



Brand Mission Statement Overview: RV Repair Club

Our Vision	To help you maintain and enhance your RV so you get the most from your RVing experiences
Mission Statement	<i>RV Repair Club is your go-to online resource for enthusiasts who want quality maintenance, repair, and upgrade information – a community where passionate RVers can come together to gather knowledge and share their experiences.</i>
What We Do	Our main goal is to help you become a better RVer, and we teach through video. Our instructional RV repair and improvement videos are taught by friendly, talented RVing experts who take the time to walk you through the techniques and demonstrations, providing helpful tips and ideas along the way.
How We Do It	On the website you'll find an entire library of RVing videos at your fingertips, plus brand new videos to enjoy throughout the month. You'll also find interesting articles, travel ideas, product reviews, and lots more. Make sure to follow our social media pages too – these are great places to ask questions, share your stories, and connect with your fellow RVers.
Why We Do It	At RV Repair Club, we know that RVing is so much more than a hobby for you – it's a lifestyle. We want to be your favorite place where you can feed that passion by learning new techniques, getting inspiring new ideas, and connecting with other RVers who feel the same way as you.

Brand Personality	Straightforward, dependable, upbeat		
Tone of Voice	Genuine, approachable, passionate		
Key Messages	Every trip is an adventure, start them prepared.	Gain knowledge, save money and worry less.	Make the most out of your of your time RVing.
Examples	Learn valuable information Maintain and upgrade your rig Get more enjoyment from your RV	Connect with other RVers Ask questions, share ideas Gain insights and save money	Personal pride and satisfaction Peace of mind Focus on your RV experiences