



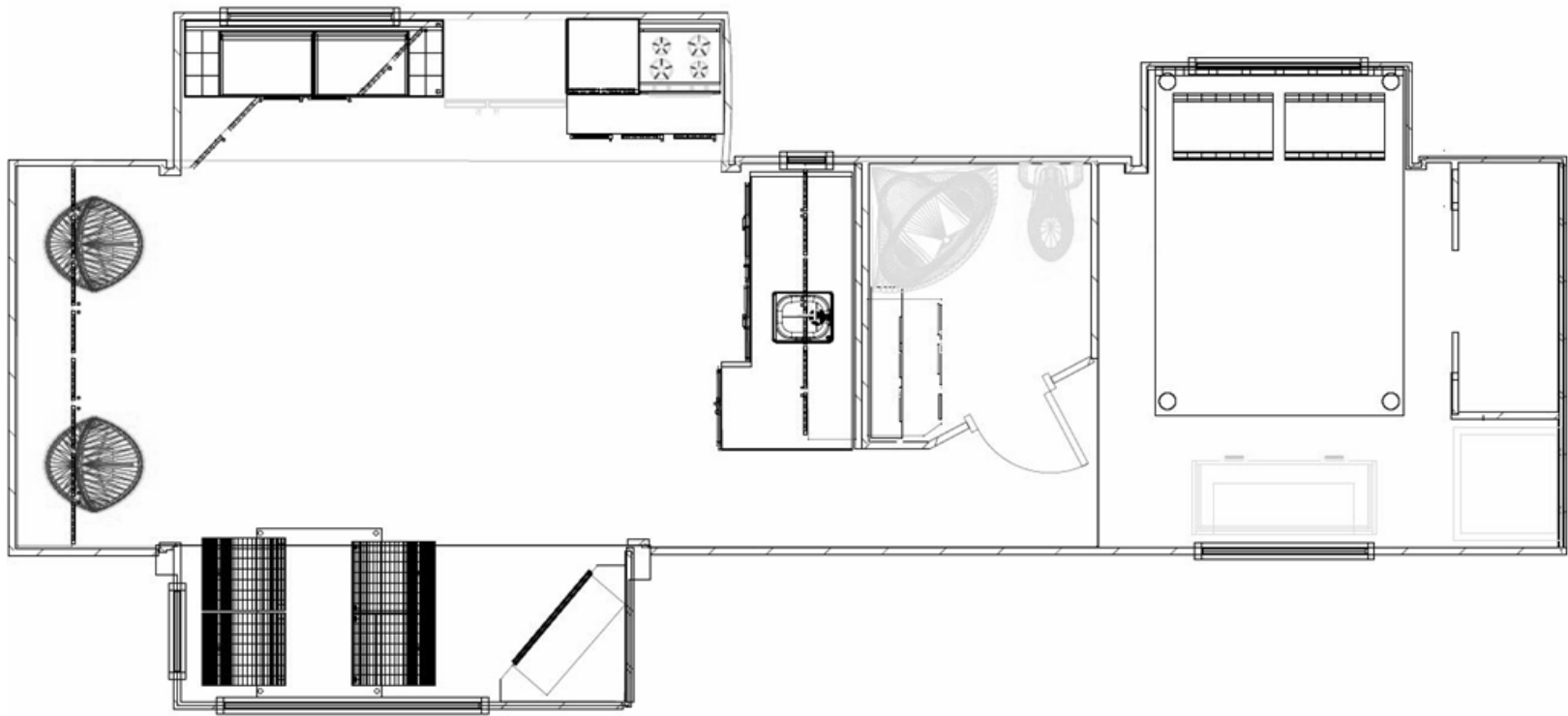
## For a Girl's Weekend Out

After reviewing the top RV Life's 2009 Life Demographic Media Review, I noticed there were not very many women under 50 who purchased RV's. I found that interesting but not surprising. RV's in the minds of the general public, are associated with camping, fishing or family trips and most likely an older male is behind the wheel.

The possibilities of appealing to a younger, female demographic became of interest. Even, if not for purchase, for rental. Often after a momentous occasion, women will celebrate with a girl's night or day out. I was curious about the opportunity to design an RV experience specifically for such an occasion. Rather than a day or a night out, a woman and her close girlfriends can enjoy a weekend together on the open road. This particular design is meant to appeal to the "Sex in the City" crowd who tend to be single, working women in their mid-20's to mid 30's.

This modern, zingy aesthetic says, "Relax, ladies. You deserve it". The girls will travel in style in the new Marilyn Monroe Edition Crossroads Cruiser CF30ES.

Plans



Elevations



Lush in the Kitchen



Party in the Living Room



Girl Talk in the Dining Room



Beauty Rest in the Bedroom

