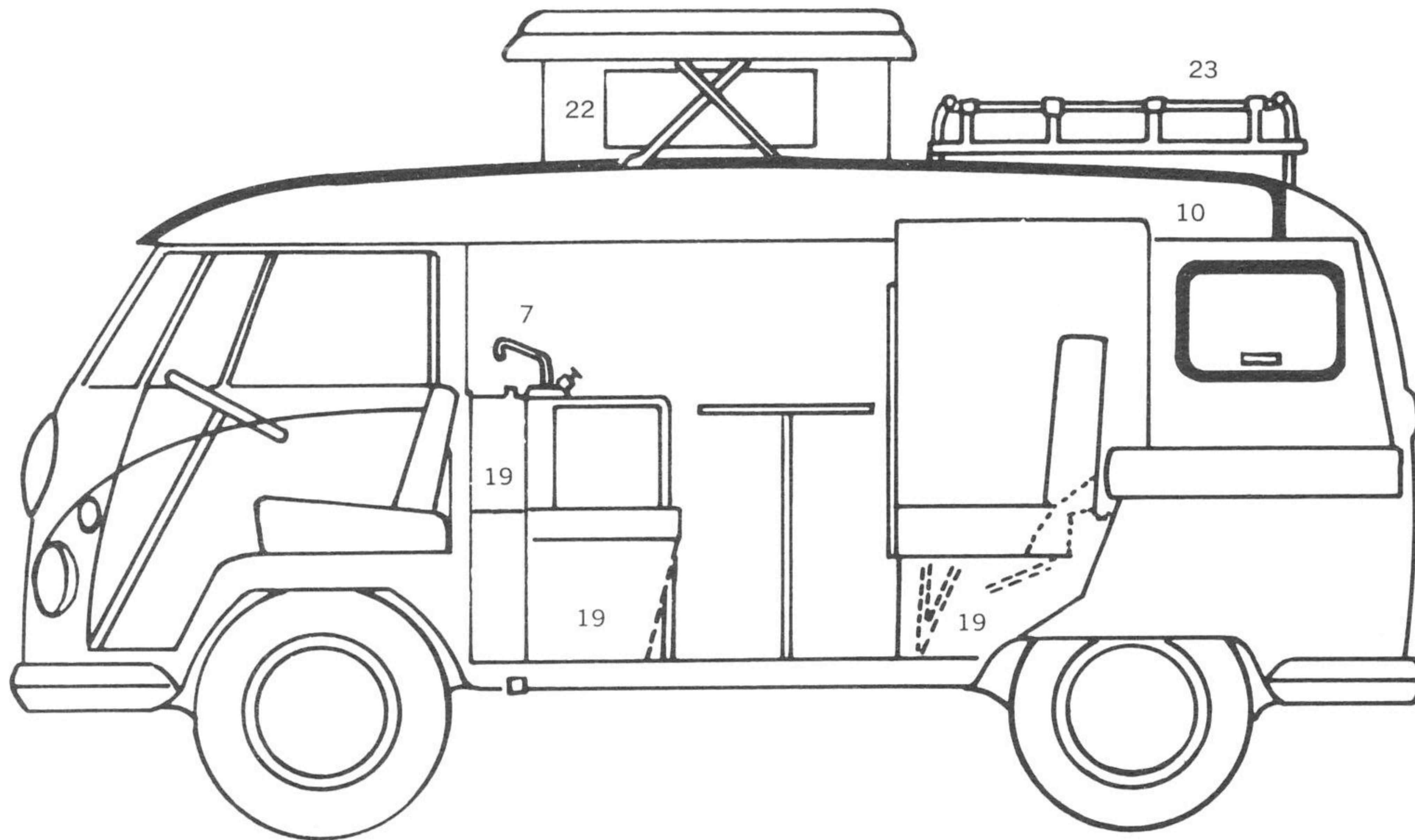
- 22. Pop-Up tent
- 23. Luggage rack
- 24. Free standing tent



# BASIC CAMPING EQUIPMENT SO 42 (CAMPMOBILE)

With Optional Split Seat

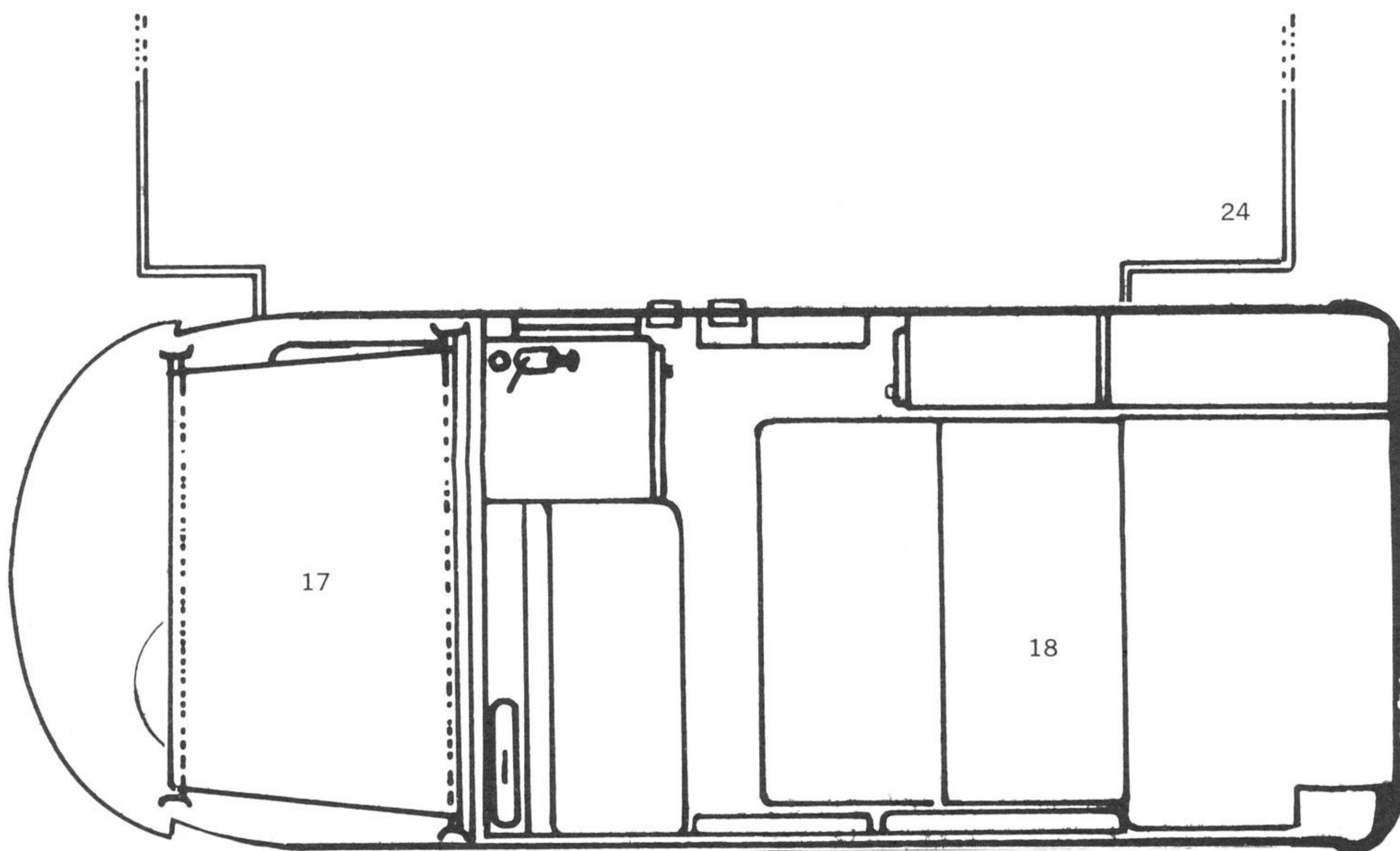
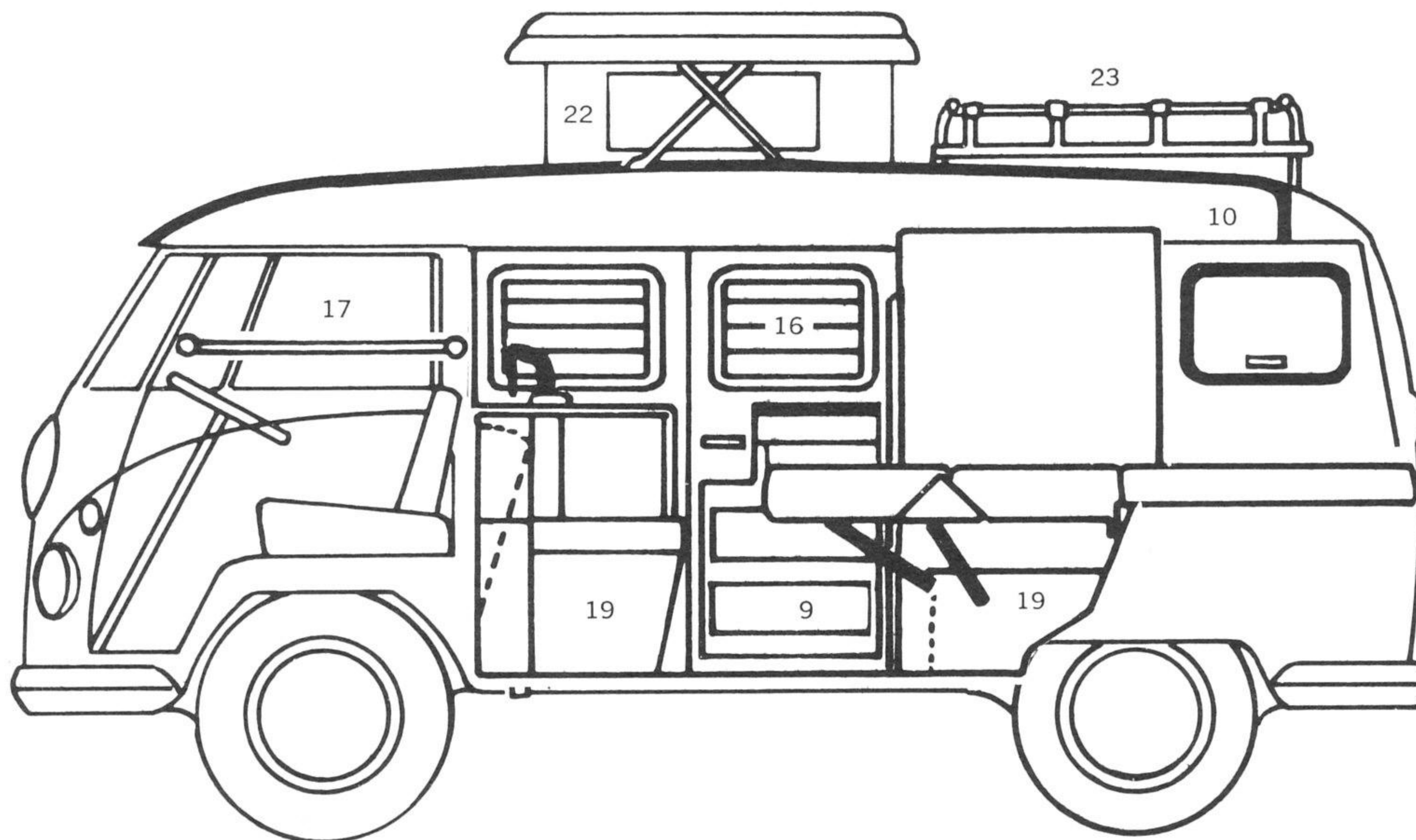
(In camping use)



- |                               |                           |
|-------------------------------|---------------------------|
| 1. Front passenger bench seat | 12. Linen closet          |
| 2. Rear bench seat            | 13. Mattress              |
| 3. Arm rest                   | 15. Safety lock           |
| 4. Dinette table              | 19. Storage cabinets      |
| 5. Icebox 2.9 cu. ft.         | 20. Cover for spare tire  |
| 6. Water tank 6.6 Gallons     | 21. Jump seat             |
| 7. Pump                       |                           |
| 8. Folding utility table      | <b>Optional Equipment</b> |
| 9. What-Not cabinet           | 22. Pop-Up tent           |
| 10. Ceiling cabinet           | 23. Luggage rack          |
| 11. Clothes closet            | 24. Free standing tent    |

# BASIC CAMPING EQUIPMENT SO 42 (CAMPMOBILE)

(When used for sleeping)



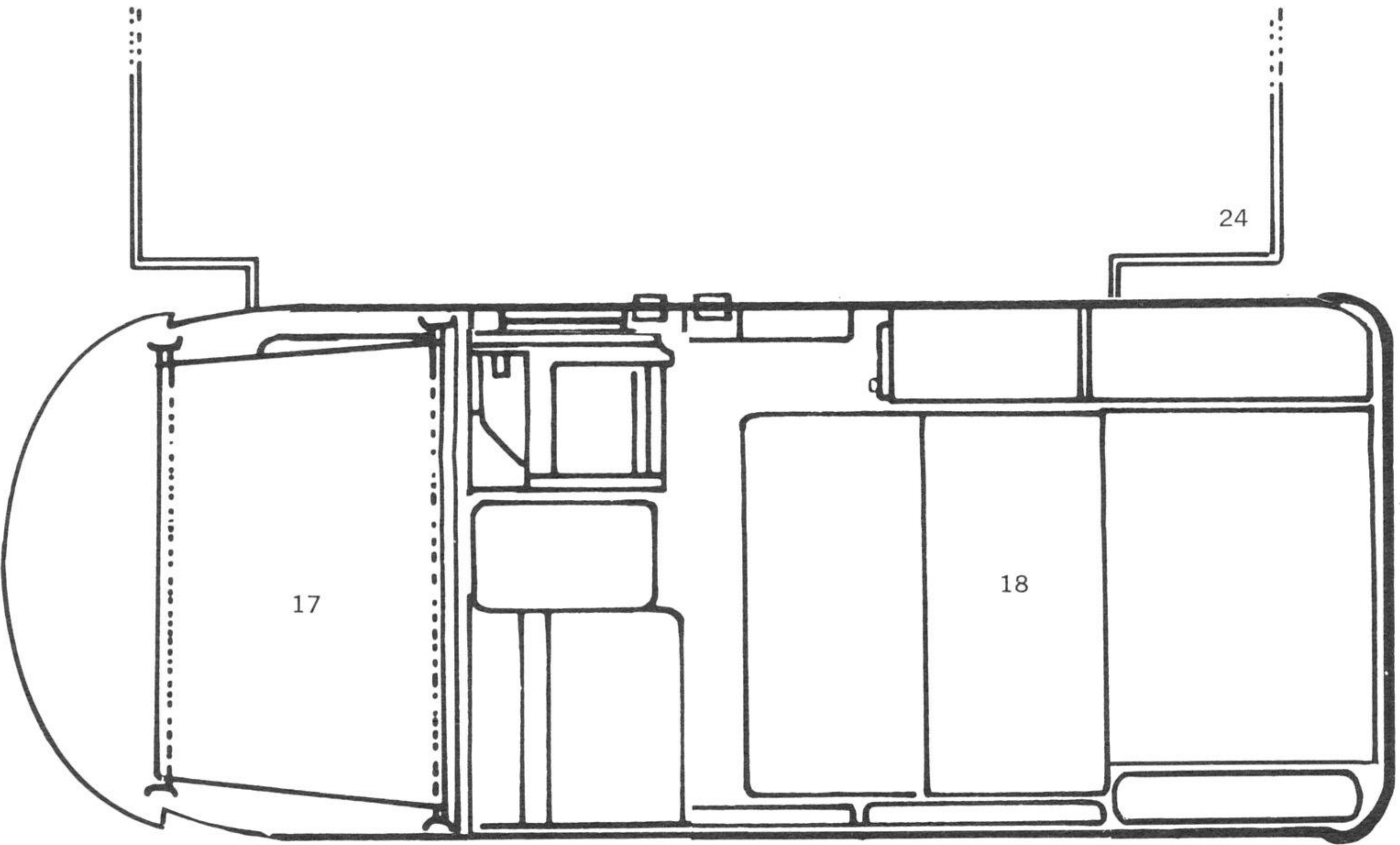
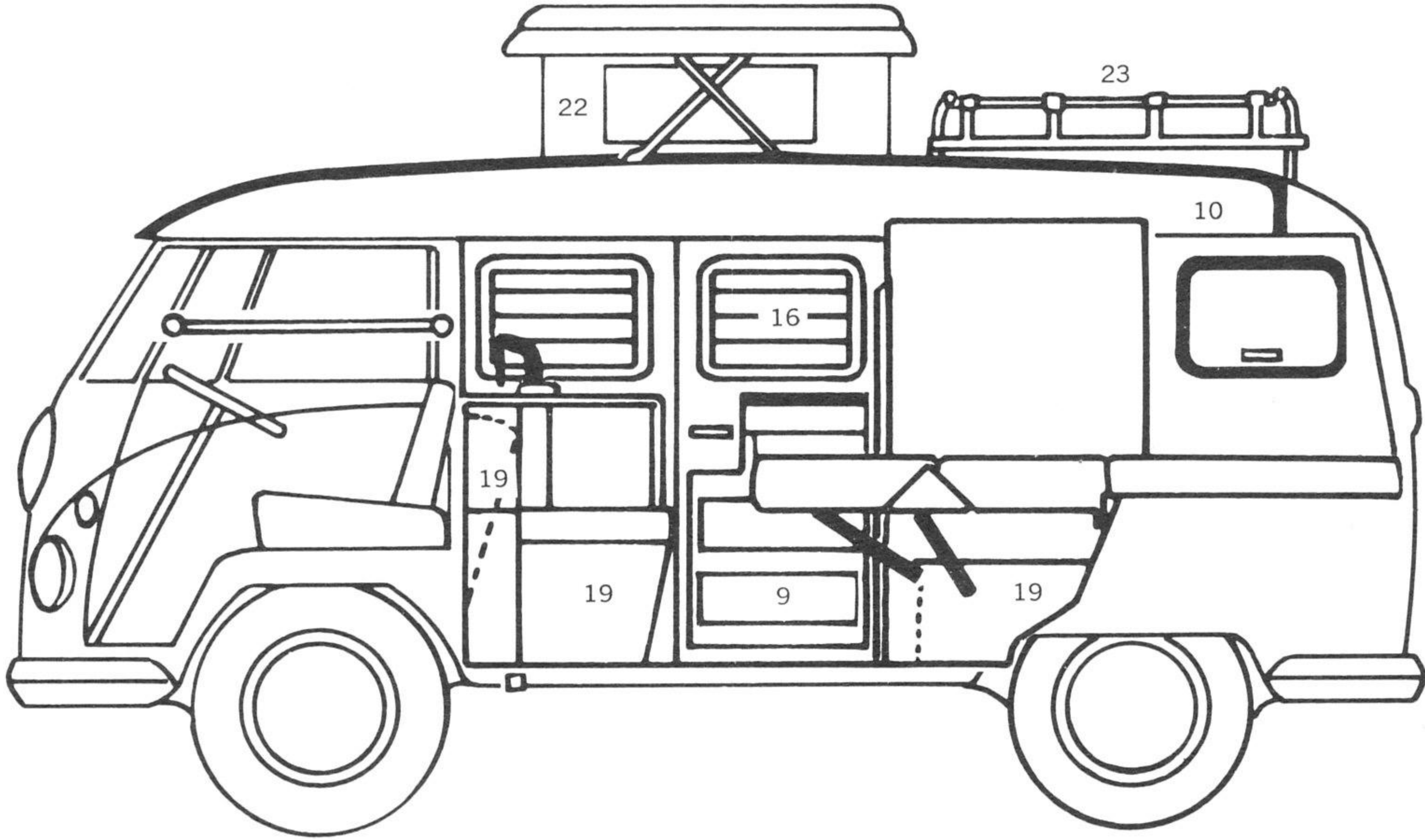
- 9. What-Not cabinet
- 16. Louvered windows
- 17. Childrens hammock
- 18. Bench seat as a bed
- 19. Storage cabinets
- 10. Ceiling cabinet

### Optional Equipment

- 22. Pop-Up top
- 23. Luggage rack
- 24. Free standing tent

# BASIC CAMPING EQUIPMENT SO 42 (CAMPMOBILE)

With Optional Split Seat  
(For Sleeping)



- 9. What-Not cabinet
- 10. Ceiling cabinet
- 16. Louvered windows
- 17. Childrens hammock
- 18. Bench as a bed
- 19. Storage cabinets

- Optional Equipment**
- 22. Pop-Up tent
  - 23. Luggage rack
  - 24. Free standing tent

## PRODUCT FEATURES

### 1. Door mounted shelf cabinet

This is mounted to the left side opening door and is provided for miscellaneous bottles, cans, etc.

### 2. Mattress

The mattress is provided to complete the bed make up and is made of foam covered by a removable vinyl covering which is replaceable.

### 3. Curtains

Curtains are provided for all windows including the windshield area and rear flap. The curtain rods are designed to provide for an overlap to ensure privacy for dressing.

### 4. Safety lock for rear flap

A sliding bolt safety lock is provided on the rear flap to keep the flap from opening accidentally.

### 5. Exterior electrical service provision

An external connection is provided at the rear of the vehicle for 220/110 volt service. The interior wall plug is mounted on the wall beside the front seat. Do not use this for accessories other than those requiring 220/110 volts. Two wall lamps are provided on the left hand wall of the vehicle and are operated by 2 toggle switches located at the side and under the individual lamp shades. Power is furnished from the vehicle battery circuits for these lamps.

### 6. Hammock

A children's hammock is provided to be erected in the driver's cab by hooking the 2 bars into the brackets provided on the windshield post and the post directly behind the driver's seat on both sides of the cab.

### 7. Louvered windows

These louvered windows include screens, safety glass, and are crank operated.

### 8. Spare tire cover

A matching vinyl cover is provided for the spare tire when the split seat option is ordered.

### 9. Jump seat

A jump seat is provided with the split seat option which can be inserted in the aisle way between the passenger front bench seat and the icebox unit. This provides for additional seating space when the aisle way is not in use.

## OPTIONAL ACCESSORIES

### 1. A luggage roof rack (see page 8 )

The roof rack is attached to the drip rail of the vehicle by tightening up on the screws provided on each leg.

### 2. Free standing tent (see page 23-25)

### 3. Pop Up Top (see page 22)

This top is secured in a retractable position by means of 4 elasticized canvas retaining straps which are attached to 4 small brackets in the ceiling area immediately adjacent to the top opening. To open the top simply unhook the retaining straps, push upward lightly against the two assist handles provided. The pop up top has 3 ventilation openings which are screened and which have weather flaps which are secured by means of aircraft type friction tape.

## RE: Campmobile Equipment

When the Campmobile is equipped with the optional split seat accessory which provides an aisle way between the driver and passenger front seat, the rear left corner cabinet is eliminated to provide for the spare tire. The spare tire in this case has a protective vinyl covering matching the interior upholstery. The front passenger seat is shortened and a small removable jump seat is provided which can be used when the aisle way is not in use for additional seat space.

## THE GENERAL DESCRIPTION AND INSTRUCTION MANUAL FOR THE CAMPMOBILE SO 42

The Campmobile has been designed with the camper in mind with a view to utility as well as functional quality features. The major components are made of heavy grade plywood with a finished interior and with a wood grained mar and scratch resistant exterior lamination. The major components are designed to be removed so that the vehicle may be used for other purposes as well as for camping. The floor is covered with a (pvc\*) material with felt underlay. The basic equipment consists of the following component items:

\*pvc — poly vinyl chloride

### INTERIOR PANELLING

The interior panelling of the ceiling and side walls is of birch plywood with clear varnish finish approximately 3/16" thick. The sections of panelling are attached by a series of bright metal screws to the body reinforcement of the vehicle. The panelling for the rear flap is attached by the usual VW upholstery clips. The ceiling and walls are insulated prior to the panelling application.

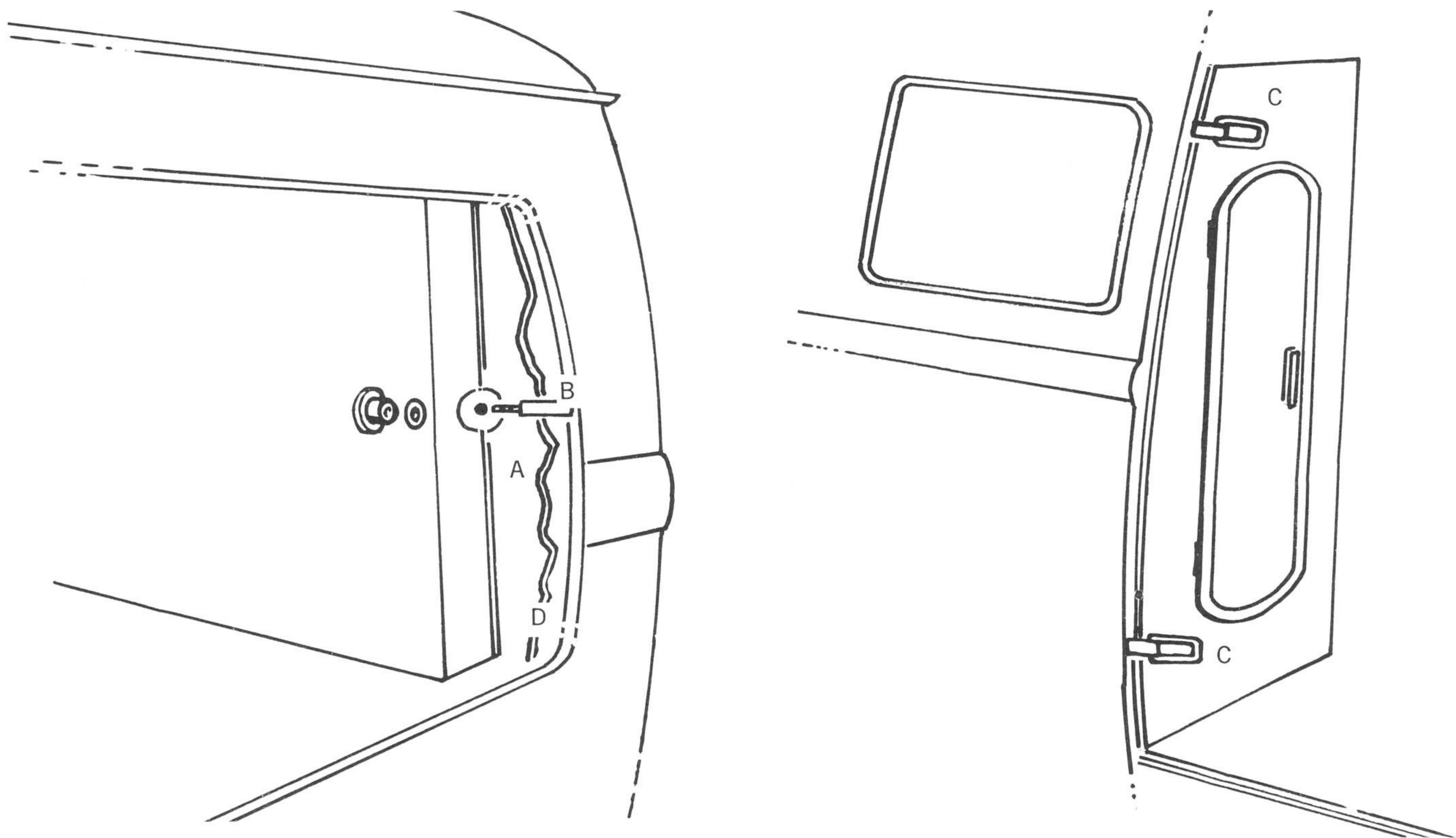
### CEILING CABINET

A storage cabinet is provided in the ceiling to the rear of the vehicle and is mounted by means of metal screws attached to the vehicle framing.

### THE CLOTHES AND LINEN CLOSET

To the left of the side opening doors is the location of the clothes and linen closet unit. Proper alignment should be maintained so that the anchoring bolt can be easily tightened by means of the thumb screw. You will note that the anchor bolt is attached to the rear flap door jamb.

The diagram below indicates the proper positioning for removal and mounting of this component.

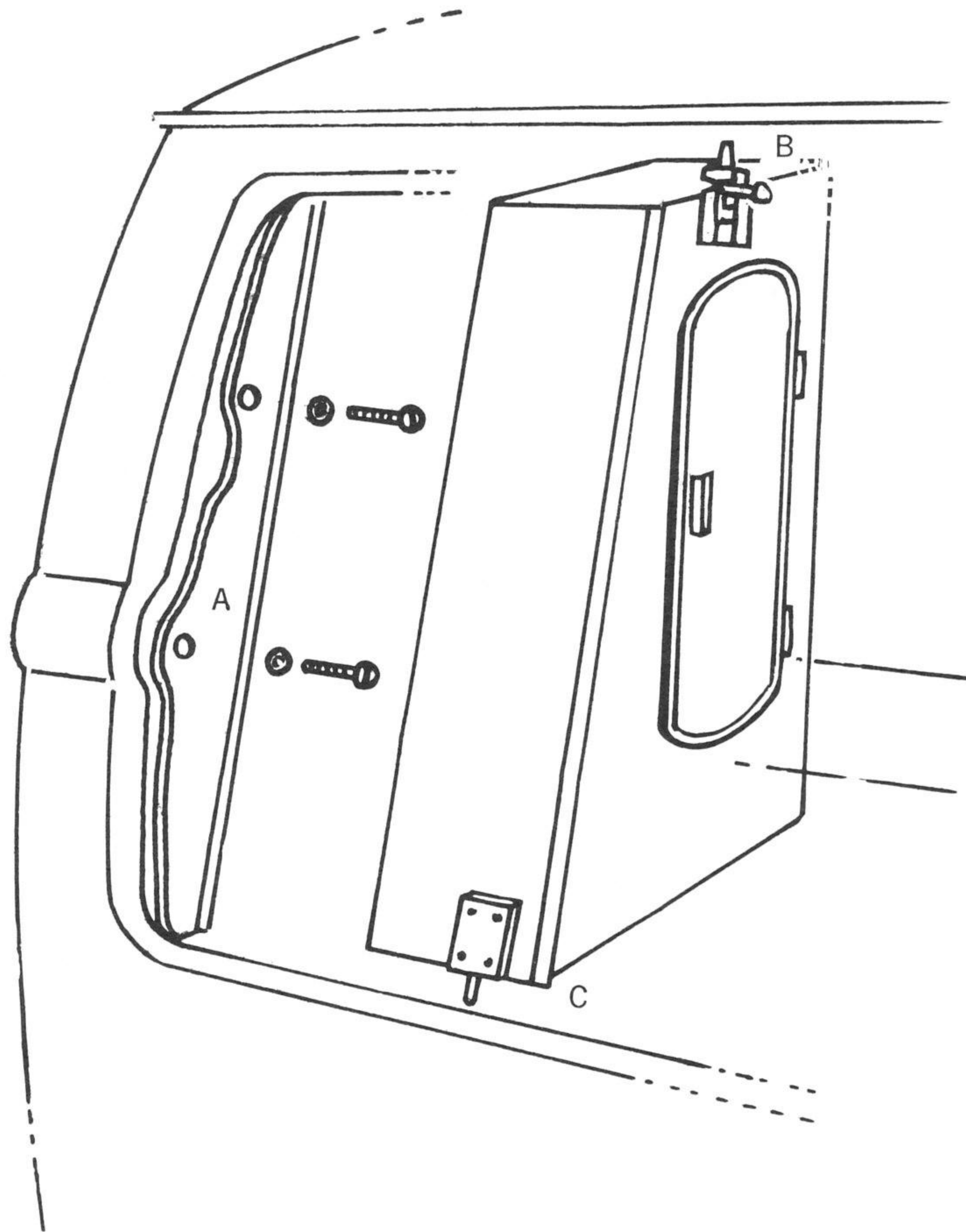


1. Panel insert (A) is attached to the frame rails of the vehicle by metal screws (D).
2. Align the clothes and linen closet unit with the left wall of the vehicle and tighten the thumb nut so that the unit butts solidly against the panelling insert.
3. Attach the front of the clothes closet to the vehicle by means of the snap locks to the lip of the side door opening.

## CORNER CABINET

This cabinet is provided for storage of small miscellaneous items. The cabinet is aligned with the panel insert next to the door jamb of the rear flap, (A).

The diagram below indicates the positioning of this unit.



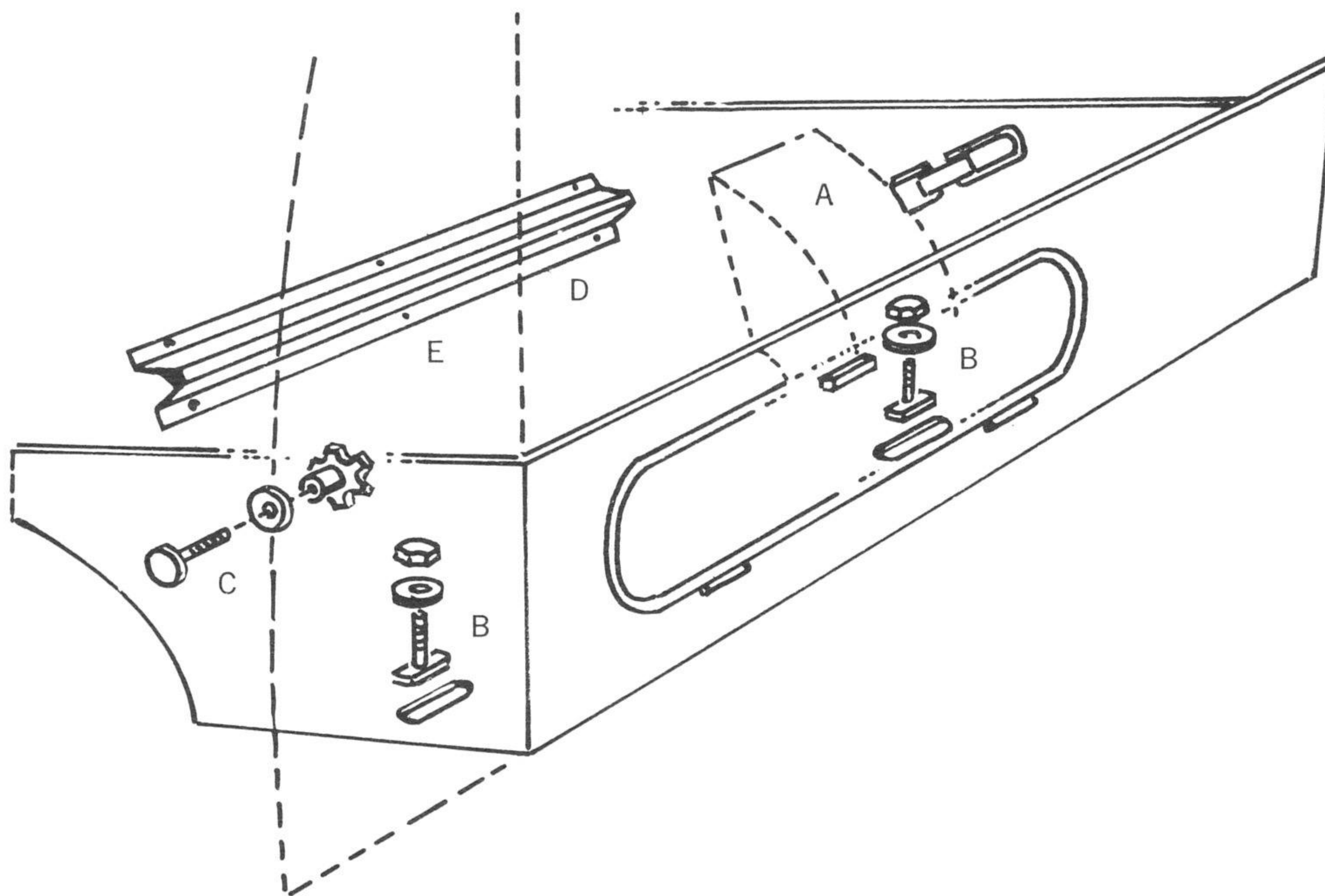
1. The corner cabinet unit is attached by means of the sliding bolts provided as indicated in the diagram. (B & C)

## REAR BENCH SEAT

The base of the rear folding bench seat is box-like in design with space available for storage. A cabinet door is provided for easy access. The seat itself rests on the base and is covered with a washable vinyl upholstery material. The interior construction of this seat is comprised of a spring with a layer of foam and then a rubberized felt pad. The seat covering material is replaceable and mild soap is suggested for cleaning purposes.

To make the rear bench seat into a bed the following procedure should be observed. Lift the seat by means of the vinyl loop located in the center and under the leading edge of the seat and pull it forward. The back rest is then pulled forward slightly to disengage it and then it can be folded down to rest on the engine compartment deck. The bed is then completed by the alignment of the mattress, seat back rest, and seat. Reverse this procedure to go back to the passenger seat position.

The diagram below indicates the removal and mounting accessories for the rear bench seat unit.

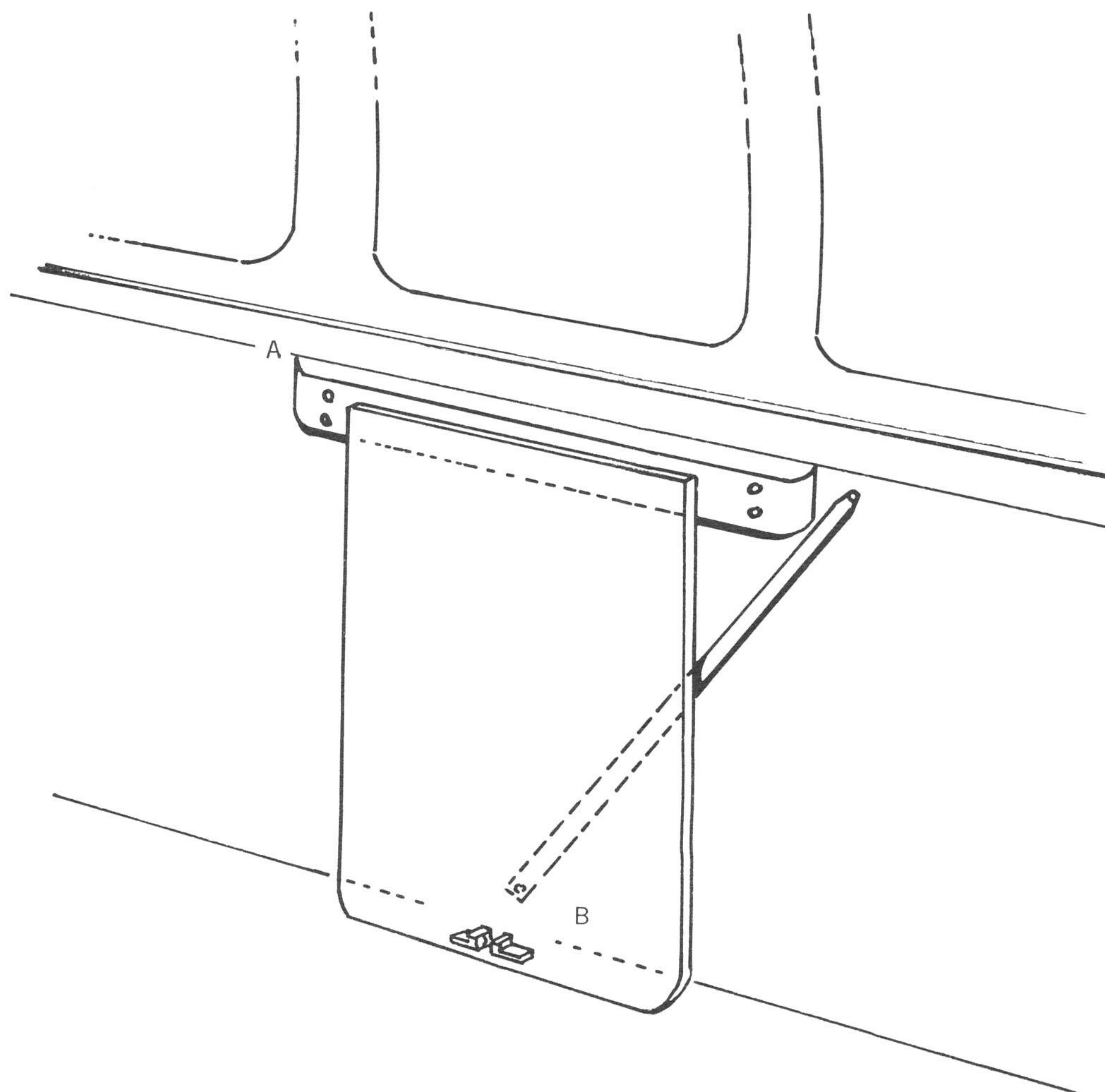


1. Place the rear bench seat unit against the engine compartment housing and by means of the snap lock (A), attach the unit to the wheel housings.
2. Attach the unit to the floor by using the anchor bolts provided (B).
3. Complete the installation by attaching the unit to the clothes and linen closet unit by the thumb screw (C).
4. The support bracket (D) is attached to the front of the engine compartment by bolts (E).

## DINETTE TABLE

The folding dinette table is located on the wall between the two seats and when not in use is secured to the floor by means of a friction catch to prevent rattling. To place the table in use, swing the table to a horizontal position, unsnap the leather retainer so that the leg can be swung to a vertical position. Align the leg with the receiving plate on the floor and screw the leg to a tight position.

The diagram below indicates the table location in a fold away position.



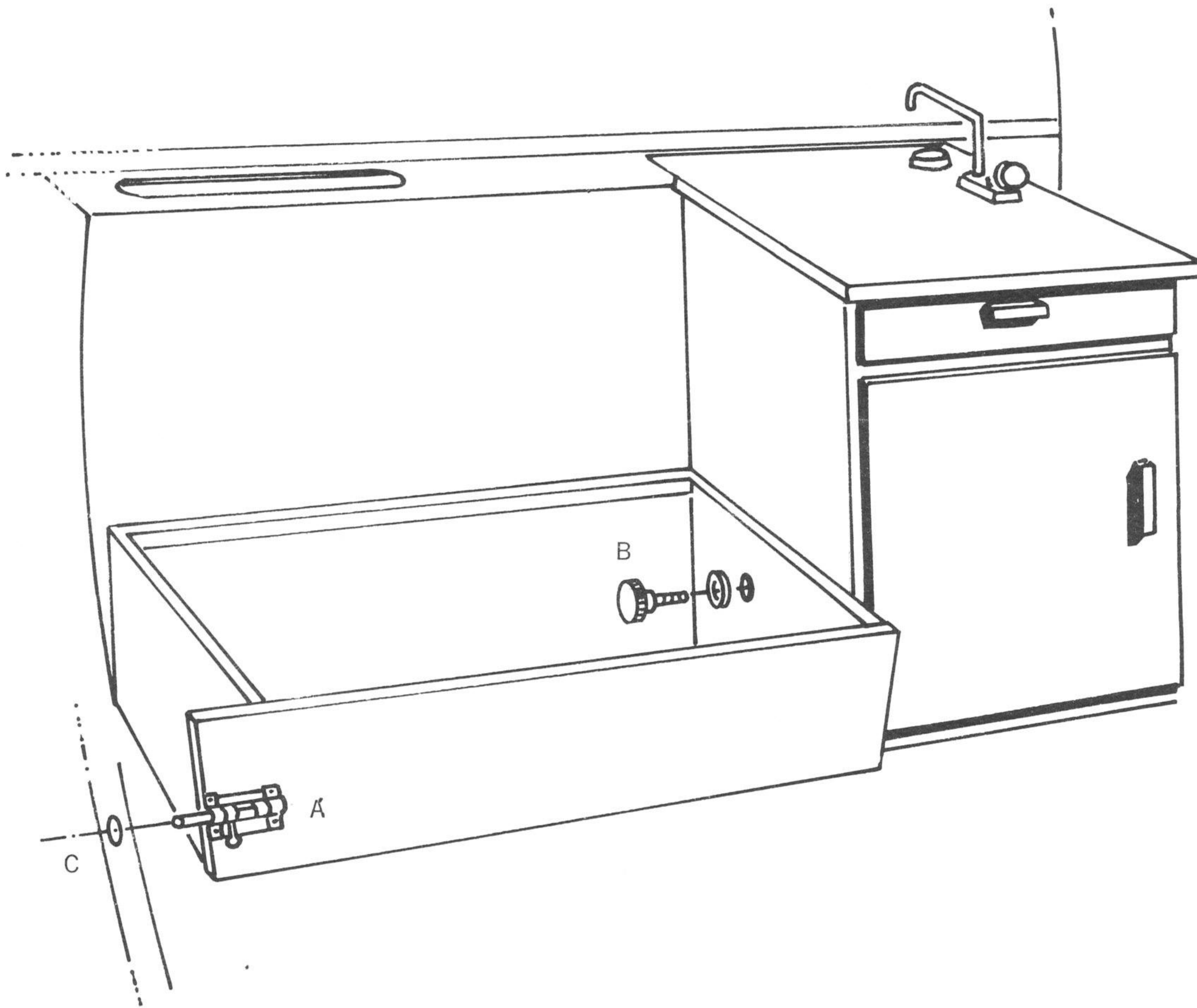
1. To mount the table locate the mounting bracket (A) directly under the forward window and approximately 1½ inches below the panelling and tighten the 4 screws provided.
2. The friction catch (B) should be located approximately ½" from the wall and tightened by screws to the floor.



## FRONT PASSENGER BENCH SEAT

The front passenger bench seat is of box-like construction with storage space provided under the seat which can be reached by lifting the seat. An additional storage area is located behind the back rest and a small cabinet door is provided for access.

Mount or remove as per the diagram below.



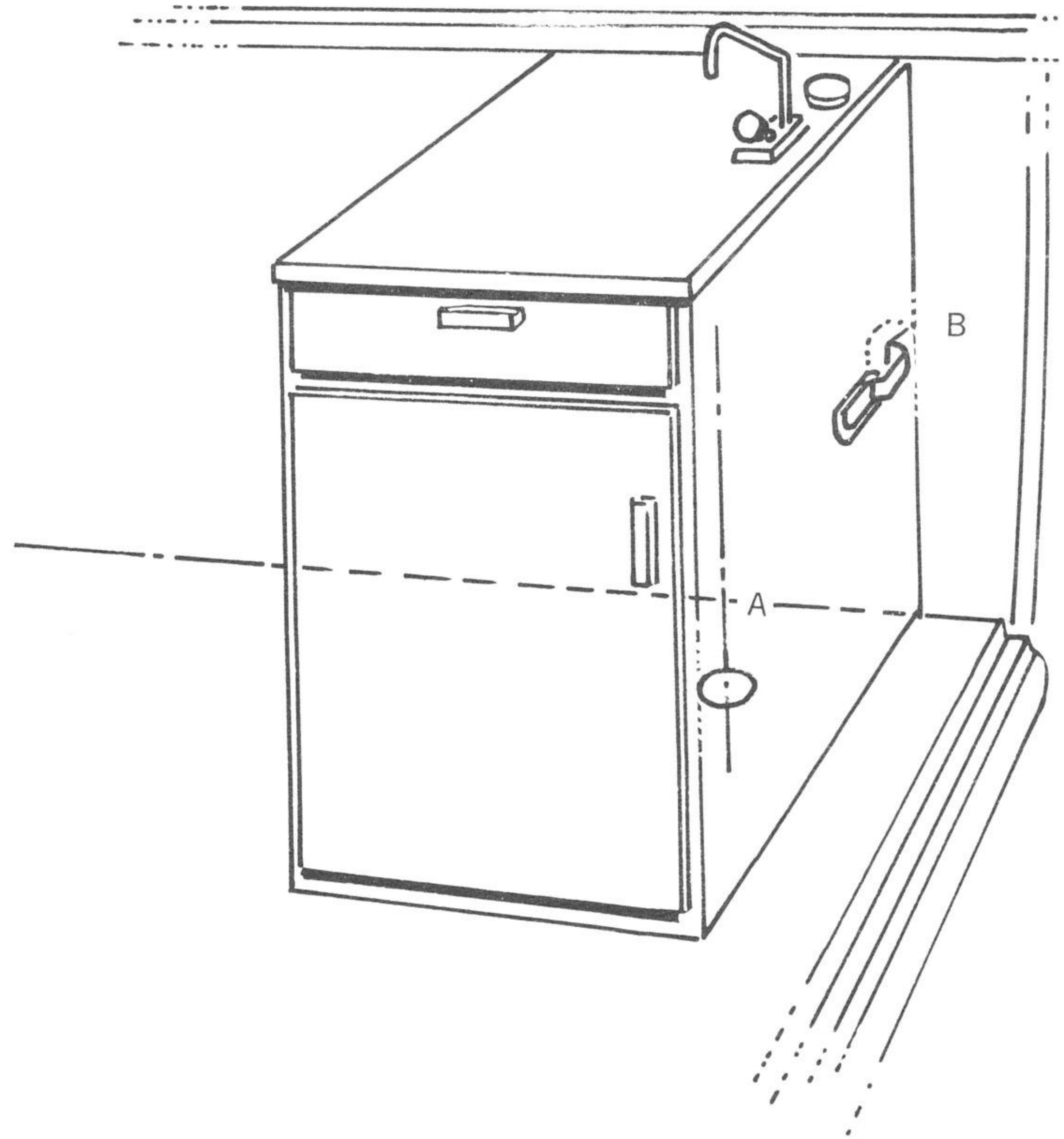
1. The passenger bench seat is located on the left hand side of the vehicle against the metal partition behind the driver and is locked into place by the sliding bolt (A), into receptacle (C).
2. After the icebox unit is mounted the passenger bench seat is attached by thumb screw (B).

## ICEBOX UNIT

The icebox unit consists of:

- a) An insulated icebox with a grating shelf and an ice tray with a drain.
- b) Water tank with vented filler cap.
- c) Hand operated pump with swivel faucet.
- d) A drawer for utensils.
- e) A second folding utility table mounted on the side of the icebox unit.

Mounting and removal as indicated in the diagram.

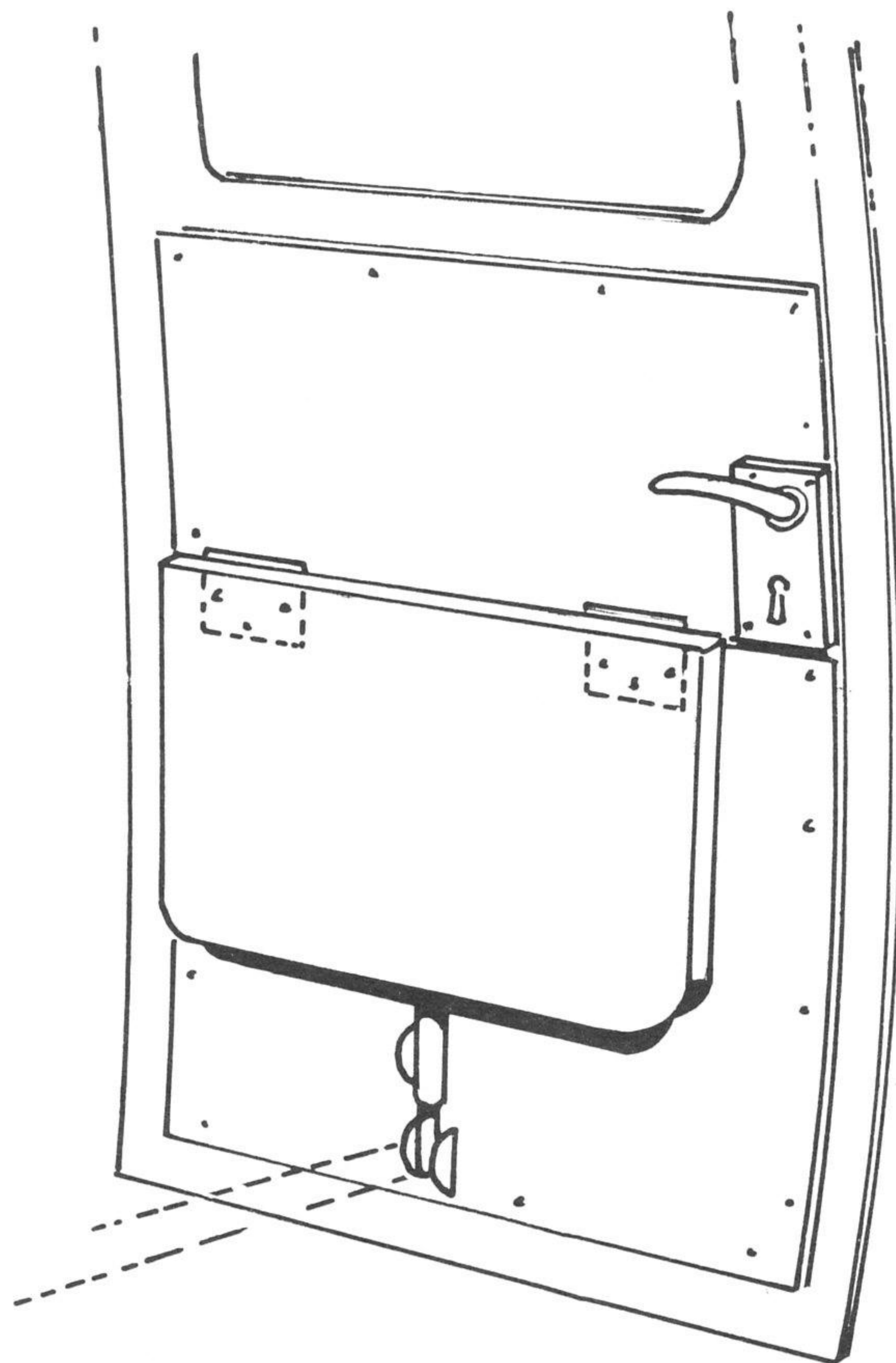


1. Line up icebox drain (A) with drain hole provided in the floor.
2. Secure snap lock (B).
3. Tighten thumb screw of front passenger bench seat as indicated in the previous diagram.

## UTILITY TABLE # 1

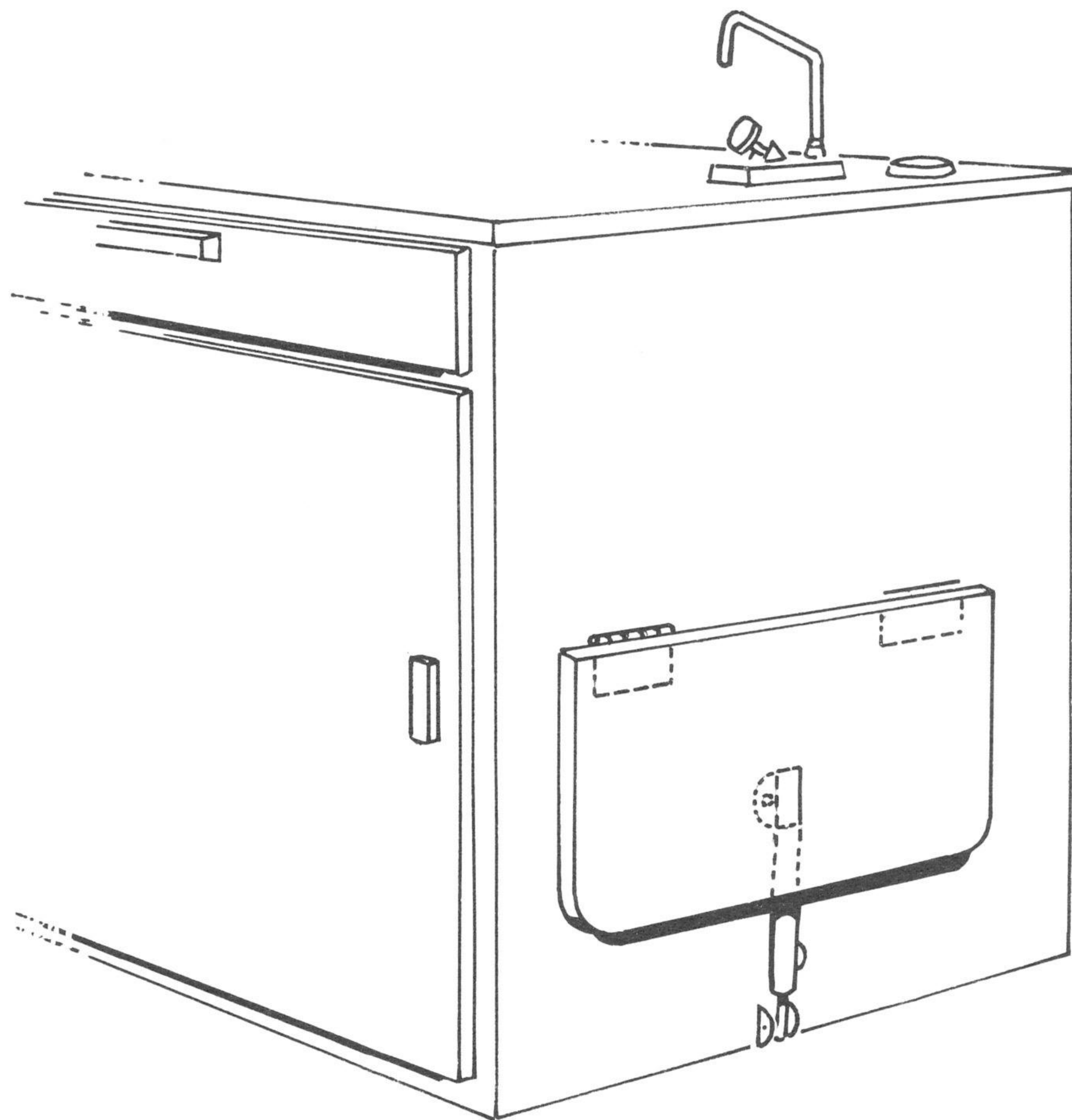
The utility table is mounted on the right opening door by means of hinges and telescoping support with a locking catch. Before placing objects on the table when in the horizontal position check to be sure that the support is locked firmly into position.

The diagram below indicates the proper positioning of the utility table.



## UTILITY TABLE # 2

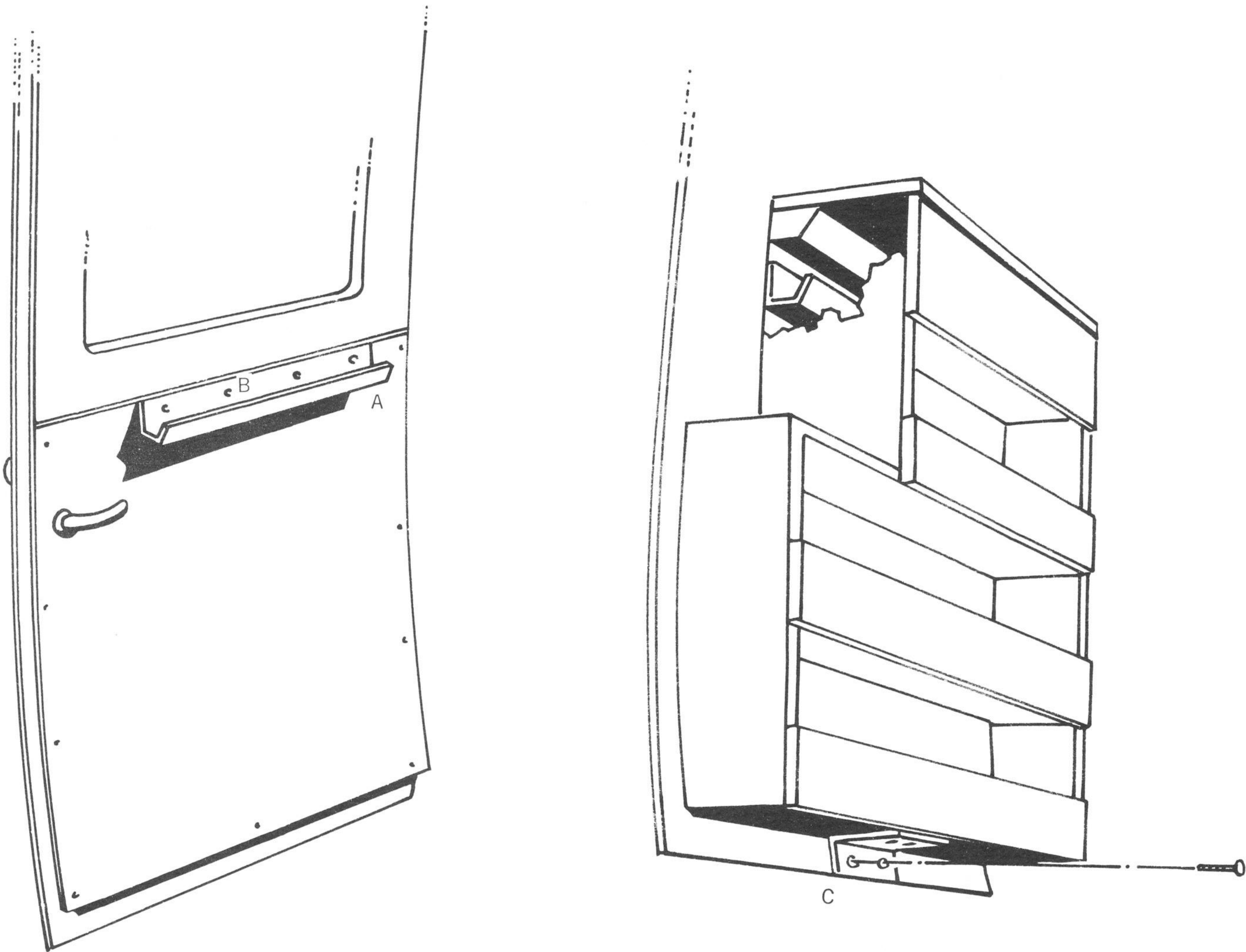
This utility table is mounted on the icebox unit. The diagram below indicates the location and attachment of the folding utility table.



1. The bracket for the telescoping support arm for the folding utility table is attached to the icebox unit by screws.
2. The utility table is attached to the icebox unit with hinges using wood screws as per the diagram.

## WHAT-NOT CABINET

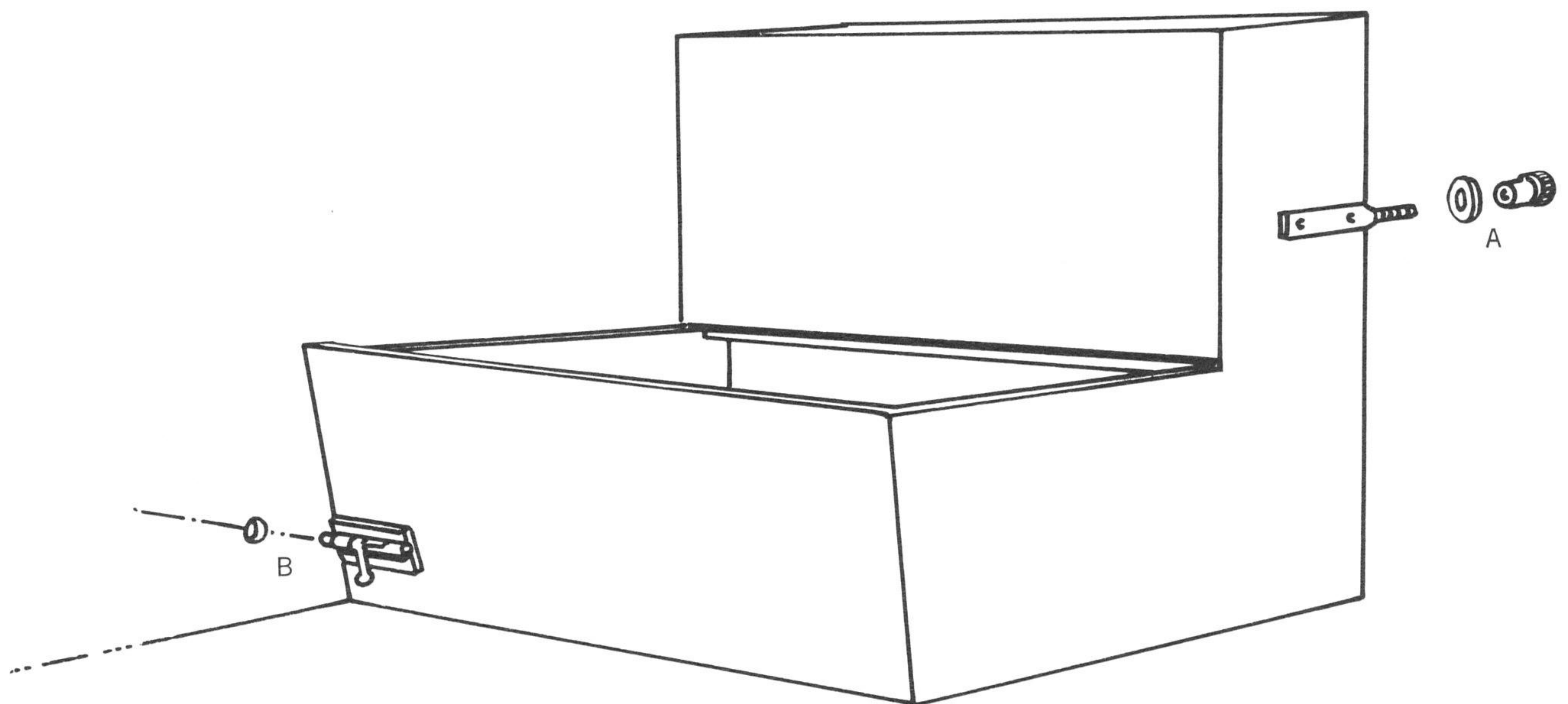
The what-not cabinet is attached to or removed from the left hand opening door as per the diagram and instructions below.



1. Support bracket (A) is attached to the door panelling immediately below the window by metal screws (B).
2. The lower cabinet support bracket (C) is attached by screws to the bottom of the what-not cabinet.
3. The what-not cabinet is then attached to the support bracket and the lower bracket (C), then screwed into the wall panelling.

## PASSENGER FRONT BENCH SEAT WITH SPLIT SEAT OPTION

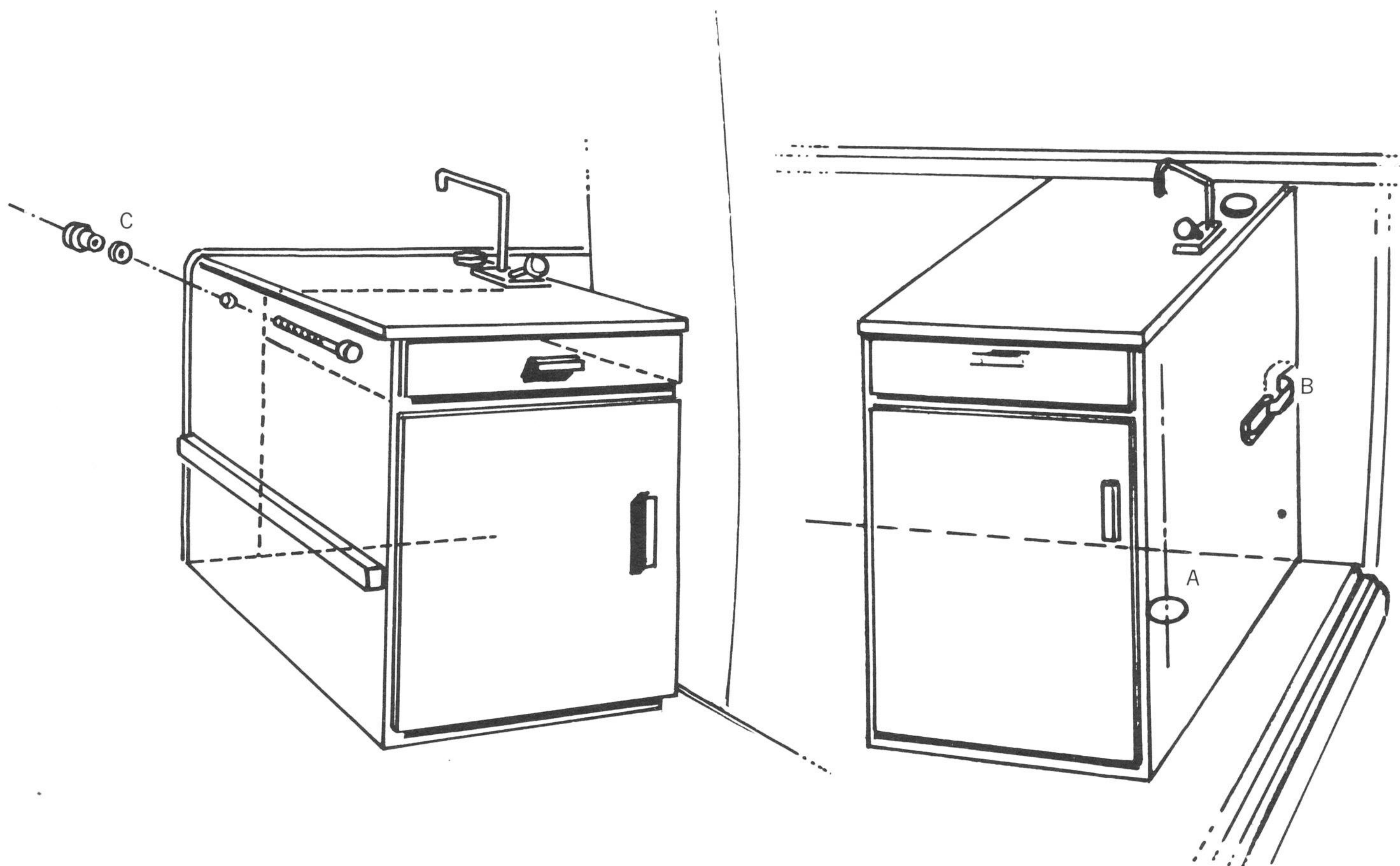
The passenger front bench seat is mounted or removed as per the diagram below.



1. The seat is attached to the area behind the driver's front seat by thumb screw (A).
2. The seat is attached to the left wall of the vehicle by the sliding bolt. (B)

## ICEBOX UNIT WITH SPLIT SEAT OPTION

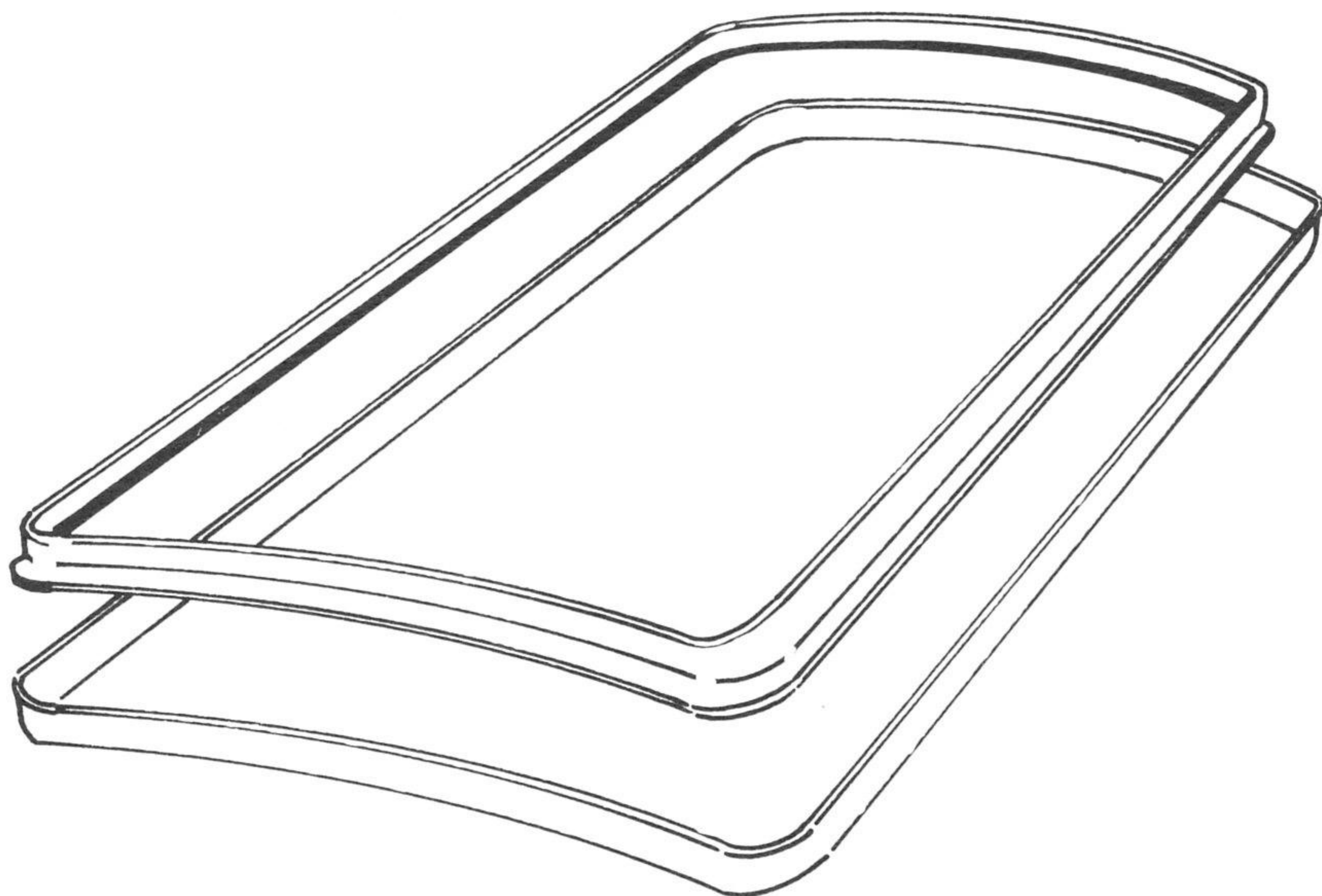
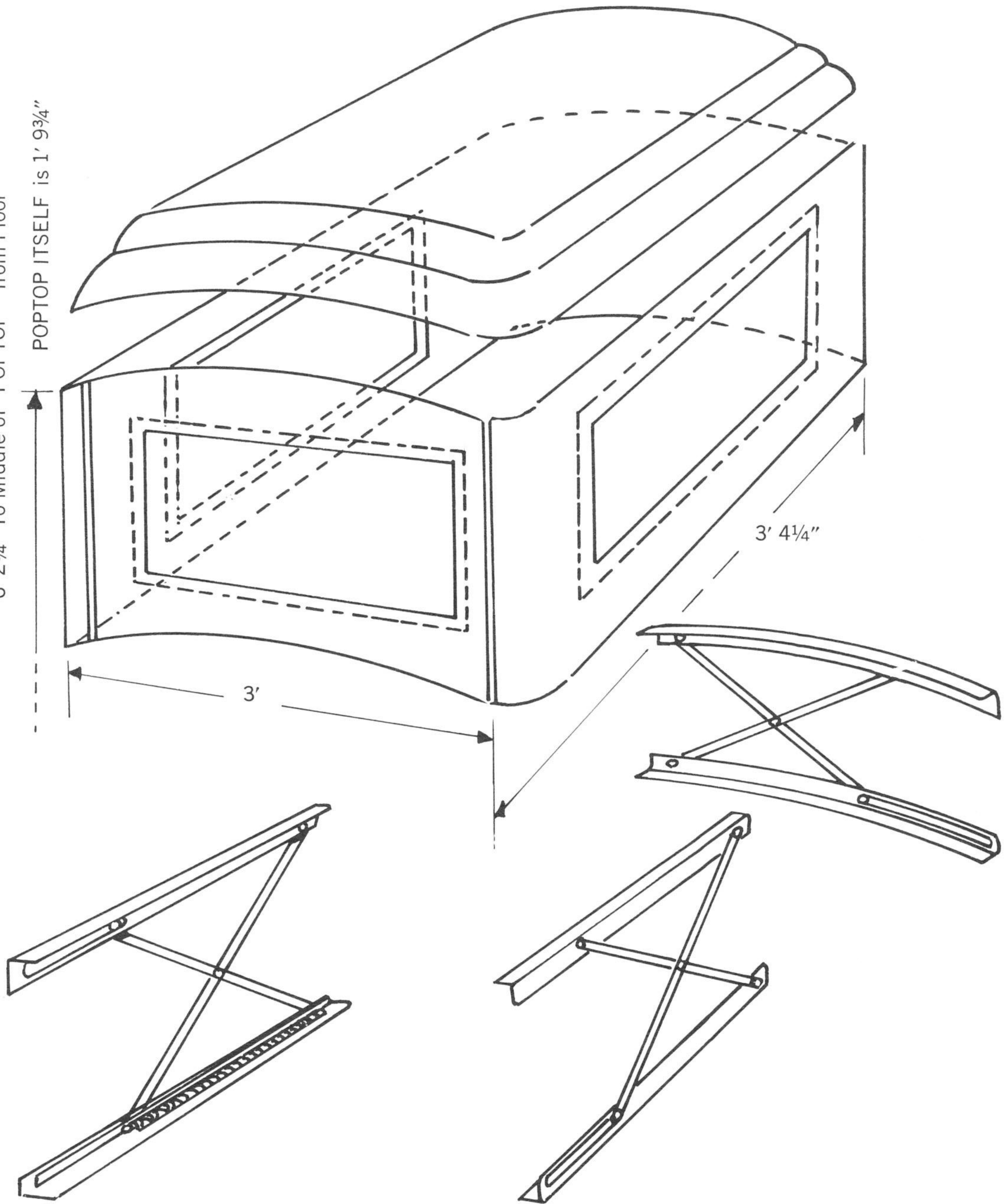
The diagram below indicates the mounting and dismounting of the icebox unit when the vehicle is provided with the split seat option.



1. Align the icebox drain with hole (A) in the floor.
2. Attach the icebox unit to the back of the driver's cab partition by using snap lock (B).
3. The left side of the icebox cabinet is attached by means of the bolt and thumb screw (C).

6' 2 3/4" To Middle of "POPTOP" from Floor

POPTOP ITSELF is 1' 9 3/4"





## **INSTRUCTIONS FOR ERECTING THE FREE STANDING TENT**

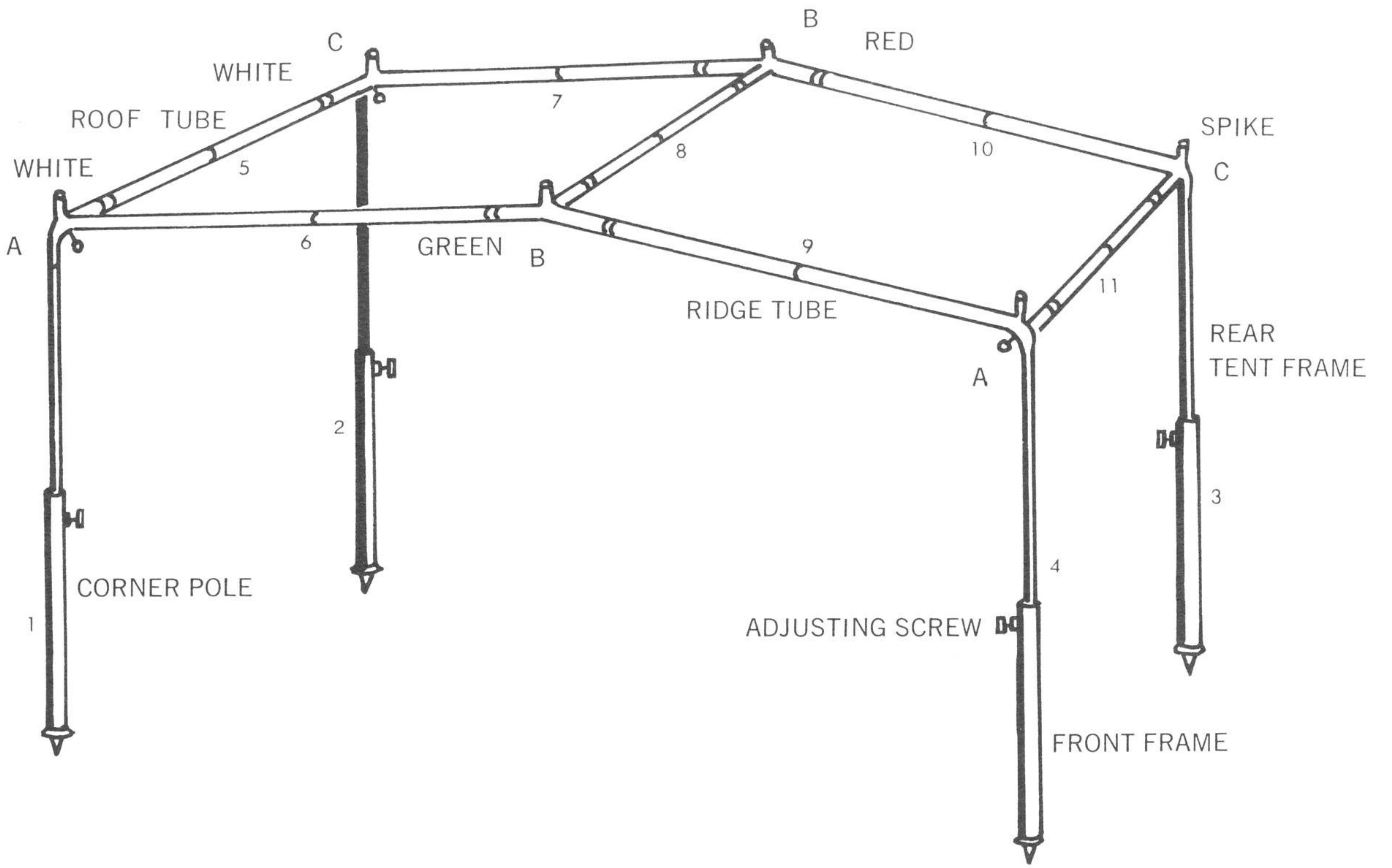
Lay out all of the tubular frame members indicated in the diagram by numbers (1) - (11). These frame members are color coded to aid you in assembly. The front ridge tubes are colored with a green ring and the ridge tubes for the rear of the frame are colored with a red ring. The horizontal frame members (roof tubes) are color coded white. The angle supports (A) are coded green for the front of the frame and red for the rear (C). The connecting pieces (B) are coded green for the front and red for the rear of the ridge framing.

The vertical corner poles and roof tubes have an inter-connecting chain installed within the tubes to make assembly easier. To insure easy assembly, protect the framing tubes from dirt or abrasive materials at the point of connection so that the tubes will fit smoothly.

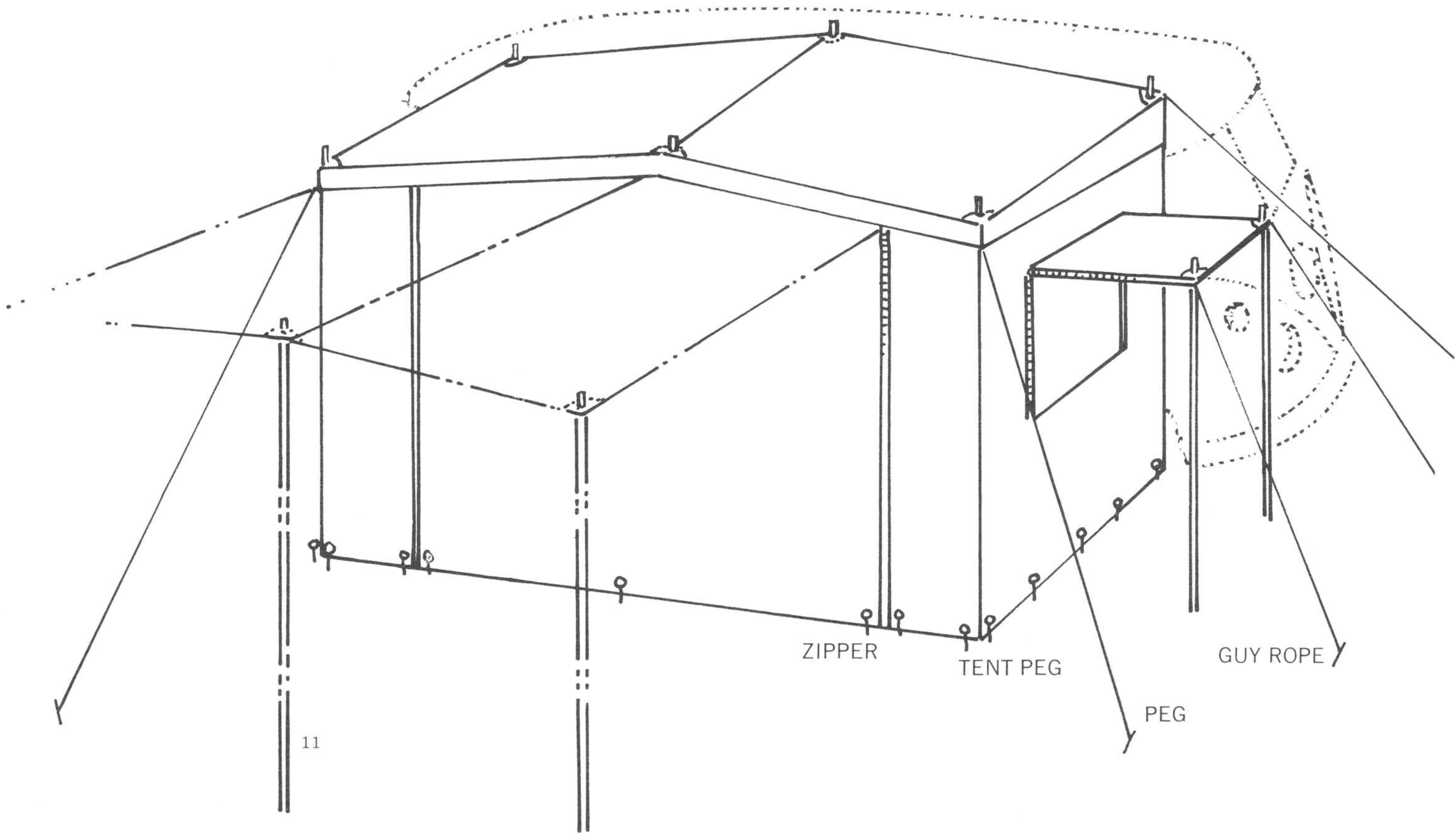
After completing the assembly of the frame the corner poles can be adjusted to lower the height of the frame so that it will be easier to place the tent canvas over the frame. The tent canvas is stretched over the frame so that the 6 upright spikes fit into the reinforced holes. Open all of the zipper areas and bring the corner poles to their full height. Smooth the tent walls so that the tent can be zipped up and made ready for the tent pegs to be driven and hooked to the rings provided on the bottom edge of the tent. The guy ropes are attached to the corners of the tent to further strengthen it against the wind as indicated in the diagram. The poles and guy ropes for the ventilation flaps at each end of the tent can then be secured and the tent is ready for use.

## **INSTRUCTIONS FOR ASSEMBLY OF CONNECTING BOOT**

Attach the connecting boot to vehicle by sliding the beaded end of the boot into the slot molding which is attached to the driprail. Then fasten it to the main tent by means of snaps. Connect the side pieces and straps to the boot and anchor the bottom to the ground with pegs. Roll up rear awning to allow passage into vehicle. See diagram.



AWNING FRAME ERECTED



AWNING ERECTED

