

## **New LibertyCoach.com “Wows” Prevost Motorcoach Shoppers and Owners Alike**

*Liberty Coach announces new LibertyCoach.com website for Prevost motorcoach shoppers and owners alike, marking the first major website revamp since 2012.*

North Chicago, IL and Stuart Florida ([PRWEB](#)) June 20, 2016 -- Open up and say “Wow!”

That’s what’s in store for first-time visitors to [LibertyCoach.com](#), the all-new corporate website for the perennial leader in the Prevost motorcoach conversion industry. Because like the coaches it showcases, the new site is stunning to look at, rich in content, and ingenious in design.

“This marks the first major revamp of Liberty’s online home since 2012,” said Liberty Coach V.P. and managing partners Frank Konigseder, Jr. “Our goal was to upgrade the user experience in every conceivable way.”

And that’s exactly what the new LibertyCoach.com delivers. For starters, the site functions equally well on mobile phones, tablets and computers, thanks to advanced RWD (responsive web design) technology that automatically resizes and reformats content to different devices.

As for the content, it has been restructured and streamlined to deliver what users want and need to know about all things Liberty – the company, the coaches, and the lifestyle. News and events information has been consolidated into one easy to access section of articles, press releases, blog posts and event listings. Top-rated motorcoach resorts from across the country are detailed in the Destinations area. A new Service section combines key information about Liberty Coach service staff and capabilities with a comprehensive list of Prevost Service Centers as well as constantly updated service notices from the Prevost factory.

But it is the coaches themselves that take center stage at the new [LibertyCoach.com](#). “Our data showed that the vast majority of site visitors are motorcoach shoppers,” said Mike Templeton of MA Interactive Group, the website developer and Liberty’s longtime marketing communications partner. “We want to make sure they get what they came for, by making their shopping experience as informative and compelling as possible.”

There’s no question the new site does just that. Every coach in the company’s inventory – currently 15 new and used Liberty models as well as four Emerald coaches – is showcased in several pages of interior and exterior photos, key selling points, and detailed specs. There’s also a [Design Gallery](#) that invites shoppers to get design ideas by browsing photos detailing different aspects of late model Liberty coaches – bedrooms, baths, cockpits and so on. And a new “[Why Liberty?](#)” section examines in detail the specific points of difference – from engineering and craftsmanship to premium components and technological breakthroughs – that make the company’s coaches superior to any other coach conversion.

“We believe the best coaches in the world deserve a world-class presentation, not just in the showroom but online as well,” Konigseder said. “That’s what you’ll find at LibertyCoach.com, now more than ever before.”

With locations in Stuart, FL and North Chicago, IL, Liberty Coach has been providing legendary leadership in the luxury motor coach industry for over 40 years. For more information about Liberty’s custom Prevost motor coaches, please visit [www.libertycoach.com](#) or call 800-554-9877.



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**Online Web 2.0 Version**

You can read the online version of this press release [here](#).