

Steve Holt Joins Lazydays RV as Retail Sales Director

The RV Authority and world's largest RV dealership announced that Steve Holt has joined the company as director of retail accessories.

Tampa, Florida ([PRWEB](#)) November 30, 2015 -- [Lazydays](#), The RV Authority and world's largest RV dealership, announced that Steve Holt has joined the company as director of retail accessories, overseeing the dealership's vast retail operations on site and online. Holt brings to Lazydays a deep understanding of the RV accessories market, retail and online operations as well as merchandising. An entrepreneur and with more than 30 years of experience in marketing and business management, he will work alongside Lazydays' sales department to help drive retail sales for the Tampa dealership.

"Steve's background is fitting for the position," said Linda Stephens, VP of Finance & Operations. "He has a shared vision of where we want our accessories strategy to go as well as the business-to-consumer experience necessary to help us continue to meet the demands of our broad customer base. He is truly a great addition to our team."

Holt comes to Lazydays as the company is experiencing broad sales growth amid a series of outreach initiatives, including Lazydays' [acquisition of RV America](#), a transaction that includes three RV dealerships in the Denver, Colorado area; [the expansion](#) of its product selection to include a wide range of trailers produced by [Featherlite](#), the leader in towable trailers for both the auto and equestrian markets; and several new partnerships to host RV tailgating lots with the University of Florida Gators and the Tampa Bay Buccaneers.

"I am very excited to begin this new journey with Lazydays," Holt said. "They provide such a unique customer experience to each RVer that walks through their doors, and I look forward to contributing to and expanding initiatives that make Lazydays the RV Authority."

Prior to joining Lazydays, Holt served at Coast Distribution as vice president of brand and corporate marketing, directing all marketing initiatives for Coast's proprietary brands, including Arcon Lighting, Husky Towing and Powerhouse Generators. Prior to his years at Coast, he enjoyed a very strong career in marketing and merchandising including the co-founding of a multi-department specialty retailer, Allyson's Kitchen, dedicated to serving home chefs and gourmet enthusiasts.

ABOUT LAZYDAYS

Lazydays®, founded in 1976, is the world's largest RV dealership. Based on 126 acres outside [Tampa, FL](#) since 1996, over 30 acres in [Tucson, AZ](#) since 2011 and in Colorado since 2015 with three dealerships located in Johnstown, Aurora and Longmont. Lazydays has the largest selection of RV brands in the nation. Lazydays features nearly 300 service bays, more than 1,400 new and pre-owned RVs, and two on-site campgrounds with over 700 RV campsites. Lazydays has built its reputation on providing an outstanding customer experience with exceptional service and product expertise, and as a place to rest and recharge with other RVers. More than a quarter million RVers and their families visit Lazydays every year, making it "their home away from home." Lazydays has been recognized as a "Top 50 RV Dealer" by RV Business and as one of Tampa Bay's "Top Work Places." The Lazydays Employee Foundation, supported by payroll contributions from more than 60% of Lazydays' employees, has contributed more than one million dollars to make many historic changes for at-risk children in the Tampa Bay and Tucson communities. For most people, Lazydays isn't just the beginning of their



journey; it's very much a part of their ride. To learn more, visit www.lazydays.com.

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