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HEARTLAND MAKES CUSTOMER SATISFACTION STANDARD ON BIGHORN FIFTH-WHEELS WITH MOR/RYPDE® SUSPENSION SYSTEM

EKLHART, Ind. — Heartland Recreational Vehicles LLC will make the MOR/ryde Rubber Equalizer (RE) suspension standard equipment on its 2006 Bighorn fifth wheels. The manufacturer previously has offered the RE on its Landmark fifth wheels. Customer demand prompted it to also offer the suspension system on the mid-priced, high-profile Bighorn line.

“It’s a great system with a lot of name recognition—and customers demanded it. We are always receptive to changes driven by the consumer. If they tell us they need something, we will work hard to provide it for them,” explained Tom O’Neill, national sales manager and product manager for Bighorn. “We want to be the company that provides the most for the money and we feel that MOR/ryde offers great value with its products. And the biggest value for us is satisfying our customers.”

MOR/ryde’s patented RE system complements the existing leaf springs on tandem and tri-axle trailers. The unit replaces the steel leaf spring equalizer — which distributes weight between the axles — with MOR/ryde’s rubber shear spring. The cost effective, low maintenance ride enhancement product welds or bolts onto the frame.

Geared toward full-time RVers, the Bighorn was introduced at the 2005 National RV Trade Show in Louisville, Ky. The unit has become so popular that Heartland recently expanded the Bighorn manufacturing facility by 25,000 square feet to increase production in response to dealer and consumer demand.

Headquartered in Elkhart, Ind., Heartland manufactures high-end fifth wheels featuring home-style convenience and towing ease that today’s experienced RVers demand. For more information, call 574-262-5992 or visit www.heartlandrvs.com.

Founded in 1966 in Elkhart, Ind., MOR/ryde International designs and manufactures rubber suspension systems and ride enhancement products for versatile vehicle applications. Contact MOR/ryde at 574-293-1581 or visit the company’s Web site at www.morryde.com.

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