

The ALLY ANGLE

ALLIANCE RV ACQUIRES MIDWEST AUTOMOTIVE DESIGNS | CELEBRATING 30,000 UNITS | MILESTONE RECOGNITION PROGRAMS | DELTA UPDATES



ALLIANCE RV ANNOUNCES ACQUISITION OF MIDWEST AUTOMOTIVE DESIGNS

We are pleased to announce a new chapter in the Alliance RV story: the acquisition of Midwest Automotive Designs. Renowned for their excellence in the Class B and Sprinter van segments, Midwest has established a premier reputation for luxury and craftsmanship that aligns perfectly with our core values.

For Alliance, this partnership represents more than a product expansion; it is an opportunity to bring our dedicated focus on the ownership experience to the motorized community. As we integrate these two organizations, our mission remains unchanged. We are steadfast in our commitment to listening to our customers, supporting our dealers, and always doing the right thing. We look forward to welcoming Midwest owners into the fold and delivering the "Alliance Standard" of service to a new generation of travelers.

Welcome to the future of Alliance RV!

ELEVATING THE STANDARD: QUARTERLY REPORT



CELEBRATING OUR 30,000TH UNIT

We are excited to announce an exciting achievement here at Alliance RV: the completion of our 30,000th unit. Since we opened our doors in 2019, our growth has been fueled by a "customer-first" philosophy, where we listen to your feedback to build better RVs. This milestone was made official this week as a Delta Ultra Lite ML166 rolled off our production line, headed soon to a dealership near you.

This success belongs entirely to our incredible manufacturing team, whom we proudly call the "A-Team." This nickname reflects the deep respect we have for our skilled craftspeople and their unwavering commitment to quality. As our Co-Founder Coley Brady noted,

"We didn't just build 30,000 RVs; our team built 30,000 dreams for our community of owners."

Our "team-first" culture is the engine behind everything we do. By empowering our talented staff and focusing on the fine details, we've been able to rise rapidly within the industry. We are incredibly proud of this 30,000-unit mark, as it stands as a direct testament to the passion and hard work our team pours into every vehicle we create.

THE ALLY ANGLE - QUARTLERLY REPORT

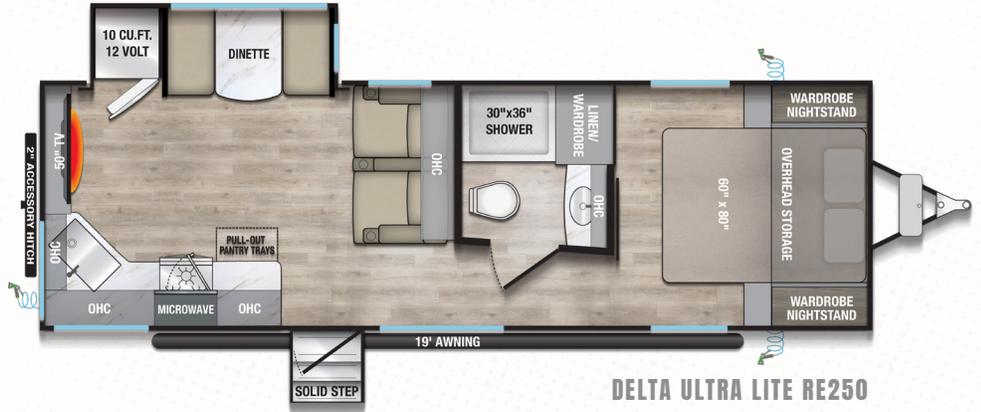


CELEBRATING LOYALTY: THE SECOND ANNUAL MILESTONE RECOGNITION PROGRAM

For the second year in a row, Alliance RV is proud to honor the dedication of our team through our Milestone Service Program. Co-founders Coley and Ryan Brady have authorized significant bonuses to recognize those reaching key service anniversaries, highlighting our belief that our people are our greatest strength.

The program features a \$5,000 bonus for employees celebrating five years with the company. This initiative is designed to reward the long-term loyalty of the team members who helped scale Alliance RV from a bold vision into a major industry player.

This tradition is more than just a monetary award; it is a heartfelt “thank you” to those who embody our mission to “Do The Right Thing.” We are committed to fostering a culture where every team member feels valued as we continue to build a better RV and a better customer experience together.



COMING SOON: A UNIQUE TWIST ON A COUPLES COACH

We are excited to announce a new addition to our lineup: the Delta Ultra Lite RE250. At 29’ 11” and a dry weight of 6,175 lbs, this floorplan is expertly designed for effortless towing without sacrificing the “wow” factor of a larger coach.

The RE250 offers a fresh take on the traditional couples coach, featuring a dedicated rear entertainment space that serves as the heart of the home. With a 50” TV and a fireplace, the atmosphere is instantly cozy and inviting which is perfect for rainy afternoons or quiet evenings. The living area is rounded out with premium theater seating and a spacious dinette, while the kitchen provides ample amount of countertop space for easy meal prep.

The comfort continues into the private spaces, featuring a bathroom with a large 30”x36” shower, a porcelain toilet, and a sleek stainless steel sink. Finally, the front bedroom ensures a great night’s sleep with a 60x80 queen bed and plenty of integrated storage for all your travel essentials.



FURNITURE REFRESH

You spoke, and we listened! To kick off the year, we’ve added a stunning Tan Furniture Package for all Delta floorplans. This rollout comes by popular customer request, reflecting our ongoing commitment to putting your preferences first.

ENGAGING STATS:

224K+

CURRENT SOCIAL FOLLOWS

ABOUT ALLIANCE RV

Alliance RV was founded in 2019 with a mission to provide a better RV ownership experience. Based in Elkhart, Indiana, the company designs and builds luxury fifth-wheels and toy haulers, incorporating direct feedback from a dedicated community of RVers. Alliance RV is committed to quality, innovation, and providing the best possible customer service. For more information, visit www.AllianceRV.com