

Case Study

Newell Coach Modernizes the RV Industry with Valid's Instrument Cluster



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Newell was struggling with their motorhome digital dashboards provided by their previous supplier; they would often have issues with performance and customer support. Additionally, the dashes could not be customized to meet customer demands. Newell was looking for a way to improve their digital dash that incorporated the latest features and technology and could be relied on for good performance. They also wanted a supplier who was known for providing excellent technical and customer support.

“When you select Valid as a supplier, you get a partner that is committed to your long-term success.”

Newell approached Valid Manufacturing with the request to see if Valid could create an improved dash that was reliable and customizable. The result: a new digital dash for Newell coaches, increased customization for customers, excellent customer support and a great working relationship between Valid and Newell.

Valid Manufacturing is an engineering and advanced manufacturing company specializing in designing innovative solutions for commercial, recreational and transit vehicle applications. Newell had previously worked with Valid on its leveling system for their coaches, so knew the depth of their engineering services as well as the excellent service provided by their customer support team.

“To improve our dash, we were looking for ‘What’s the next thing?’”, says James Neatherry, VP of Engineering at Newell Coach. “Valid is one of our best and most innovative suppliers in terms of what they provide

in engineering support and services. The breadth of what they can do in both their mechanical design and electronics design is very impressive. So we asked them what they could create to help us provide custom solutions for our customers.”

Valid developed a new dash and driving system for Newell, [Valid’s Instrument Cluster](#). This modern, digital graphics-based dash provides more flexibility and customization over traditional instrument clusters. For example, the Valid Instrument Cluster incorporates control for the leveling system and displays information from both the vehicle chassis and house systems. The dash also needs to be intuitive for drivers and only show them relevant information that is needed.

Valid’s Graphical Instrument Cluster can display:

- Engine gauges
- Transmission
- Battery capacity and voltages
- Camera video—bird’s eye view, vehicle interior, back up camera
- Air system
- Brake system
- Tire pressure
- Suspension and leveling/kneeling
- Fuel and trip information
- Onboard Diagnostics





- Step and door status

The process to build the dash was a collaboration between Valid and Newell. “It was an engaging process building the dash with Valid. There are government regulations on what you have to have in a vehicle dash and there are also other features and indicators that are important to have. But how do you take all this and put it together in a way that’s visually appealing and functional for our customers?” says Neatherry. “We gave Valid some mock layouts of what we were looking for, things that our customers expected in our coaches, then Valid took that input and went to work.”

Newell provided a list of what they needed or wanted in their digital dash, then Valid developed a quick prototype to ensure it met Newell’s specification. Newell provided feedback, then Valid adjusted for the considerations. This back and forth process continued until Newell was satisfied with the design and then Valid put the dash into production.

The resulting product, Valid’s Instrument Cluster can now be found in every coach that Newell produces.

“It’s important for Valid that we take input from our customers and use that while building components for them,” says Justin Scherba, Program Manager with Valid. “We want to ensure we are working with customers like Newell to provide high quality, custom products and

solutions that will meet their customer’s needs versus them having to buy something off the shelf and make it fit into their vehicle. Every customer and every vehicle is different and Valid understands that and customizes solutions for each of our customers.”

While Valid’s Instrument Cluster met Newell’s requirements for customization, innovation and intuitiveness, their customer support services helped seal the deal. Valid’s customer service department is a 24/7 operation with direct access to support personnel as well as engineering support. Valid also provides this service to their end use customers, so if a coach owner has a support request involving the Instrument Cluster, they could call Valid directly.

“Valid’s customer service is second to none. They are one of the few suppliers we work with who will provide a customer service directly to Newell’s customers if necessary, says Neatherry. They are one of the best companies to work with.”

James Neatherry, VP Engineering at Newell Coach



ABOUT VALID MANUFACTURING

Valid Manufacturing is an engineering and advanced manufacturing company specializing in designing innovative solutions for commercial, and recreational and transit vehicle applications.

Innovation, quality and customer service are integral to Valid. Valid's 150 employees work in 4 manufacturing facilities totaling more than 100,000 square feet available for product innovation and creation. Valid's in-house engineering team includes more than 40 mechanical, electrical, and electronics engineers and designers with an array of professional designations, giving Valid deep expertise when designing and developing innovative products for multiple industries. Valid invests heavily in Research and Development to deliver tailored solutions for our partners. Valid prides itself on providing superior products and services, and building long-term relationships with its customers and employees.

For more information on Valid, please visit www.validmfg.com



ABOUT NEWELL

Since 1967, Newell Coach has always been at the forefront of motorhome evolution. Newell prides itself on its industry-leading style, engineering and performance. Newell creates innovative, quality motorhomes and is known for its exemplary customer service. Newell's success can also be traced to its commitment to its highly-skilled and talented workforce who put the customer first in everything they do. Newell's craftsmanship and dedication to the customer separates a Newell coach from any other motorhome.

For more information on Newell, please visit www.newellcoach.com

