

Posted: 6:59 p.m. Friday, July 31, 2015



Camping World renovates Fairfield RV dealership

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By Chelsey Levingston

FAIRFIELD — Camping World is celebrating the grand opening of its SuperCenter in Fairfield with price specials and door prizes until Aug. 8.

A ribbon cutting ceremony was held Friday, July 31, with the Fairfield Chamber of Commerce.

Camping World, which says it is the nation's largest RV and outdoor retailer, purchased earlier this year the former Tom Raper RV dealerships in Fairfield; London, Ohio; and Richmond, Ind.

Since then, more than \$500,000 was spent on renovations in Fairfield for rebranding, exterior and interior upgrades and to open a Camping World retail store, according to the company. Plans in the future are to add more service bays, spokeswoman Karen Porter said.

The new Fairfield location at 5300 Dixie Highway joins more than 100 other Camping World SuperCenter locations across the U.S.

"Our momentum in the market has been great since we began the transition of the three Tom Raper RV dealerships to full-service Camping World RV SuperCenters earlier this year and we look forward to continuing the great customer service that the community is accustomed to," Marcus Lemonis, chief executive officer and chairman of Camping World, said in a written statement.

The dealership sells new and pre-owned motorhomes and towable RVs from manufacturers and brands such as Winnebago Industries, Fleetwood, Thor Motor Coach, Itasca, Coleman, Heartland, Keystone, Forest River, Crossroads, Monaco, Holiday Rambler, Jayco, Starcraft, Coachmen and more, according to the company.

For more information about Camping World of Cincinnati, visit www.campingworldofcincinnati.com.

Camping World RV Sales is based in Lincolnshire, Ill., and the Camping World Retail division is based in Bowling Green, Ky.

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