



## **Sales Up Over 40% Over 2010 for Teardrop Trailer Distributor Little Guy Worldwide**

*Lightweight Teardrop Trailers Appeal to Cost Conscious Consumers and Economy Car Owners and Make Camping and RVing More Affordable to Thrifty Consumers*

Massillon, Ohio ([PRWEB](#)) January 03, 2012 -- Massillon, Ohio based Little Guy Worldwide announced today that its sales for 2011 were up by more than 40% over 2010, making 2011 a high water mark for the distributor of teardrop trailers and other micro-sized recreational vehicles. According to Little Guy Chief Operating Officer Chris Baum, "Our lightweight teardrop trailers appeal to cost conscious consumers and economy car owners while making camping and RVing more affordable to thrifty consumers. Our teardrop trailers can be pulled by virtually any vehicle with a hitch. You'd be surprised how many Smart Car owners tow our campers behind their tiny little cars."

Little Guy Worldwide has been selling teardrop campers since 2004, and it has experienced steady growth over the past seven years. But this year's success came as a bit of a surprise to company owner and CEO Joe Kicos. "We have always maintained that our teardrop trailers and other lightweight campers countertrend the economy," said Mr. Kicos, a former airline pilot and stock broker, "and we're not quite sure what to think about this recent spike in sales. The one thing that we consistently hear from our customers is that they have grown tired of lugging around a large 5th wheel camper or towing a car behind a motor home, and that they want a more practical way to travel. Our customers are truly evangelists for the teardrop camping lifestyle and for the Little Guy Line of lightweight campers. They've traded-in 6 miles per gallon and a forty foot ball and chain for a 500 pound camper that sets up in sixty seconds and can be towed by the smallest car on the market."

Going little seems to be helping Little Guy to go big, and the company plans to leverage its momentum during the first quarter of 2012. "We have a couple of major distribution opportunities that we expect to come to fruition sometime before the close of the first quarter," reported COO Chris Baum. "Gaining consumer awareness of lightweight towable camping trailers has always been a challenge, and we plan to address this lack of consumer awareness of the category by expanding our footprint in the conventional RV distribution channel during the coming year."

Little Guy's teardrop trailers are regularly featured on the Price is Right and Let's Make a Deal television game shows and are manufactured by Amish craftsmen in Sugarcreek, Ohio. Little Guy Worldwide offers over a dozen models of teardrop trailers and other lightweight campers ranging in price from around \$5,000 to just under \$15,000. Today's teardrop trailers are a throwback to the "honeymoon coaches" of the 1940's and 1950's which were responsible, in part, for launching the modern recreational vehicle industry in America. These honeymoon coaches were constructed from the aluminum skin of wartime bombers and used Jeep tires that were salvaged from the decks of sunken ships. Teardrops take their name from the aerodynamic shape that resembles a water droplet. This shape is widely regarded to be one of the most efficient shapes in nature.

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