

Swift

2014 Line-up

By Andy Jenkinson



Swift reveals its new **'Smart'** construction system, and gives the **Sterling Eccles Sport** and **Eccles SE** a contemporary interior influenced by the **'Concept'** prototype



Sterlings, Swifts and Sprites see some good changes for 2014.

SWIFT has a new construction system which eradicates wood from the framing of the walls and roof. Named 'Smart', this new polyurethane-based product is totally impervious to water, and it's also lighter and stronger.

After extensive testing, the new construction proved to be durable and practical, and was still able to give the designers plenty of scope to come up with very desirable profiles.

The 'Concept' tourer which was shown at the NEC show in February this year has made it into production under the Eccles Sport and Eccles SE ranges.

The new interiors will either wow or disappoint viewers! New layouts include an L-shaped front lounge in the Sprite and Eccles SE, plus a new double-dinette layout (640) in the Challenger Sport and Eccles Sport.

Swift has its exclusive bed mattresses supplied by Dragons' Den winners Duvalay. These new memory foam mattresses are fitted to the SE, Conqueror and Elite ranges.

The new Swift 2014 line-up looks set to keep Swift as market leaders!





Sprite

Model	Berths
Alpine 2	2
Alpine 4	4
Major 4	4
Major 4 FB	4
Major 6	4
Major 6 TD	6
Quattro FB	6
Quattro EW (new)	6

Sprites receive a new exterior with retrogreen livery. Great to see this name highlighted once more!



Smart alloys on the Sprites. All Swift Group caravans are fitted with Dmack EcoXtra brand tyres, designed to improve rolling resistance.



L-shaped front lounge area in the new Quattro EW.



Sprite's sales were up 33% on last year's figures, but in 2014 Swift knows there will be stiff competition from the Elddis Xplore and Venus ranges, so they have made some alterations to keep the Sprite's specification up to standard.

A new twin-axled layout is added - this is the Quattro EW, with L-shaped front lounge with fixed bed and end washroom. This new layout will know doubt spur Sprite sales.

The new Sprites receive a full-height ABS back panel and are finished with new graphics in green. Improvements include Seitz windows, an upgraded Combi heating and hot water system, and sink extensions (on some models). A microwave is included in the Diamond pack.

There are new soft furnishings, but the furniture design and finish remains the same as 2013. The tracker system that was introduced last year remains in place.



The new Quattro EW offers lots of space for a family.

Challenger Sports have been selling extremely well. Swift has chosen to tweak the range and add a new double-dinette model. Heating has been upgraded with the addition of a digital control panel, water-saving shower heads are fitted, and there are new locker handles in the kitchen.

These improvements, together with an update to the soft furnishings and the installation of a 40-watt solar panel, should help Swift keep their lead in this market sector, which is seen as one of the most important.

With a line-up that follows the Challenger Sports (except for the 544 which is only available as a Challenger Sport), the Eccles Sports see dramatic changes for 2014. Their exteriors are given new graphics and matt black front lockers with a matching drawbar.

The interior goes truly contemporary, with cream coloured roof lockers, worktops, cupboards and wardrobe doors. Loose-fitting rugs and new soft furnishings have been chosen to match.

With chrome plug sockets and a specification that includes an oven, microwave and dual-fuel hob, the new Sports will definitely be a talking point in 2014. It will be interesting to see from the sales figures just how well these changes have been received.

Swift Challenger Sports & Sterling Eccles Sport

Model	Berths
442	2
514	4
524	4
544	4 (Challenger Sport only)
554	4
564	4
584	4
586	6
636	6
640 (new)	6

The Challenger Sport 640 is a new double-dinette layout for 2014.



The interiors of the Sport ranges remain modern and well appointed.

The side kitchen in the Challenger Sport 640 offers lots of storage and worktop.

Swift Challenger SE & Sterling Eccles SE

Challenger SE	Eccles SE	Berths
480	Topaz	2
530	Moonstone	4
565	Solitaire	4
570	Ruby	4
580	Quartz	4
620	-	4
625	-	6
630 (new)	Coral	6
645	Wayfarer	4
590	-	6

There's a new layout in the Challenger SE range: the 630, which follows the Sprite Quattro EW layout with its L-shaped front lounge, side fixed bed and end washroom. New additions to the spec include a 40-watt solar panel, Duvalay mattress and zoned carpets.

The Eccles SE offers a very modern, well equipped touring range for 2014. Compared with its Sport equivalent, it has slightly different graphics but takes the same all-new interior, with extra kit such as Alde heating and a 40-watt solar panel. New rugs are fitted, and the spec remains high. The new Coral layout offers an L-shaped front lounge and side fixed bed.

The SE ranges were a major success in 2013, they look set to continue their strong market position in 2014. Customers could be spoilt for choice with the layouts!



The Challenger SE 480 is popular choice for couples wanting space, good specification and a light weight.

The Challenger SE is a best seller, and with tweaks for 2014 Swift hopes to keep sales high.



The front lounge of the Challenger SE. Note the black plastic 'Challenger SE' name trim has gone.

Swift Conqueror & Sterling Elite

Conqueror	Elite	Berths
480	-	2
530	-	4
565	-	4
570	Amber	4
630	Searcher	4
645	Explorer	4

The Conqueror 565 with twin single beds and end-washroom layout.



The Swift Group's two top ranges have had some models axed, while others have seen some changes for 2014.

The Conqueror has lost its silver sides, and it now sports a white exterior. The solar panel has been upgraded to 40 watts, and Duvalay mattresses are fitted. In the front lounge, gloss-finish roof locker doors are fitted with chrome handles, while the kitchen is finished in chrome with a vanity tap.

The above changes are echoed in the Elite models, which have all-white exteriors and the same specification upgrades.

There is talk of a new range in this market sector coming through in February next year, and this may eventually replace these two ranges. For now, however, the upgrades carry these two ranges into next season's luxury market with a very high specification level.



The Conqueror goes classic with all-white exteriors.



Conquerors' luxurious interiors come with lots of spec, plus a high-gloss roof locker finish.