

CHANGING THE GAME

HOW DRAGONFLY ENERGY AND KEYSTONE
RV'S UNPARALLELED STRATEGIES SHIFTED
THE RV POWER INDUSTRY



dragonfly[®]
ENERGY



KEYSTONE
RV COMPANY

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TRANSFORMING THE RV EXPERIENCE

"With the SolarFlex and Dragonfly system, it's something nobody else does," Blake Housh, Co-owner of Becker Autos & Trailers in Beloit, KS, said.

At the start of 2022, Dragonfly Energy and Keystone RV announced an exclusive agreement, news that the RV industry and dealers had never seen before. The partnership introduced Dragonfly Energy Lithium-ion batteries as standard or optional equipment as a part of the SolarFlex package on all Keystone fifth wheels and travel trailers.

Through the agreement, Dragonfly Energy's brand of technology and renewable energy storage became available to the public for the first time. Combined with Keystone's SolarFlex program, RVs equipped with industry-leading Lithium-ion technology transformed what travelers could do on and off the road.

WHERE IT BEGAN

From the very beginning, the program took off, and a large part of this success attributed to the support that Dragonfly Energy gave to Keystone RV and its vast dealer network.

The companies' relationship began in 2020, when Keystone introduced Dragonfly Energy Lithium batteries with the very first SolarFlex program, available exclusively on Keystone's Montana luxury fifth wheel RVs. In the fall of 2021, Keystone introduced SolarFlex solar energy systems as standard equipment on all product lines, and shortly thereafter, Dragonfly Energy batteries were added as a factory-installed option on all models.

As a part of the program, Dragonfly and Keystone also launched an dealer education initiative, including in-person and virtual sales and service training, support resources and documentation, and a call center with dedicated support specialists. These tools proved to be essential, building critical product knowledge and confidence and creating the enthusiasm necessary to shift the direction of the industry.

Dealer and consumer response has been so powerful that in the fall of 2022, factory-installed Lithium ion batteries were included with nearly every RV Keystone shipped.

“IT'S SOMETHING NOBODY ELSE DOES.”

BLAKE HOUSH

CO-OWNER, BECKER AUTOS & TRAILERS



D&D RV CENTER



D&D RV CENTER

DRAGONFLY LITHIUM BATTERIES STRENGTHEN KEYSTONE'S SOLARFLEX PROGRAM

Keystone's relentless focus to deliver products that meet the evolving needs of owners, the camping industry, and the environment. This includes having the courage to challenge industry norms and fortitude to keep driving toward quality solutions that truly make a difference for customers. SolarFlex energy packages, with the added benefit of Dragonfly Energy Lithium batteries, is perhaps the brightest demonstration of the company's commitment to innovation.

For years, lead acid has been a major pain point for RV customers, so the move to Lithium has been game changing.

"As far as it goes with the solar and the Lithium-ion batteries, the Lithium-ion batteries are just a better product than what's been in the industry before. They give the customers an option to go longer and further without a generator and without shore power access," Joshua Murdock, Shop Foreman of Hemlock Hill RV, says.

Dragonfly Energy and its Lithium-ion batteries have come in to provide an experience that customers haven't yet found elsewhere. When comparing to lead acid, Dragonfly LiFePO₄ batteries are 1/5th the weight and provide 2x-3x the power in the same physical space. In addition, they are maintenance-free and allow for 100% depth of discharge, and with 5x faster charging via numerous sources, customers have power when they need it.

But the benefits of powerful and reliable Dragonfly Lithium don't stop there.

LONGER LASTING

"You're going to get a lot more practical use out of these. Even if you run these things all the way down and have to bring them back up, the useful life is so much longer." - Kory Goetz, Co-owner of Curtis Trailers

UNPARALLELED SUPPORT AND WARRANTY

Dragonfly Energy's team of technical sales specialists has a dedicated line for Keystone RV, where customers and dealers can call for support on their Lithium batteries, components, and warranty.

"We wanted to take the next step, and we feel the Lithium batteries in conjunction with solar panels will give the customer that great experience when they're out camping. Plus, we can offer the customer a 10-year warranty on their battery, which we feel is very important." - Ladonna Meadows, Owner of Tacoma RV

“ THEY GIVE THE CUSTOMERS AN OPTION TO GO LONGER AND FURTHER WITHOUT A GENERATOR...

JOSHUA MURDOCK

SHOP FOREMAN, HEMLOCK HILL RV



ENVIRONMENTALLY SAFE AND NON-TOXIC

"The Dragonfly solution in Lithium batteries is by far the most superior I've seen out there. The technology they're using ... it makes them super safe. They're just a great fit for the RV world." - Brian Weirauch, RnR RV Center Service Manager

“ THEY’RE JUST A GREAT FIT FOR THE RV WORLD.

BRIAN WEIRAUCH

SERVICE MANAGER, RnR RV CENTER

EDUCATION AND TRAINING ELEVATES DEALER-CUSTOMER RELATIONSHIPS

Dragonfly Energy's unique grassroots approach to training and marketing, alongside the support and education Keystone provided, has been key to the rapid adoption of the SolarFlex and Lithium program. Experienced technical specialists were sent out to Keystone dealers to conduct hands-on, in-person training to familiarize dealerships with the program and its components. These efforts provided valuable information, experience, and a greater understanding of the benefits to solar and Lithium technology to the dealership's bottom line and to the end customer.

Training workshops were backed by a full complement of marketing resources. Dragonfly's video team met with top Keystone dealers across North America to capture their stories and spread the word to explain how game-changing and unique the technology is for their customers.

As a follow up to training, dealership teams can also earn a Dragonfly Energy certification by taking 101 and 102 courses available on Keystone's IGNITE sales training platform, Tech's Toolbox app, or via direct web link (dragonflyenergy.com/dfe-certified).

"Dragonfly's training was invaluable for our store," Mark Rispens, Partner and General Manager of D&D RV Center, said. "I've been in dealerships for 34 years. This is the first time in 34 years that I've seen a staff, top to bottom—sales, service, parts everybody—on board with something after a training."

“ THIS IS THE FIRST TIME IN 34 YEARS THAT I’VE SEEN A STAFF, TOP TO BOTTOM, ON BOARD WITH SOMETHING AFTER A TRAINING.

MARK RISPENS

PARTNER & GENERAL MANAGER, D&D RV CENTER



BECKER AUTOS AND TRAILERS

At the end of the day, this support gave dealers the confidence they needed to start pushing this program and its incredible technology and has change the camping experience for their customers.

Hemlock Hill RV's Chris Andro said, "In our dealership, it really spurred an education process for everybody from parts to service, service advisors and salespeople, they really wanted to get educated. We really wanted to focus on our customers' ownership experience. We want to make sure we maximize that solar experience. We want to make sure we maximize those batteries."

"It gives anyone distinct competitive advantage who has a little bit of education behind them to help understand how they work so they can help their customers understand and then enjoy their RVs to their fullest, whether they're plugged in or not plugged in."

Keystone's expanded SolarFlex program with Dragonfly Energy Lithium batteries has introduced an exceptional value proposition that has captured customers' attention. With a firm grasp of the technology and its benefits for the customer and the dealership, Keystone's dealer partners are motivated to share these advanced options with buyers knowing that they are providing outstanding value and reliability.

"Our understanding and our comfort level with SolarFlex and Dragonfly and how all of that was going to work together to help our customers' experience was so greatly enhanced with [the training provided] that we were talking to customers with knowledge, information, and confidence, and we believe top to bottom that we're doing the right thing for the customer," said Mark Rispens with D&D RV Center. "We learned so much on the technical side, but also on the sales side, and how it was really going to benefit our customers, which was the big thing."

DEDICATED SUPPORT AND INDUSTRY-LEADING WARRANTY

With a 10-year warranty and in-house, U.S.-based technical support, Dragonfly Energy provides lifetime assistance to both customers and dealers for Lithium power systems. A phone line is dedicated specifically to Keystone customers and can be found on every Dragonfly Energy battery purchase through Keystone RV.

"The support from Dragonfly and the team over there has been phenomenal. They came in here during training and said, 'The number is on the battery, call whenever you have a question,'" Chris Andro from Hemlock Hill, said.

"Dragonfly has walked us through, very patiently and very professionally, the process of using [proper] controllers and which solar panels and how to match [it all] up. And really, their main concern is that the customer's end experience is great, and the Lithium product is doing what it's supposed to do."



“ THE SUPPORT FROM DRAGONFLY AND THE TEAM OVER THERE HAS BEEN PHENOMENAL.

CHRIS ANDRO
HEMLOCK HILL RV

DRAGONFLY ENERGY AND KEYSTONE RV STRENGTHEN THEIR PARTNERSHIP

The ability to ship RVs with factory-installed batteries is an inflection point for a better retail customer experience.

"Because of deficiencies that are inherent with lead acid technology, installing batteries during manufacturing hasn't been an option. The shelf life is bad, and they off gas, so they're toxic. OEMs that are building the piece of equipment don't want to keep lead acid batteries on their factory floor. Lithium technology eliminates all of those concerns, allowing an OEM to be able to put the battery in the vehicle at the time of manufacturing," explained Wade Seaburg, Director of Outside Sales and Business Development for Dragonfly Energy.

One of the biggest selling advantages is that Keystone RVs equipped with SolarFlex and batteries can be shown with lights and operational systems from the minute they arrive on a dealer's lot.

"Having them installed at the factory level is a big benefit to us as salespeople. They can literally show units in their full," says Dan Schneider, Sales Manager of Curtis Trailers in Beaverton, Oregon.

Will Moran, Direct Sales Manager of Keystone RV, said, "These Lithium batteries are going to come installed from us, the manufacturer, on the RV in a secure lock box. Neither the dealer nor the customer has to take them off the coach for any reason."

"When the sales crews go out to show them, you can turn lights on-you can show the operation of the unit. About eight, nine years ago, we spent over \$30,000 running power around a good portion of our lots so we could plug things and so we could show them with lights on and with electricity on. We can do that anywhere on the lot now with Keystone," said Mark Rispens.

"We can turn a 12V fridge on the moment it gets here and keep it running until it sells and show it on display with no propane and no 120V power hooked up. There's a lot of really great advantages to having the batteries on there."

VERSATILE SOLARFLEX AND RELIABLE LITHIUM THE PERFECT MATCH FOR KEYSTONE RV DEALERS AND CUSTOMERS

An RV lifestyle powered by renewable energy is both a more sustainable and elevated experience. The addition of Dragonfly Energy to Keystone RV's SolarFlex program gives more RV campers access to the kinds of camping experiences once reserved to owners who had the time, energy and resources to do a proper aftermarket solar upfit. With this program, dealers can not only offer buyers the ability to power more than they ever have, travel off the grid, and stay for longer periods of time; they can also feel confident in the safety and reliability of the system components.

"It's been a really good, fun, productive relationship, and we feel extraordinarily fortunate to have had [Dragonfly Energy and the training] from the very beginning of the process," D&D RV Center's Mark Rispens stated.



**WE FEEL EXTRAORDINARILY FORTUNATE TO HAVE
HAD DRAGONFLY ENERGY AND THE TRAINING...**

MARK RISPENS

PARTNER & GENERAL MANAGER, D&D RV CENTER