

# MARATHON COACH TO **EXPAND:**

## *Florida Facility*

by Matt Matlach  
Director of Operations

In April of 1997, Marathon Coach in Florida opened its doors to our current location, 11623 Corporate Lake Boulevard, in San Antonio.

While conducting business here over the years, we have noticed significant growth in our customer base. Not long ago, Marathon had the opportunity to purchase property adjoining our present site. We made the purchase in the event that we would need to expand in the future. Now here we are in 2005, and we are proud to announce that the expansion is under way!

The addition calls for doubling the existing shop from 6 to 12 service bays. Also, we will build a new service customer lounge, double the size of the parts room, and most exciting, add a new coach display showroom and customer delivery area. The size of the parking area will be increased, too. While the expansion will give us a "big dealership" look, we will maintain our "at-home" atmosphere, complete with hookups for overnight guests in our woody campground.

The expansion will give Marathon Coach Florida the opportunity to increase our service technical crew so we can get more work done in a timely manner.

Our remodeling department has grown over the years, and the new facility will enhance this very important presence in the south.

Marathon's sales team looks forward to having a new glass showroom, which will showcase many of our exceptional coaches in a climate-controlled environment. This will allow customers to view coaches regardless of the weather. Additionally, this area will offer a convenient (and temperature-controlled!) way for new owners to take possession of their coaches and transfer their belongings.

In April, our preliminary plans were sent to the various governing agencies for review and approval. To minimize interruptions to our customers, we

plan to use the same construction company that finished the original facility. If everything goes as planned, we should be "moving dirt" by mid-summer, with completion slated for early 2006. Because most of the construction will occur on the back side of our existing building, the impact to the sales and service needs of our customers should be minimal.

To say that everyone is excited about the expansion is an understatement. Frankly, we can't wait. We look forward to servicing your needs throughout the construction process, and then showing off our improved and expanded facility in 2006.

Thanks to all who have made this possible, and please stop by to view the progress! •

