



With Motorola's Help, Alfa Leisure Keeps The Bottom Line, In-line

DTR Series™ Digital On-Site Two-Way Radios Lead To Major Savings Over Alternate Solutions

ONTARIO, California – David Schroetlin is obsessed with saving money, and that is a great thing for his employer. David is the MIS manager of Alfa Leisure, a California company that builds diesel motor homes and fifth wheel recreational vehicles. Recently David led Alfa Leisure to make the switch to the Motorola DTR Series Digital On-Site Two-Way Radios and his CFO and employees quickly realized the many benefits of “speaking digital.”

To be truly successful, the employees of Alfa Leisure must be able to communicate effectively, as communication is business critical in an assembly line production environment. Any viable communication solution must be reliable, durable and economical, and Motorola's DTR Series Digital On-site Two-Way Radios fit the bill for Alfa Leisure in all three instances.

Range is also critical at Alfa Leisure's two sizable production facilities, and the DTR Series provides the on-site communication features necessary to get the job done right.

Along with providing the critical communications that Alfa Leisure needs, Schroetlin could not say enough about the cost benefits associated with the DTR Series. “From a business standpoint, especially in a manufacturing situation, the radios are absolutely fantastic because of the amount of money you save with them — we are trying to manufacture while keeping costs down and the DTR's

Alfa Leisure was founded in 1973 as a builder of small trailers, and has progressed over the years to become an even larger organization producing both motorhomes and fifth wheel recreational vehicles at two plants in Southern California. Every Alfa Leisure trailer and motorhome is designed and built to be more livable, more functional and to provide the best value. Striving to reach those goals takes outstanding communication between management and the production line, and the DTR Series provides the instant communication critical to Alfa Leisure's continued success.

Schroetlin had previously utilized an alternate communication solution to serve the communication needs of Alfa Leisure's more than 350 employees. While the previous solution provided one-to-one communication, it proved extremely costly and inefficient, putting complex units in the hands of employees who simply did not require all the distracting features to get their job done. The DTR Series allows for the one-to-one communication Schroetlin desired without the monthly fees he definitely did not want.

“We love the DTR Series radios because they not only make fiscal sense, but also because they make practical sense,” said Schroetlin. “These DTR radios have extremely long battery life, and equally impor-

tant, are built to take the beating that a production facility can dish out.”



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David Schroetlin – MIS Manager, Alfa Leisure

are helping us do that,” Schroetlin said. “We figured the ROI on buying 214 DTR's was five months, and that we would be saving up to \$10,000 monthly versus our prior communication solution.”

When asked whether he would recommend the DTR Series radios to other MIS directors, Schroetlin's response was unequivocal. “I would absolutely recommend the DTR Series to my MIS colleagues, as these radios have saved us time, money, and have made us an even stronger and more viable business.”

About Motorola

Motorola is known around the world for innovation and leadership in wireless and broadband communications. Inspired by our vision of Seamless Mobility, the people of Motorola are committed to helping you get and stay connected simply and seamlessly to the people, information, and entertainment that you want and need. We do this by designing and delivering “must have” products, “must do” experiences and powerful networks -- along with a full complement of support services. A Fortune 100 company with global presence and impact, Motorola had sales of US \$36.8 billion in 2005. For more information about our company, our people and our innovations, please visit www.motorola.com