



Swift builds on the success of its super-luxury **Elegance** and **Sterling Continental** ranges, while the **Sterling Elite** is dropped



Swift reveals its new line-up for 2015.

IN 2014, Swift celebrated its 50th anniversary. The company's strategy is to honour the principles that its founder, Ken Smith, put in place half a century ago - to offer quality and value, and improve specifications on an ongoing basis.

These ideals are still being upheld. Swift is working on new products to entice new customers into caravanning, and it aims to educate and inform customers, offering support and answering any questions they may have on Swift's products.

Sales of tourers have remained level throughout 2014, while holiday home sales have exceeded predictions, winning Swift a reputation as a market leader in this sector. Motorhomes have seen a small rise in sales, but the new models are superbly designed and offer a spectrum of price and size (with good specifications) for virtually any motorhome purchaser.

Sprite has been tweaked to keep the range looking fresh. The brand more than held its own in 2014 and proved to be a big success in the entry level market, a sector where Sprite has excelled for many years.

The Swift Challenger, Sterling Sport and SE models have all had a boost to their interiors. Sadly, the Sterling Elite has been discontinued, and the new Conqueror range is down to just three models.

The big success stories for 2014 were the Elegance and Sterling Continental. These high-tech luxury ranges outsold their production runs, and for the new season several new models have been added.

With its new line-up, Swift looks set for a successful sales drive in 2015. Markets remain tough, but added value is sure to tempt buyers.



Sprite

Model	Berths
Alpine 2	2
Alpine 4	4
Major 4 SB	4
Major 4 FB	4
Major 6	6
Major 6 TD	6
Quattro FB	6
Quattro EW	6



Aralie Sen wood grain finish is used in the Sprite. The roof locker design remains the same.

Light wood grain gives Sprite's interior a brighter look.

IN 2013 Sprite's sales climbed by 33%, and this year that figure was exceeded - in fact, Sprite was the best performer in its group, hotly followed by Elddis Xplore, Venus, and Bailey's Pursuit. 2015 will mark the 10th anniversary of Sprite's re-launch into the UK market.

The Sprite range offers a good quality build for reasonable money. The existing layouts stay the same, but a new model has been added - the Major 4 SB, a four-berth with end washroom and transverse fixed bed. This layout is a first for an entry level tourer, and it will be interesting to see how it performs in this market sector.

Sprite's exteriors are unchanged, with their green graphics and a Union Jack on the one-piece side panels. They now have a one-piece door with a concealed hinge. All Sprites will be offered with an optional Diamond pack, which includes new Scorpion alloys and Swift's new rain guards. Trackers are still fitted as standard throughout all the ranges, including Sprite.

Interiors have a new furniture finish in Aralie Sen woodgrain, which makes the 'vans lighter inside. LED downlighters are fitted in the kitchen locker headers, and all spotlights are now LEDs. The shower has a new bi-fold door which slides on a track for improved access. Chrome sockets are fitted. The sun roof remains an optional extra.

Exclusive to Swift, a Duvalay mattress is now standard on all fixed-bed Sprites. Other improvements include a new touch-screen programmable timer for heating and hot water. Soft furnishings stay the same.

It looks set to be a tough fight, but with its reputation for value Sprite may well retain its title of 'most sought-after range' in the entry level market.



The Sprite's exterior is unchanged, except for the one-piece door and new alloys (included in the Diamond pack).



New-style Scorpion wheels are fitted on all Swift tourers.

Challenger Sport & Sterling Eccles Sport

Model	Berths
442	2
514	4
524	4
554	4
564	4
584	4
586	6
640	6



The Challenger Sport 524 makes a comeback for the new season. New graphics are added to Challenger Sport models.

THE Challenger Sport sold well again in 2014, so Swift is making minor tweaks rather than giving it a major overhaul. The 524, a family model with end washroom, has been re-introduced for 2015.

Challenger Sports have new side graphics, Scorpion alloy wheels plus a one-piece door which is part-glazed. New rain guards are added for 2015, but ATC has been dropped from the spec.

Interiors are finished in Aralie Sen light wood grain, and the soft furnishings are also lighter and brighter. Roof lockers have pelmets and china LED lights in locker headers. Washrooms and kitchens are fitted with chrome Vector taps, and showers have bi-folding doors.

The 40-watt solar panel is retained, and a Truma Combi 4 or 6 boiler is fitted, depending on the tourer model. Kitchen fittings include a 110-litre Dometic 8 fridge.

The Challenger Sport looks set to keep its reputation as a top seller in the mid-market sector.

When the Sterling Eccles Sport was launched it was an overnight success, with its distinctive style and exterior colours. The latest models have new side graphics, alloy wheels and rain guards, and the range could well become a trend setter!

ATC has now been deleted from the spec, but the Truma Combi 4 or 6 heating unit, Eco-Camel shower head and 40-watt solar panel are still included. New additions are a one-piece entrance door with glazed top section and a 110-litre Dometic 8 fridge with removable freezer compartment.

Worktops are in a white geo pattern and the wallpaper has been upgraded. LED lights replace fluorescent units. Other features include Duvalay mattresses and locker pelmets. The soft furnishings stay the same.

With its low weights, the Sterling Eccles Sport offers most car owners a tourer that they can tow easily.



Light wood grain adds a fresh look to the Challenger Sport's interior.

Swift Challenger SE & Sterling Eccles SE

Challenger SE	Stirling Eccles SE	Berths
480	Topaz	2
530	Moonstone	4
565	Solitaire	4
570	Ruby	4
580	Quartz	4
625	Amethyst	6
630	Coral	6
645	Wayfarer	4
640	Sapphire	4

AFTER the success of the SE in 2014, Swift has left the ranges well alone in most respects. However, some major improvements to the Challenger SE will enhance the line-up for the coming season and should result in a further increase in sales.

There are nine models in the Challenger SE line-up. The existing layouts remain the same, and they are joined by the 640 SE, a new model with fixed island double bed at the rear.

New features include a one-piece glazed exterior door, alloy wheels, an alarm-activating light, rain guards and fresh graphics. Interiors are finished in Aralie Sen light wood grain. Overhead lockers have gloss-finish doors with chrome-effect handles and positive locks. A new bi-fold door offers improved access to the shower cubicle, and there's a downlighter over the hand basin.

Other additions include dimmable LED corner spotlights and the latest Alde 3020 boiler with improved control panel. New soft furnishings come with satin-finish scatter and bolster cushions.

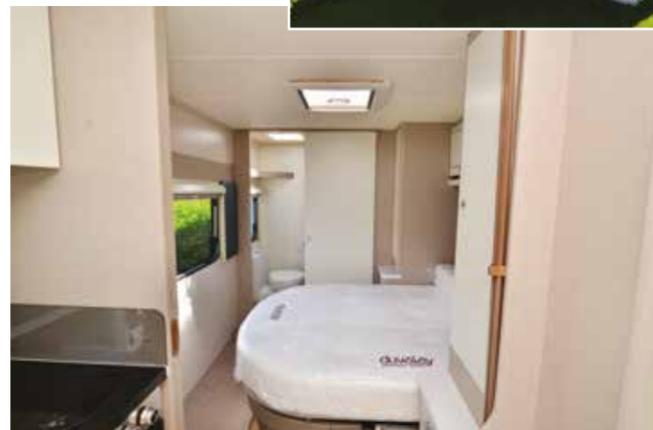
The Sterling Eccles SE range mirrors the Swift Challenger SE with the inclusion of the Sapphire, a new model with a rear island bed. Otherwise, the range continues unchanged after its successful launch last season.

Exteriors are graced with new side graphics, Scorpion alloy wheels and a one-piece glazed door. Interior improvements echo the Challenger SE, with dimmable spotlights, new chrome-effect locker handles with positive catches, bi-folding shower door and the latest Alde 3020 boiler with updated control panel. Soft furnishings and a good overall specification are carried over from 2014.



SE models look classier, with gloss roof locker doors, lighter wood grain finish and new soft furnishings.

The Challenger SE has new side graphics and alloy wheels.



Interiors stay the same, but an upgraded Dometic fridge is added.



Sterling Eccles SE receives new side graphics, alloys and one-piece door.



One-piece doors with glazed top are fitted to all Swift and Sterling models. Sprite's doors are unglazed.

Like the other Swift ranges, the Sterling Eccles SE has a bi-folding shower door for easier access.



Swift Conqueror

Model	Berths
480	2
570	4
645	4

New-look Conqueror with 'Impala' soft furnishings as standard.



The Conqueror is down to just three models. This is the popular 480/2, with the SE's spec and extra goodies such as a water tank.



Kitchens in the Conqueror range are well equipped, as you would expect.

THE Sterling Elite range has been discontinued, and only three models remain in the Conqueror range. Taking on all the spec of the Challenger SE (and more!), the Conqueror will remain a popular range with its two single-axled models and the twin-axled 645, a large transverse-bed layout.

Enhancements include new-style alloys and one-piece entrance doors. Conqueror models are now wired up ready for a mover to be fitted.

Upholstery is in a stain-resistant 'Impala' design with Aralie Sen light wood grain furniture finish and double-width curtains. The gloss finish of the locker doors is continued on the chest of drawers, and the lockers have positive-locking catches with chrome-effect handles.

Other features are an external shower point, a large 190-litre fridge-freezer and an internal water tank. Lighting includes dimmable spotlights and an additional downlighter over the washroom basin.

Elegance & Sterling Continental

Model	Berths
480	2
530	4
565	4
570	4
580	4
630	4
645	4



All Elegance models have a light wood grain finish. This is the 530, a new four-berth end-washroom model.



The Elegance 530 is a new addition in this super-luxury range.

LAUNCHED for 2014, these two super-luxury aerodynamic ranges are built using Swift's latest SMART HT construction system. Two very different, modern-looking interiors help to set these two ranges apart.

The Elegance sold so well last season that three new models have been added. These are the 530, an end-washroom four-berth; the 565, a four-berth with twin fixed beds and end washroom; and the twin-axled 630, with side fixed beds and end washroom. This makes a line-up of seven models in all - five single axles and two twins.

Exteriors remain the same, but the spec has been improved, with rain guards and Al-Ko secure wheel locks as standard.

Interiors are finished in Aralie Sen wood grain, and the gloss finish of the locker doors is continued on the chest of drawers. Features include the latest Thetford Aspire oven and new Alde boiler system. Wiring is in place for the easy fitting of a caravan mover.

The new Elegance range is extremely desirable, and sales in 2015 may exceed last year's figures.

The up-market Sterling Continental range echoes the Elegance with its three new models - the 530, 565 and 630. These extra layouts will add further appeal across both these ranges in the next 12 months.

There are no external changes apart from the addition of rain guards and Al-Ko secure wheel locks. The Sterling Continental receives the same upgrades as the Elegance range, with an Aspire oven, new Alde boiler system and wiring for a motor mover.

Swift Motorhomes

Swift's motorhome range has some exciting new designs based on the new Fiat chassis. The new compact Rio has a coach-built body.

