

Coach-Net Dispatch Operation Changes Name to Pinnacle Dispatch, Remains the Perfect Partner for Tow Professionals

In some ways it's just a simple name change. But it also underscores our high level of commitment to the towing industry, and our exciting plans for the future. *Effective immediately, Coach-Net Dispatch is taking on a new name, becoming Pinnacle Dispatch Solutions.*

Yet you may be wondering, "Why would such a trusted brand change its name?"

Many tow professionals know the Coach-Net name because of its dispatch operations. After all, for nearly 30 years Coach-Net has been one of the RV industry's leading technical and roadside assistance service providers, and one of its most well-respected brands, with an exceptional commitment to customer service.

Through Coach-Net Dispatch, tow providers have gained access not only to RV owners needing assistance, but also to passenger vehicle owners and motorcycle riders across North America who are members of Coach-Net's sister company, the National Motor Club.

The Coach-Net Dispatch team has also provided white-label, concierge-class roadside assistance to a variety of corporations, membership associations, insurance companies, automotive businesses and other organizations. In this manner, Coach-Net Dispatch has served the business-to-business (B2B) market, for the benefit of tow providers seeking both a reliable partner and a steady source of business.

Why change our dispatch operation's name?

Frankly, the Coach-Net name made some customers think we handled *only* RVs, when in reality, our dispatch team and tow provider network have always handled a wide variety of vehicles. The new name helps us more effectively market ourselves to a broader audience – and therefore to bring tow providers more business!

The Coach-Net brand is so strongly associated with RVs, however, that some customers were confused about Coach-Net Dispatch's capabilities. How on earth could an RV-focused company also assist with so many other vehicle types?

It was an understandable source of confusion, and it's one we needed to remedy, *but without changing who we are and the way we've always done business.*

That's why we're going with the Pinnacle name. It's a name that is broader in its meaning, highlighting our ability to serve a wide swath of the traveling public – the RV market and much, much more.

Most importantly, it's a new name that will better enable us to market effectively to a wider audience.

What Does This Mean For You?

Of course, what this means for you is that, going forward, *our company will be even more powerfully capable of bringing business to you, the tow provider*. We are truly putting our stake in the ground, declaring our commitment to *concierge-class roadside assistance™* and *private-label product marketing solutions for corporate clients*.

We are also emphasizing our determined focus on delivering a high-end, high-touch roadside assistance experience plus access to a wide variety of lifestyle enhancement benefits that go well beyond travel- and driving-related services.

Having a brand that more clearly conveys our full range of abilities to a broader market helps us sell on the wholesale side, by not limiting us in the customer's mind to the RV sector only, or to traveler services only.

What Doesn't It Mean?

It's *not* a change in how we do business. It's *not* an ownership change. It's *not* a change in our commitment either to **you** – valued members of our tow provider network – or to the customer and their parent company or association.

While we have brought in some new, key leaders – including new President and COO Robert Henry, an experienced veteran in leading successful B2B2C companies, including other motor clubs – you'll also see a lot of the same familiar, friendly faces in virtually all of your interactions with our company.

“Just as we have for decades, Pinnacle will continue to be a trusted provider of business and a dedicated partner for tow companies,” said Rod Fone, Director of Dispatch Management. “Personally, I've been with the company for 19 years, and I'm truly excited about what this change means not only for us, but also our service providers across North America. With the Pinnacle name, we can capture even more highly desirable business, which means even more revenue opportunities for our entire network.”

It's important to note that the dispatch operation's new name *changes nothing* about our long-standing Coach-Net



Coach-Net as a brand isn't going anywhere. This is simply a name change for our *dispatch* operation, to better represent its broad capabilities and exciting future plans. Coach-Net will continue offering peace-of-mind products and services specifically designed to meet the needs of RV owners, just as it's done since 1987.

Tow Professional Advertorial, continued

brand, which will continue to maintain a laser focus on RV lifestyle-enhancing services and products for consumers, ensuring a care-free connection to RVing.

It also remains true that Coach-Net's parent company owns its own call center, which is a powerful differentiator from every other company in the RV technical and roadside assistance business – it just no longer bears the Coach-Net name.

Why Pinnacle, and Why Should You Work With Us?

So what's special about the Pinnacle name? To be honest, what we like about it is that a pinnacle is the highest point, the very top of the tops.

That's what we aim to be, in every interaction – whether it's with a business, association, manufacturer or insurer that's entrusting their employees or members to us, whether it's with that individual customer who's got a personally critical roadside assistance and service need, or whether it's with the tow providers and service centers who make up our extraordinarily capable nationwide network.

Pinnacle also represents the fact that our service commitment is extremely high, in each of those contexts. We aim to be responsive, compassionate, knowledgeable, helpful and easy to work with, time and time again.

For you, the tow provider, we pledge to:

- (1) Make doing business with Pinnacle as easy as possible
- (2) Facilitate fast payments smoothly
- (3) Make a live person readily accessible by phone
- (4) Ensure simple access to a regional manager
- (5) Continue to innovate

Innovations on the Horizon

That last pledge point is particularly important. As part of rebranding to Pinnacle, and aiming for the peak of performance, we will soon be rolling out new or enhanced tech-driven solutions that make it easier to work with Pinnacle.

For example, through digital dispatch, we will speed up dispatch requests so you can be more efficient in doing your job, and moving on to the next one.

Be sure to ask about Pinnacle's Preferred Partnership Program. With our incentivized bonus structure, getting you on the road to making more money is as easy as fulfilling a few simple steps:

- Priority call acceptance
- Quick response times
- High customer satisfaction
- Professionalism

Tow Professional Advertorial, continued

Additionally, through our enhanced online partner portal, we will be making it easier for you to run reports that generate meaningful data – enabling you to see how well our partnership is working, and where it might be possible to do even better.

Ultimately, we are looking for more and better ways to help you be more successful. That includes bonus programs and incentive initiatives to reward you simply for being a great partner.

Visit us at www.PinnacleProviders.com to find out more about these programs, our new initiatives and how Pinnacle can be the perfect partner for your tow operation.