

MOBILE MESSAGES

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EVOLUTION OF THE SCOTTY FIRE SAFETY HOUSE

Mobile Concepts has been building trailers for over 50 years, and the same quality and value that was built into the very first trailer in 1956 is still part of every single trailer that is designed and manufactured today.

The SCOTTY Fire Safety House was introduced in 1988, and although it has changed in style and appearance over the years, the cornerstone of operations - to build quality trailers - remains unmovable. Styles have evolved, floor plans have changed and options have been enhanced,

with much of this progress centered on customer requests. Today, the SCOTTY Fire Safety House is offered in five exteriors: Streamlined Aerodynamic, Home Décor Series, Fifth Wheel/Gooseneck, Gel-Coat Fiberglass and Motorized.

The timeline below shows the evolution of the SCOTTY Fire Safety House and reveals the dynamic spirit of progress that has made Mobile Concepts the leading innovator and provider of quality commercial trailers.

In 1988, the Streamlined Aerodynamic Series was introduced. This aluminum-wrapped exterior marked the beginning of the SCOTTY Fire Safety House.



In 1993, the Home Décor Series with vinyl siding exterior was launched to appeal to customers who wanted a "home style" look.



In 1997, the first Fifth Wheel/Gooseneck design was introduced, and was initially custom built for the Oklahoma Farm Bureau Insurance Company in Oklahoma City.



In 2002, the Smooth Gel-Coat Fiberglass exterior option was available in the Fire Safety House design.



In 2005, the Motorized unit was designed and built on a Chevrolet 6500 chassis. Other chassis options are available.



MANUFACTURING CUSTOM VEHICLES FOR A SAFER COMMUNITY



SCOTTY CELEBR

The idea for SCOTTY trailers was born on the fourth of July in 1956 on the back of a calendar by John Serro, a then 55 year-old retired auto dealership owner who was on a weekend trip in Deep Creek, Maryland. It was raining and he couldn't fish. In his words, he was "moping around the cabin and the vision just came." He sketched it: a bed, sink, two-burner stove and dinette, all tucked into a trailer just 13 feet long - small enough to fit into the garages of the late '50s.

The next day he packed up, drove home and went to work constructing what would come to be known as the SCOTTY Sportsman in his barn in Westmoreland County near Irwin. When his 13-foot trailer was finished, he hooked it to his car and drove all night, arriving in Elkhart, Indiana for the last day of the annual Midwest show. After Serro's arrival, people fell in love with his light and compact trailer concept, and Serro left the show with orders for 18 SCOTTY Sportsman trailers. He then teamed with his son-in-law Joe Pirschl and bought acreage visible from the Irwin exit of the Pennsylvania Turnpike. The rest, as they say, is history.

From 1956 through 1990, the focus of the business was on recreational trailers . . . and what an empire it became. What started as an order for 18 campers grew to a family-owned business that manufactured thousands of trailers. It was soon discovered that there was no camping spot that could accommodate the burgeoning ranks of SCOTTY owners, so Scottyland USA, which opened in 1963 on a 330-acre farm in Somerset County, Pennsylvania, was created.

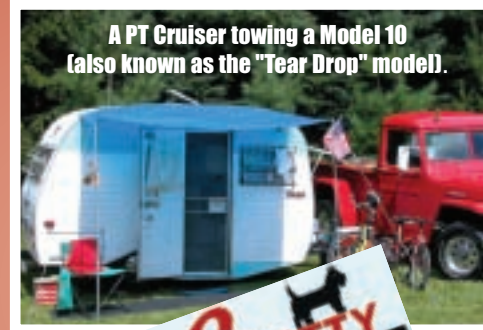
The Serro SCOTTY Owners Association was formed and more than 56 chapters cropped up in cities all across the country, with clubs hitting the road together in caravans. Serro and Pirschl not only sold their audience trailers, but also the company's Scottish terrier mascot that became well-known in the dealer network in the form of concrete statues, stuffed animals and on stickers, hats, jackets and coffee mugs. "We became known as the big name in little trailers," said Joe Pirschl. "And that's how the Scottish terrier found its place in our business - it's a well-known little dog, just like our trailers."

In 1990, Anne Degre joined the business that her grandfather and father had started, and the rest, as one might say, is her story. She discovered a niche in the marketplace for what is now known as the SCOTTY Fire Safety House. A handful of fire departments had built their own fire safety houses; however, these departments found that most of their houses were too large and heavy to tow to schools or safety fairs. That's when Serro Scotty RV's expertise at building quality, light-weight trailers came in to play.

Anne buckled down and placed all of her time and energy on marketing the SCOTTY Fire Safety House to fire departments across the country. She traveled extensively, educating fire departments about the benefits of owning a SCOTTY Fire Safety House and promoted the new product at tradeshow in hundreds of cities around the world. Her tireless efforts began paying off - she soon realized that the demand for the company's



The original 13-foot SCOTTY Sportsman.



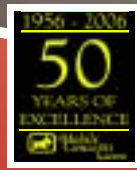
A PT Cruiser towing a Model 10 (also known as the "Tear Drop" model).



The fire Serro S



The new 50,000 square-foot factory was built in 2002.



The Pirschl family would like to extend their gratitude and thanks to the loyal SCOTTY customers who have trusted the SCOTTY brand for more than 50 years.



RATES 50 YEARS



The original Serro SCOTTY factory, which was located near the Irwin exit of the Pennsylvania Turnpike. circa 1960



that destroyed the SCOTTY factory in 1997.



new product was growing faster than flames across a dry prairie. Then in her second year, the true reward she had hoped for came to pass: the Georgia Fire Academy notified Anne about the actions of a young girl who had helped save her baby brother during a fire. A few days prior to the fire in her home, the young girl had gone through the hands-on training provided by the SCOTTY Fire Safety House at her Head Start program and learned what to do in the event of a fire. Since then, Anne has received further documentation about other lives saved because of this educational fire safety tool.

Then, on April 17, 1997, the company's 45,000 square-foot factory burned to the ground. The family and Serro employees who made SCOTTY trailers and recreational vehicles famous around the world knew of only one way to safely escape a fire: never give up. And on May 12, just 25 days after the fire, work benches were erected on bare concrete floors, power lines run, and a production line capable of finishing three trailers a week was established.

"Our competitor was at the Harrisburg show spreading rumors that the fire put us out of business," Anne remembers. "So I arrived at the show wearing a large button that read, 'On April 27, 1997, our factory burned to the ground. On May 12, 1997, we resumed production in our NEW FACILITY' - it showed that we were back."

After the fire, the company's name was changed to Mobile Concepts by SCOTTY, and the business had a new, singular focus: designing and manu-

facturing custom commercial trailers, initially focusing on Fire Safety Houses.

Today, the company offers several different exterior packages for the Fire Safety House, in addition to a new and innovative motorized unit. "We can fit almost any customer request," said Anne. "In fact, many of the myriad of features we offer are in direct correlation to requests we have had from our customers over the years."

Mobile Concepts realizes that to be successful in today's global business environment you must have an intense focus on the voice of the customer. "Whether a company makes nuts and bolts, consumable goods or products that save people's lives, it has to be responsive to changes in market demands and customer needs," commented Anne.

By carefully listening to customers and being proactive in its response, Mobile Concepts has engineered and designed two new and innovative products: the SCOTTY Community Safety House and the SCOTTY Command Post.

The Community Safety house is a cutting edge training vehicle marketed to the Law Enforcement industry. Manufactured as a commercial trailer, this mobile classroom is designed to be used as an educational tool in schools, childcare facilities or any community event. The unit offers a variety of safety instruction including D.A.R.E., 911 training, bicycle safety, stranger danger, fingerprinting and ID programs, home security, pedestrian safety and much more.

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FACTORY TOURS AVAILABLE

SCOTTY CELEBRATES 50 YEARS continued...



Command Post Trailer



SCOTTY Combination Sprinkler/Fire Safety House

The Command Post trailer is a highly sophisticated communications command center and is marketed to both the Fire and Law Enforcement markets. "Each unit is built to the customer's specifications, with hundreds of options to choose from," noted Anne. "We equip every unit with the most advanced technology to help emergency response professionals react to any type of situation." The Command Post is available as a towable or motorized unit.

It all began as an ambitious idea sketched on the back of a calendar, and although still a family-owned business, the complexion of the company has changed dramatically. What started as 18 orders for a SCOTTY Sportsman in 1956 has turned into thousands of orders for SCOTTY commercial trailers. "The SCOTTY brand has been a trusted name for over five decades," said Anne, "and we still use the SCOTTY dog emblem. And it still stands for family, value and integrity. We will continue the tradition of excellence in every product we make."

BUILDING QUALITY TRAILERS SINCE 1956