

100 Brands, One Playbook

Forest River makes more RV brands than you can name. Over a hundred. They're owned by Berkshire Hathaway. Warren Buffett's company. The boring billionaires.

Cherokee. Salem. Wildwood. Coachmen. Rockwood. Flagstaff. Prime Time. Sunseeker. Sabre. Cardinal. East to West. Riverstone. — I'm not done. There's eighty more.

Forest River's playbook — buy small RV makers, keep the brand name, run the parts and labor through one consolidated supply chain. The Coachmen Pursuit I owned? Same chassis as a half-dozen other Forest River brands. Same problems.

When you 'shop Forest River' you're not shopping competing brands. You're picking which interior trim you want on the same underlying rig.

THE BOTTOM LINE

Next Monday — Winnebago. Then we go brand-by-brand through the worst-offenders. Comment your Forest River model — I'll tell you which sister brands are the same rig in a different wrapper.