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Exclusive: LGS Group Seeks Bigger RV Market Share

Mon Apr 15, 2019
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LGS Group, distributor for InterMotive Vehicle controls, is increasing its presence in the RV market. A provider of electronic systems aimed at improving vehicle safety and efficiency, the company has grown its Elkhart, Ind., office over the past year. The company previously had a small sales office there that supported its bus market.

"In the last year, we have increased our presence in the markets we serve to include RVs," says LGS Executive Vice President Greg Schafer. "We work with each of the big RV OEMs. Winnebago uses a system we provide them. Dynamax and REV Group use our systems. In Elkhart, we recently started offering switch panels and complete coach electrical control systems."

LGS Group currently employs 10 people in its Elkhart office, but Schafer anticipates that number to grow. He describes the company's RV efforts as a small step sideways to leverage its technology that has served other vehicle markets.

"We're taking off in a number of directions in the RV market," Schafer says. "We have a technical sales force in Elkhart and assembly there as well. Our electronics are manufactured in Auburn, Calif., via our partner InterMotive."

LGS has not exhibited at RV trade shows thus far, but plans to do so as it progresses in the RV market. Schafer says most of what the company manufactures is sold to RV manufacturers rather than to dealers or end-users.

"In the RV market, we are still in the push stage, pushing our products to manufacturers of towables and motorhomes," Schafer says. "The next phase would be pull through marketing, going to trade shows and dealers. We are very excited about the success we have had in the RV world."

Schafer says the company has been around for 25 years and is well known in the other markets it serves, which include emergency vehicles, shuttle buses and work trucks. A former engineer for Ford and GM, he describes his contribution to the company as business development.

"InterMotive is the company I started 25 years ago," he says. "Five years ago, we split the company and formed the LGS Group that handles sales, marketing and distribution for all of InterMotive's products. Most of our products are developed as a result of someone bringing a problem to us and asking us to design and develop a solution for it."