

## CASE STUDY

### An EasyStart™ Product Success Story by Micro-Air



## Oliver Travel Trailer Rally Welcomes Micro-Air and Their EasyStart™ Air Conditioner Solution

**The 3rd Annual Oliver Travel Trailers Rally was held in Lake Guntersville State Park, Alabama – May 4-7, 2018**

With approximately 200 RV guests in attendance, owners from all over the country got together with other owners and non-owners to enjoy the outstanding outdoor opportunities activities that Guntersville have to offer, said Phil Melfa, general manager of Oliver. The factory location is located nearby in Hohenwald, TN.

### Enjoying “Post Card” Exceptional Views Of Lake Guntersville And The Tennessee River

The Oliver team produced an extraordinary program jam-packed full of opportunities to learn more about their trailer, and from invited special guests. One of the special guests was Matteo Giovanetti, Electrical & Controls System Engineer from Micro-Air. Matteo reconnected with many Oliver friends from his previous visit last year. He provided hands-on education, live demonstrations, and installations for attendees.

#### ■ Meeting the Power Challenge RV Trailer Air Conditioner Start-up Solved

Over the past year, over a thousand RVers have discovered how to run their 13.5K or 15K A/C compressor with a Westinghouse iGen2500 Inverter Generator or Honda EU2000i. Micro-Air recognized that many Oliver RVers prefer these smaller, lightweight generators and have been helping trailer owners with their EasyStart™ which works easily with these generators and all brands of rooftop air conditioners.

#### Oliver RVers Triple Last Year's EasyStart™ Installation Success Stories

Because of the Oliver RV interest, Friday, Saturday and Sunday kept Matteo jumping from trailer to trailer installing EasyStarts™. In total, 18 EasyStarts™ were installed by him. He also gave away a free EasyStart™ in the closing ceremonies as part of their raffle.

#### Cheerful Travel Trailer Campers Journey Onward

“With each EasyStart™ installation, air conditioner start-up problems are eliminated and happy travel trailer campers enjoy their summer journeys,” said Matteo.



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