



We are excited—make that thrilled—to celebrate the kick-off of the “unofficial” start to summer with our first-ever full-page print ad in The Wall Street Journal’s *Far and Away Magazine*—a beautiful collaboration between the Wall Street Journal and the National Geographic Society. We owe much of our early and continued success to the WSJ and the incredible review done by Dan Neil in [The Road Chief is the Ultimate Camper](#). Today, we have expanded our product line, added a few more firsts and continue to be the best travel trailer in the world.

Adventure on your terms,
Geneva Long
Bowlus Road Chief