

CASE STUDY

An EasyStart™ Product Success Story by Micro-Air



EasyStart™ Rocks At The 60th Wally Byam Airstream Club International Rally

The 60th Wally Byam Caravan Club International (WBCCI) Rally kicked-off at Michigan's Upper Peninsula State Fairgrounds in Escanaba on July 22-29, 2017.

The WBCCI has over 12,000 members in the United States, Canada, Australia, and Europe. WBCCI is the oldest RV club in the country, said WBCCI Public Relations Director John Freking.

Airstreams arrived from all over turning the Michigan fairgrounds into a Silver City.

As reported by the Escanaba Daily Press, the week-long Airstream rally was jammed with various activities, vendors, and much more. Over 600 trailers were there, with dozens pouring in each day.

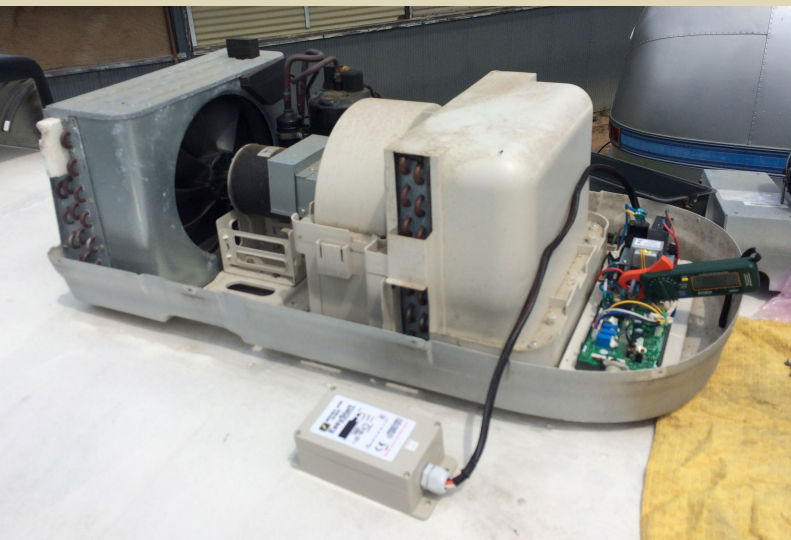


■ Challenge Airstream RVers Want EasyStart™

For almost a year, many on the Air Forums have been posting EasyStart™ success stories and questions on; how to run their 13.5K or 15K compressor on a Honda EU2000i?

[continued >](#)





At Micro-Air, Andy Spaziani and Matteo Giovanetti, top engineers from Micro-Air, wanted to meet their customers and this rally was the perfect event. They provided live EasyStart™ demonstrations, and installations to attendees. The team provided a technical seminar to over 25 Airstream RVers.

53 EasyStart™ Installations In 6 Days At The Michigan Airstream Rally

Exhibit booth mornings were shared with Lew "Lewster" Farber, a well-recognized Airstream Solar Power System Installation Dealer. Back to back product demonstrations, explanations, plus scheduling what seemed like unending afternoon installations became the daily agenda.

Soon, news spread through Silver City like all good campground chatter. "EasyStart™ easily starts with Honda EU2000i generator and all brands of rooftop air conditioners." Several "caravan" groups were camping together and once one member installed an EasyStart™, then other neighbors wanted the solution installed too.

Huge demand stretched the 3-man team's capacity to meet all the installation requests.

This challenge kept them on top of Airstreams into the evening. Fortunately, northern Michigan summer evening light enabled them to provide more installations.

Because of the unending list of Airstream requests, every afternoon for 6 days Matteo, Lew and Andy were very busy at the camp ground with multiple installations.

Joyful Airstream Campers

Like all events, it was soon time to leave. Micro-Air had made a lot of new Airstream friends. Andy summed it up, "With each EasyStart™ installation, air conditioner start-up problems were eliminated and happy Airstream campers headed onto their next adventure. I'm glad we got to meet and help all our new friends in the Airstream community. We'll definitely be back next year for the WBOCI International Rally to be held in Salem, OR."



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