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NEW!

RoadTrip Upgrade Kit from SD (stationary) to SDi (in-motion) is NOW AVAILABLE!

Contact Winegard customer service at 800-288-8094 and ask for RT-1205. Suggested Retail is \$700.00.

SUBSCRIPTION REQUEST FORM

To be added to our subscription list, please send your contact information to: Tiffini Brockway, Marketing Manager, Mobile Products, Winegard at 3000 Kirkwood St., Burlington, Iowa 52601, or email tbroc@winegard.com.



Motorized Sensor® Display Will Help Drive Sales

One of the easiest ways to jump-start sales of our Motorized Sensor is to put one up as a display in your store. Customers like to be able to “play” with the unit and see firsthand how easy it is to operate, and it also helps to spark questions. Here’s an easy sales tip: When a customer comes in to buy a replacement head for their existing crank-up Sensor, suggest they upgrade to the Motorized Sensor. To order your free display, call Winegard Customer Service at 800-288-8094. Note: Antenna is not included. Order Winegard MA1000W and 12V power supply PS-1208 separately.

NEWLY DESIGNED WINEGARD WEBSITE



We’re always striving to make our web presence the very best it can be. That’s why our website has undergone a complete revision, which includes a whole new look, as well as improved navigation.

It also includes our special *Dealer Connection* link, which keeps registered Winegard RV dealers updated with the latest Winegard product information and new developments. For those of you who are not currently registered, check out the link and find out how you can become a registered Winegard RV dealer. You can check out this work-in-progress at www.winegard.com.

Burlington, IA 52601
3000 Kirkwood St.

The Signal You've Been Looking For™



The Signal

by WINEGARD®



DEALER NEWSLETTER

VOLUME 1, ISSUE 4 — FALL 2006

WINEGARD PARTNERS WITH DEALER RESOURCES GROUP TO FOCUS ON RV AFTERMARKET IN 37 EASTERN STATES

Winegard is expanding its dealer support base, and has joined forces with Dealer Resources Group (DRG) of Valrico, FL, the nation's largest sales group dedicated to the RV Aftermarket. With its four existing territories, DRG will cover the 37 Eastern states for Winegard, along with several other RV-related companies at the aftermarket level. Aside from the Winegard product line, DRG also represents Carefree of Colorado, Carrier Air Conditioners, DEMCO Dethmers Mfg., Hayes Brake Controller Company, MaxxAir Vent Corp., and Valterra Products, Inc.

"We are extremely excited to forge this new relationship with DRG," said Aaron Engberg, Winegard's manager of the mobile products division.

Founded in 2000 by David Jones and Jim Stark, DRG's experienced sales staff provides intense sales coverage at the dealer level throughout its 37-state service area. The company believes that all meaningful change in the market share of its vendors takes place at the dealer level.

"DRG's strong relationships with dealers in the 37-state territory will allow us to expand Winegard's customer base significantly," Stark said. "With our many years of experience in the RV industry along with our diverse product line, DRG is able to offer valuable training and merchandising expertise to our dealers to help them expand their knowledge, and more importantly, their business. We wanted to partner with Winegard for many reasons, but mostly because they have been the dominant satellite and off-air provider in the RV industry for many, many years. Every dealer knows the Winegard name."

Aside from the sales initiative, DRG also provides many value-added services for its dealer customers, all at no charge to the dealer. These include complete store planning and merchandising assistance, low cost, pass-through pricing on both new and used store fixtures, product feature/benefit sales training for parts store and unit sales personnel, service and installation training for dealer service technicians and guest speakers to promote the RV lifestyle and their vendors' products at dealer customer rallies, open houses and shows.

Through these services and their exceptional call frequency, the company has developed a "consultative" sales approach with both its dealer and distributor customers.

"In short, when your company is represented by Dealer Resources Group, your customers will be doing business with people they both know and respect," Stark added.

The areas that will see changes are the 37 Eastern states (shown below). All aftermarket efforts will be handled by the DRG team while Winegard's Grant Whipple and Dennis Williams will manage OEM efforts and coordinate DRG's efforts. Grant Whipple will handle the Midwest and Northeast Regions and Dennis Williams the Texas and Southeast Regions. See chart below.

For customers not located in the affected 37 states, their current Winegard Regional Manager will continue to service their account. Russell Heerdt will continue to serve as the Elkhart, Indiana OEM Regional Manager.

DRG Division Territories and Personnel

Northeast Territory Connecticut, Delaware, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont, Virginia	Linda Gause - DRG Cell: (716) 897-2198 lgause@hotmail.com	Rick Gause - DRG Fax: (937) 293-2794 Cell: (706) 897-2197 rickdrg@hotmail.com	
Midwest Territory Illinois, Indiana, Iowa, Kentucky, Michigan, Minnesota, Nebraska, North Dakota, Ohio, South Dakota, West Virginia, Wisconsin	Andy Mikesell - DRG Cell: (813) 207-5073 Fax: (317) 873-1048 amikeselldrg@hotmail.com	Jim Stark - DRG Cell: (813) 956-6828 Fax: (937) 293-2794 jstarkdrg@hotmail.com	
Texas Territory Arkansas, Kansas, Louisiana, Missouri, Oklahoma, Texas	Garry Weaver - DRG Cell: (512) 913-1253 Fax: (512) 528-9776 drggfw@yahoo.com	Paul Eckhart - DRG Cell: (386) 212-5725 Fax: (386) 671-7586	Tom Schulte - DRG Cell: (913) 634-9219 Fax: (913) 451-1520 tomsdrg@hotmail.com
Southeast Territory Alabama, Florida, Georgia, Mississippi, North Carolina, South Carolina, Tennessee	Bob Barber - DRG Cell: (813) 760-0255 Fax: (813) 984-8267 robo3@aol.com	David Jones - DRG Cell: (813) 956-6827 Fax: (813) 914-0390 davidjdrg@aol.com	Paul Eckhart - DRG Cell: (386) 212-5725 Fax: (386) 671-7586

Winegard Regional Manager Territories continued on page 3



"Sat Chat"

By Aaron Engberg
 Manager, Mobile Products

It's been quite an exciting year here in Burlington. We launched a record number of new products including the new 12" low profile RoadTrip™ SDi and SD satellite TV antennas and the Motorized Sensor® off-air antenna.

Thanks to these product lines, which have been very well received by both our dealers and consumers, we're continually gaining market share, particularly with the domed satellite antenna lines.

I'm also pleased to report that our dealer training program has grown well beyond our expectations! Through August 31st, we've trained a total of 616 technicians at 187 dealerships across the country. Feedback from participants has been very positive, and we're continuously making improvements and adding in modules for our new products, like the RoadTrip SDi and SD.

This training is available to all distributors, parts managers, service managers, sales managers, dealers and technicians. It provides attendees with sales and troubleshooting tips, and installation and service guidelines for Winegard satellite and off-air television reception products. You can find more details about this program and check out the upcoming training calendar on page 2 in this issue. We're particularly excited about the upcoming training schedule, because we're finally able to swing through the Western states. We're looking forward to seeing all of you this fall and winter!

The Technical Services Department continues to shine with our ongoing upgrades. This has been a major initiative for the past six months, because we believe that superior customer service is what keeps our customers coming back year after year. We now have seven technicians, and we also have extended our hours during the week and added Saturdays. A new phone queue system has been added to help funnel the calls to the correct technician. The result is that virtually all calls are now answered within a shorter period of time, and NO calls are left at the end of the day.

We're also in the process of updating our website to better serve the needs of both our dealers and consumers. Take a look for yourself. The new design is already up online.

That's what's happening here in Burlington. I hope you'll "stay tuned" to Winegard, because we have some exciting new products in the works that will make 2007 an unforgettable year!

Until next time,

Aaron Engberg
 Manager, Mobile Products
 WINEGARD COMPANY



The Signal You've Been Looking For™

Winegard Company • 3000 Kirkwood St. • Burlington, IA 52601 • 800.288.8094 • www.winegard.com

Meet the Mobile Products Team:

JOHN SCHWEIZER, Rocky Mountain Regional Manager

John Schweizer has been named Rocky Mountain Regional Manager for the Mobile Products Division at Winegard. In this new position, John is responsible for coordinating sales throughout Colorado, Montana, New Mexico, Utah and Wyoming.



"I enjoy working directly with Winegard customers and am looking forward to the challenges and to building relationships in my new territory," he said. "I feel Winegard is in a perfect position to be the low cost provider of quality mobile communications products for the RV consumer."

John joined Winegard in 1978 and has more than 28 years of experience with television products for the residential, RV, marine and satellite communication industries. He has held positions in sales, marketing, research/development and product management.

"Many of my memories are centered on the changes in technology - specifically within the satellite communications industry," he said in reflecting on his long tenure at Winegard. "I have seen Winegard go from manufacturing 10 foot C-Band dishes with polar mounts before scrambling technology was available, to being the leading producer of Direct Broadcast dishes and mounts to the residential and recreational vehicle markets. I look forward to the future as technology continues to develop, and new Winegard products become available to satisfy changing customer requirements."

John also was a star football player during his days at Iowa State University. He played defensive back for the Cyclones from 1970-73 when Johnny Majors was the head coach. "We won enough games to play in the Sun Bowl against LSU, the Liberty Bowl against Georgia Tech, and I was invited to play in the North/South All-Star game which was played in the Orange Bowl," he said. "I was All Big Eight in 1972 and declined an offer to play professionally with the Pittsburgh Steelers. The last time I checked my statistics it showed that I was still ranked 2nd on the all time list for career interceptions and 3rd on the all time list for career total punt return yardage."

He holds a bachelor's degree in Industrial Administration (Marketing and Economics) from Iowa State University. He and his wife, Claudia, an elementary school teacher, recently relocated to Ft. Collins, Colorado. They have two children, Bryan, of Atwood, Kansas; and Sarah, a student at Colorado State University. John can be reached at jtsch@winegard.com.

Winegard 'Students'



Luke Monroe, Richard Blackburn and Terry Pippins from RV Connections in Panama City, Florida, recently completed a Winegard dealer training session, and report great results! All three said they found the training to be beneficial, and said they are now sold on Winegard satellite systems!

On the Road With Winegard

We will be at these shows listed below where we will display new and existing products, hand out literature, answer questions and provide training when requested. If you plan on attending any of these shows, be sure to stop by and say hello.

SHOWS	LOCATION	SHOW DATE(S)
OCTOBER '06		
Newmar Kuntry Klub 2006 Intern	Essex Junction, VT	10/2-10/5
Keller Marine and RV Show Valley Forge Convention Center	Valley Forge, PA	10/24-10/25
NOVEMBER '06		
Shaker Valley Tech Educ. Conf. Show Portland Marriott - Sable Oaks	Portland, ME	11/6-11/7
RVIA KFE	Louisville, KY	11/28-11/30
DECEMBER '06		
NO SCHEDULED EVENTS		
JANUARY '07		
Northern Wholesale Supply Treasure Island Resort & Casino	Red Wing, MN	1/10-1/12
Stag-Parkway Paris Hotel	Las Vegas, NV	1/16-1/18

Winegard Centralized Dealer Training Heads West

Our centralized training calendar is now finalized through April 2007, and we couldn't be happier with our results to date. Through August 31st, we've trained a total of 616 technicians at 187 dealerships across the country. Feedback from participants has been very positive, and we're continually making improvements and adding in modules for our new products, such as the RoadTrip SDi and SD. The program is available to all distributors, parts managers, service managers, sales managers, dealers and technicians. It provides attendees with sales and troubleshooting tips, and installation and service guidelines for Winegard satellite and off-air television reception products.

Whether you are new to the satellite business and/or Winegard, or already have experience with Winegard products, our training offers something for everyone. We are confident you will walk away with useful information that will help you sell, service and install our products.

On-site training is provided at specified, centralized locations or at individual dealerships. Centralized training allows professionally-certified Winegard trainers to provide instruction to technicians from multiple dealerships. All centralized

training is free with lunch provided. Classes run from 9:00 a.m. to 1:00 p.m. On-site training is held at individual dealerships and costs \$50 per person which includes personalized training and specialized tools for every attendee. Following the training sessions, each attendee will receive a certificate of completion and a registered dealer number for access to the Winegard Dealer Connection website.

Below is the centralized training route through April 2007 that lists by week, the city and state in which training sessions are scheduled. We strive to schedule centralized training in areas where we have multiple dealerships interested in training. On-site training at individual dealerships will be handled on a first-request basis. Our goal is to be flexible, so if you have a training request we will do our best to accommodate your needs. Please note: during the weeks where a centralized training location is not listed, on-site training is scheduled at individual dealerships instead. For an up-to-date listing of our centralized training schedule, click on the Dealer Connection link on our website.

If you are interested in signing up for training, contact J.D. Hoffman at 319-754-0605 or email jhoff@winegard.com.

WEEK OF	BEGINNING CITY	CENTRALIZED TRAINING CITY & DATE	ENDING CITY
Nov. 6-10, 2006	Phoenix, AZ	Phoenix, AZ (Nov. 6) Tucson, AZ (Nov. 7) San Diego, CA (Nov. 9)	San Diego, CA
Nov. 13-16	Los Angeles, CA	Temecula, CA (Nov. 13) Anaheim, CA (Nov. 15) Colton / Ontario, CA (Nov. 16)	Los Angeles, CA
Dec. 4-8	Los Angeles, CA	Sacramento, CA (Dec. 7) Reno, NV (Dec. 8)	Reno, NV
Dec. 11-15	Yuba City, CA	Grants Pass, OR (Dec. 13)	Portland, OR
Jan. 2-5, 2007	Portland, OR	Portland, OR (Jan. 03, 07)	Tacoma, WA
Jan. 8-12	Tacoma, WA	Tacoma, WA (Jan. 8) Mount Vernon, WA (Jan. 10)	Seattle, WA
Jan. 22-26	Seattle, WA	Pasco, WA (Jan. 23) Boise, ID (Jan. 25)	Pocatello, ID
Jan. 29-Feb. 2	Pocatello, ID	Pocatello, ID (Jan. 29) Salt Lake City, UT (Jan. 31)	Salt Lake City, UT
Feb. 12-16	Salt Lake City, UT	No Centralized Training	Denver, CO
Feb. 19-23	Denver, CO	Denver, CO (Feb. 22) Colorado Springs, CO (Feb. 22)	Denver, CO
Mar. 5-9	Denver, CO	Omaha, NE (Mar. 7)	Fargo, ND
Mar. 12-16	Fargo, ND	Fargo, ND (Mar. 12) St. Cloud, MN (Mar. 14)	St. Paul, MN
Mar. 26-30	Eau Claire, WI	No Centralized Training	Green Bay, WI

Northwest Territory
Shawn Boer
 Cell: (319) 209-0484
 sboer@winegard.com
 Idaho, N. California, N. Nevada
 (Reno), Oregon, Washington

Canada Territory
Dave Chiswell
 Cell: (701) 388-1999
 dchiswel@mts.net

Texas & Southeast Territory
Dennis Williams
 Cell: (863) 512-1623
 dwill@winegard.com
 Alabama, Arkansas, Florida, Georgia, Louisiana,
 Mississippi, N. Carolina, Oklahoma, S. Carolina,
 Tennessee, Texas, Virginia
 * Coordinates DRG Efforts

Rocky Mountain Territory
John Schweizer
 Cell: (319) 750-5174
 jtsch@winegard.com
 Colorado, Montana
 New Mexico, Utah, Wyoming

Southwest Territory
Jim Flynn
 Cell: (319) 209-0213
 jflyn@winegard.com
 Arizona, California,
 S. Nevada (Las Vegas)

Midwest & Northeast Territory
Grant Whipple
 Cell: (319) 650-4233
 gwhip@winegard.com
 Connecticut, Delaware, Illinois, Iowa, Kansas,
 Kentucky, Maine, Maryland, Massachusetts,
 Michigan, Minnesota, Missouri, Nebraska, New
 Hampshire, New Jersey, New York, N. Dakota,
 Ohio, Pennsylvania, Rhode Island, S. Dakota,
 Vermont, Wisconsin, W. Virginia
 * Coordinates DRG Efforts

Indiana Territory
Russ Heerd
 Cell: (319) 850-0976
 rheer@winegard.com
 Indiana

Gray Fields denote both Aftermarket and OEM Service

White Fields denote OEM Service only



Tech Talk: Winegard Improves Technical Hotline

Winegard is committed to providing the utmost in customer service. As part of this ongoing effort, we've made some major improvements to the Winegard Technical Hotline over the past six months. We've nearly doubled the number of technicians, and we also have extended our hours during the week and added Saturdays. A new phone queue system has been added as well, to help funnel the calls to the correct technician.

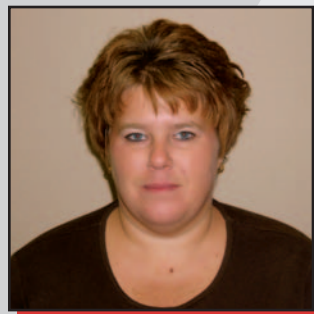
The Winegard Tech Hotline, at 800-788-4417, is open Monday-Friday from 7:30 a.m. to 6:00 p.m. CST, and now on

Saturdays 8:00 a.m. to 4:00 p.m. CST, to help you sort out the problems your customers may encounter in their travels.

A year ago, many of our incoming calls were sent into voicemail and were sometimes not returned for 2 – 3 days. Today there are ZERO calls left at the end of the day and our average call back time is just 15 to 20 minutes.

These improvements would not have been possible without a dedicated staff of technicians.

Introducing the Winegard Technical Services Team:



Teresa Walker has worked at Winegard for 10 years, and is the third generation in her family to work here. Her grandmother retired after 27 years of service, and her mother is still going strong after 30 years!



Tim Miller sees his job as "One where I quite literally make happy campers." He joined Winegard in 1997.



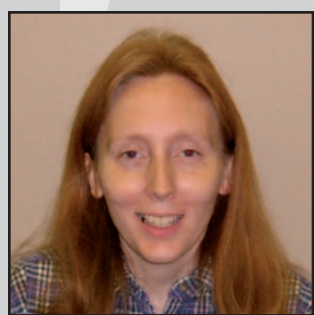
Chris Schlicher has been with Winegard for 13 years. She worked in production and in shipping before transferring to the Technical Services Department three years ago.



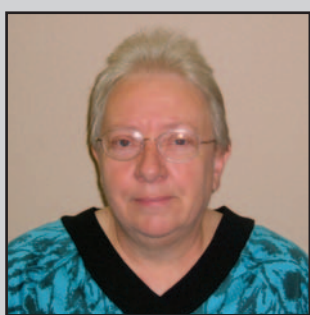
Georgia Oliver has been with Winegard for 6 years. She has been in Technical Services for the past year.



Keith Copeland began working at Winegard more than three years ago. He has been with Technical Services since February of 2006.



Ronna Ater has been with Winegard for nearly a year-and-a-half. She enjoys the variety of tasks that the job entails.



Kathy Tracy joined Winegard in June of 2004 and came to Technical Services a year ago.

ROADTRIP™ vs. MOVIN' VIEW® Satellite TV Antennas

Our popular 15" Movin' View satellite domes provide customers and dealers with every feature they are looking for at a low retail price. Our new 12" RoadTrip Satellite TV antennas have all the same great features as the Movin' View antennas, plus more! You'll see for yourself that the RoadTrip antennas require virtually NO TRAINING, and the performance is similar to the Movin' View.



We've recently added **In-Motion Automatic Toggle** to the Movin' View in-motion systems. This feature allows users to automatically toggle between satellites while they're travelling on the road.



Here are some of the similarities and differences between the RoadTrip and Movin' View, to give you some talking points to help sell Winegard satellite systems to your customers.

SIMILARITIES

- Easy, one-button operation
- RoadTrip performance similar to 15" models
- DVB technology for fast and accurate satellite acquisition
- GPS technology on in-motion units only
- Supports 2 RECEIVERS
- Compatible with DIRECTV® and DISH Network® in the continental United States and with ExpressVu in most of Canada only.
- Easy installation
- Automatic Toggle while in-motion and parked
- Compatible with standard receivers

DIFFERENCES

- 12" dome height of the RoadTrip versus 15" for the Movin' View
- RoadTrip tuned radome reduces amount of signal loss
- RoadTrip Superior-designed reflector maximizes signal strength
- Sleeker, lower-profile look on RoadTrip dome
- **RoadTrip Upgrade Kit for stationary to in-motion**

INSTALLATION

- RoadTrip comes with 4 mounting feet versus 3 with Movin' View bases
- Easier installation with the RoadTrip – mounting feet come attached to the base

NEW BROCHURES NOW AVAILABLE

We recently updated two of our more popular brochures: WS-82, "Which Satellite Antenna is Right for You?", which helps consumers determine the best system for their needs; and WS-78 "Domed Satellite Antennas", an overview of the Movin' View and RoadTrip antennas.



WS-82



WS-78

If you would like to order a supply of these new brochures, call Winegard Customer Service at (800) 288-8094, Ext. 1, or email csvc@winegard.com and give them the brochure number (ex.: WS 82) and your mailing address. Comes in packs of 20.