

# Kampgrounds of America, Inc. to Provide New Roadside Program for RVers

Press Release Date: April 17, 2023

**BILLINGS, Mont. (Apr. 17, 2023)** – Kampgrounds of America, Inc. (KOA) is pleased to announce the release of a new roadside assistance program, RV RoadHelp. Working closely with Drive America®, a company with over 50 years of automotive protection expertise, the new roadside program exclusively designed by KOA utilizes curated, expert service providers to offer the best on-the-road assistance. RV RoadHelp offers RVers peace of mind with full-service roadside rescues and repairs across the U.S. and Canada.

“RVers are a core part of our business, and we want to ensure they have the resources to travel safely no matter where they explore or camp,” said Diane Eichler, senior vice president of marketing for Kampgrounds of America, Inc. “We’ve been very mindful to design RV RoadHelp to provide travelers with easy, efficient ways to get the help they need on or off the road. With the growing popularity of RVing and varying rig types from class A to towables, it was important for us to create an all-inclusive product that services both recreational vehicles and towing vehicles.”

Relying on specialized service providers like Custom Glass Solutions and Tire Rescue, KOA’s RV RoadHelp combines multiple providers differentiating it from other roadside assistance products currently available. Benefits of RV RoadHelp include roadside basics such as towing, locksmith service, fuel delivery, windshield repair, battery boosts, and mobile tire repair and replacement. Unique offerings include 24-hour ask-an-expert service, travel interruption assistance, and an RV Lifestyle & Repair Club subscription which includes a library of how-to videos for the DIY inclined.

Said Drive America’s Vice President, Kevin Nesmith, “RV RoadHelp is a unique product in the marketplace, packed with valuable benefits for all types of RVers. It’s been a massive collective effort from all parties involved and we are very excited to deliver RV RoadHelp to the RV and camping community.”

RV RoadHelp service is available across the continental U.S., Alaska and Canada, ensuring you’re covered no matter where you travel in North America. It also offers the largest network of certified RV specialists allowing more repair flexibility than other assistance options.

The annual cost for RV RoadHelp is \$124.95. Visit <https://rvroadhelp.com/> to learn more and sign up.

## **ABOUT KAMPGROUNDS OF AMERICA**

[Kampgrounds of America, Inc.](https://www.kampgroundsofamerica.com/) has been the definitive leader in outdoor hospitality for more than 60 years. United under the mission of “connecting people to the outdoors and each other,” the company consists of two unique brands: KOA and Terramor Outdoor Resorts. KOA, the world’s largest system of privately-owned, open to the public campgrounds, consists of more than 500 franchised and owned campgrounds. With unrivaled brand visibility, KOA also offers campground owners and operators unparalleled support in campground education, design, recruitment, marketing and technology. Terramor Outdoor Resorts, a glamping venture, opened its first flagship property in Bar Harbor, Maine in 2020. Literally meaning “Love of Land,” the brand focuses on delivering a refined and upscale outdoor experience. For more information, visit [KOA.com](https://www.koa.com/) and [TerramorOutdoorResort.com](https://www.terramor.com/).

###