



Recreational Vehicle Business Solutions

FOR IMMEDIATE RELEASE

November 1, 2023

TRANSACTION ANNOUNCEMENT

RV Business Solutions Advises on the Sale of Anthem RV Center

Highlands Ranch, CO— July 7, 2022 — RV Business Solutions, a leading buy-sell advisor to RV dealers, was the exclusive sell-side advisor to Phil Olson in the sale of his New River, AZ based RV dealership, Anthem RV Center to Camping World RV Sales, LLC, a Minnesota limited liability company.

Anthem RV, in New River Arizona was established by Felipe 'Phil' Olson in 2010. Phil, a 25-year RV veteran, specifically targeted the 8-acre N. Black Canyon location for its proximity to the greater Phoenix market and high-traffic accessibility.

Phil stated, “Mike and Scott at RV Business Solutions were almost surgical in their approach to helping me sell my business as they are true dealmakers. They told me that every deal dies at least 3 times before it closes, and that was absolutely the case in my situation. They helped advise and guide me in securing additional land behind my dealership as well as acquiring an additional 12 acres in another adjacent market as that is what the buyer needed to close the deal. They paved the way, I bought the land, and we finalized the deal. I highly recommend the team at RV Business Solutions to any RV dealer looking to sell their business.”

Since 2021, RV Business Solutions has advised on the sale of over 40 RV dealership locations totaling over \$500M in Transactional Value. Mike Lankford, Co-Founder and Partner at RV Business Solutions commented, “I have known Phil for many years and could not be happier for him, his wife Lindsey, and the entire team at Anthem RV.”

Camping World Holdings, headquartered in Lincolnshire, Illinois, is the leading outdoor and camping retailer, offering an extensive assortment of recreational vehicles for sale, RV and camping gear, RV maintenance and repair, other outdoor and active sports products, and the industry’s broadest and deepest range of services, protection plans, products and resources. Since the Company's founding in 1966, Camping World has grown to become one of the most well-known destinations for everything RV, with more than 145 RV centric locations in 36 states and a comprehensive e-commerce platform.

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“This acquisition is further acceleration of our growth strategy in 2022, by providing additional service and product excellence to our growing customer base in the Southwest,” said Marcus Lemonis, CEO and Chairman of Camping World. “For over 10 years, Anthem RV has been highly respected in Arizona, with a strong culture of serving customers top selection and service. We look at this acquisition as a unique opportunity to rapidly increase our presence in this top RV sales market.”

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