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PLEASURELAND RV ACQUIRES NORTHVIEW CAMPERS IN SIOUX FALLS, SD

ST. CLOUD, MN, June 28, 2018, PleasureLand RV Center has announced that it has acquired Northview Campers in Sioux Falls, South Dakota, and will be the seventh location to its family of dealerships.

“We are excited to have the staff of Northview Campers join the PleasureLand RV team. They have built a strong service reputation in Sioux Falls and we look forward to continuing to serve this growing market” said Dan Pearson, CEO of PleasureLand RV. “A location in the South Dakota market is a first for us and we look forward to this addition to our family of dealerships”.

This location will feature a complete selection of new and pre-owned travel trailers, 5th wheel trailers, toy haulers, destination trailers and cargo trailers. Grand Design, Forest River and Continental Cargo will be some of the brands being sold. It will offer a complete selection of RV parts and accessories along with a full service center. It will operate at 4705 Northview Avenue, Sioux Falls, SD 57107.

PleasureLand RV is a family owned and operated RV dealership based in St. Cloud, Minnesota and has been in business since 1971. It is the upper Midwest’s largest recreational vehicle retailer and has seven locations in St. Cloud, Ramsey, Brainerd and Long Prairie, MN and Sioux Falls, SD. It also operates a RV Surplus store in Brainerd, MN and a Truck Center featuring late model pick up trucks and SUV’s in St. Cloud, MN.

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