

Couplands drive Bessacarr tourers past 500 mark

After turning the Bessacarr tourer brand into an exclusive range of Bessacarr Cameo Special edition models five years ago, top Lincolnshire dealer Couplands Caravans have proved the ongoing strength of the brand by taking sales over the 500 mark this year.

When the market leading Swift Group decided to cease production of the Bessacarr range of tourers in 2008, Couplands, under the leadership of owner Peter Coupland, stepped in to persuade Swift that the brand was so popular with his loyal customers that he would commit to continuing the mark by asking Swift to manufacture a range of Bessacarr Cameo models exclusive to his company.

With depots in Louth and Lincoln, the team at Couplands have taken Swift's top of the range Conqueror line up and added their own exclusive exterior colour scheme and Bessacarr branding and added a host of upgrades to the interior to give the Cameo models their own exclusive and individual appeal

"The Bessacarr name still means a lot to the committed caravanner and we still have many customers who only want the Bessacarr name on their tourer. We have been very fortunate to work with Swift to create a range of six models that have given Couplands something exclusive to market and kept the Bessacarr name well and truly alive in the touring caravan world.

"The range is getting stronger each year and we are particularly successful at the major NEC Shows where we can offer people something different to the mainstream models," owner Peter Coupland commented.

"We are very pleased with the success that Couplands has achieved with the Cameo Special Edition models. The current economic climate has seen Swift simplify its business to concentrate on the mainstream market. Bessacarr was always a specialist brand and it's great to see Peter and his team making such a success of these models, keeping one of the great brand names in the industry alive," Swift Group Commercial Director Nick Page commented.