

RV center turns 60

By **BENNIE SCARTON JR.**

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Reines RV Center in Manassas is celebrating its 60th anniversary of being in business.

The company at 10850 Balls Ford Road, was started by the late "Dusty" Reines with \$50.

From the small rented space on the side of a gas station on Wisconsin Ave. in the Georgetown section of Washington, D.C., the family business has grown into Reines RV Center, a 10-acre state-of-the-art RV dealership in Manassas.

Lindsey Reines is the now the company's president.

"My father and late brother, Richard, would be very pleased that the dealership they worked so hard to establish continues to grow and prosper," said Reines.

After serving in the Navy during World War II, "Dusty" Reines started his used car business in Georgetown. Soon he was able to rent a second location in Bethesda.

In the 1950s, business was good enough that he was able to purchase property in Arlington and move Reines Motor Co. to 1840 Wilson Blvd.

In the 1960s, he bought a few

travel trailers to sell and was so pleased that he decided to shift the business from used cars to recreational vehicles.

At his young son Richard's suggestion, they changed the name to Reines Motor and Trailer Co.

Richard and his younger brother Lindsey loved going there as children and when they were old enough, they began working with their father.

By the early 1980s, the company had outgrown the small lot on Wilson Boulevard, and in 1982, the firm moved into a former automobile dealership on Lee Highway near Fairfax Circle in Fairfax.

When "Dusty" Reines retired in 1982, Richard became president and Lindsey became vice president. They expanded the dealership and revised the name to Reines RV Center and it became well known throughout the industry as a pioneer in the recreational vehicle business. As a child, Richard had even designed some travel trailers that were manufactured in Tennessee and sold around the country. Lindsey sold his first trailer at 14 and began working full-time at the dealership in 1974.

After some 15 years in Fairfax, the company had outgrown the facility. Richard and Lindsey found a spot for a new larger location just off Interstate 66 on Balls Ford Road in Manassas. They moved the dealership there in the summer of 1998. It was the realization of their dream.

After taking the firm from a "mom and pop" company with three employees to a successful RV dealership in a large, innovative facility, Richard was diagnosed with cancer later that year and died in March 1999. Lindsey was left to carry on the Reines family legacy.

The dealership features a large indoor showroom, a 16-bay service department, as well as a complete line of new and used RVs.

The dealership has received many customer service awards from Winnebago Industries, Fleetwood Enterprises and other manufacturers. The company was named the National RV Dealers Association 2005 Top Quality Dealer of the Year during the annual meeting in Las Vegas. Lindsey accepted the award on behalf of the dealership.

"While our employees are

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Lindsey Reines is owner and president of Reines RV Center which is celebrating its 60th anniversary. The firm has 50 employees and 150 vehicles on its 10-acre site in Manassas, opened there in 1998.

pleased to receive the Top Quality Dealer award, we are not satisfied. We are committed to working with our manufacturers, suppliers, and other business partners to improve the RV experience of all our cus-

tomers," said Lindsey.

From 1946 to 2006, Reines RV Center has survived and prospered despite many hardships and economic downturns, including gas shortages. As the nation's top dealer of the year,

it is a fine example of a small family business that achieved success through hard work and enthusiasm.

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