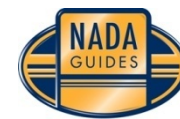


# Guidelines

## NADAguides Recreation Vehicle Industry Update

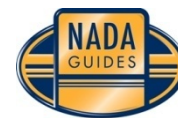
July - August 2013



The Power of Vehicle Information

# Industry Overview

*Dealers expected little change in Q3...*



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## Industry Overview...

Many dealers are beginning to report that financing options are opening up for floor planning and for consumer loans as the Nation receives increasing reports of economic stability. At the same time, consumer spending is not gaining as quickly as forecasted due to weak job and earnings reports.

With additional avenues for financing, and conflicting consumer spending data, NADAguides surveyed dealers to determine if respondents in the various market segments anticipated sales for Q3 increasing, decreasing, or staying the same, as the levels they experienced in Q1 and Q2 of 2013.

The majority of dealers felt that sales would stay the same across the segments; however, 43% responded that they expected growth in the travel trailer segment, in Q3.

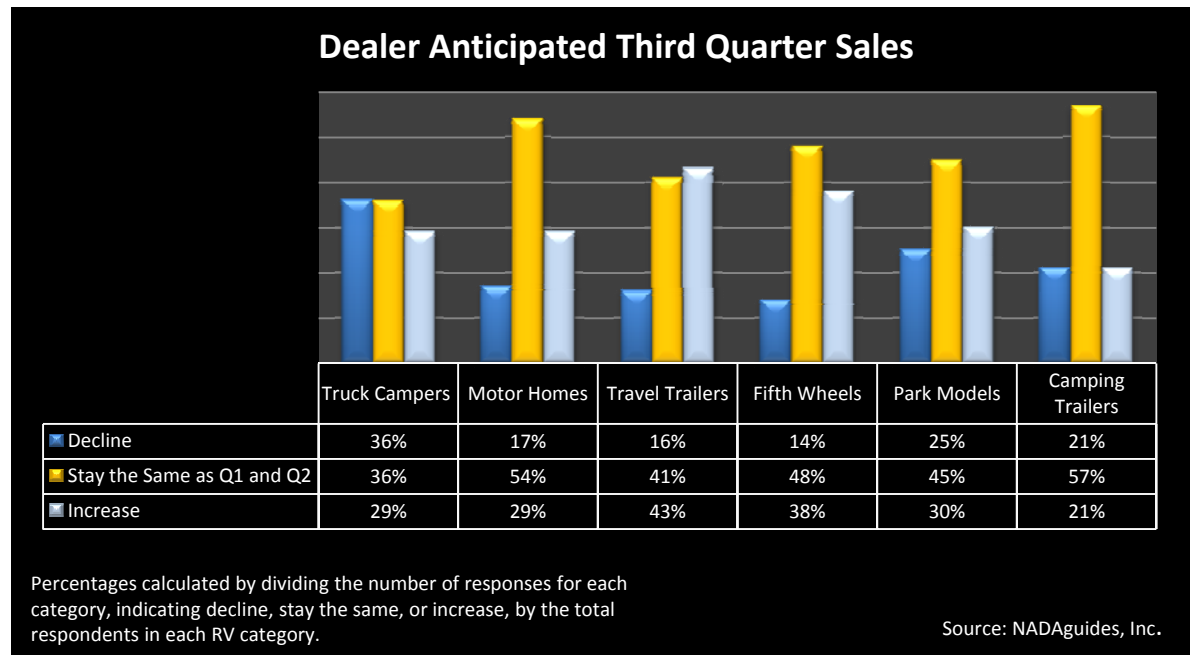
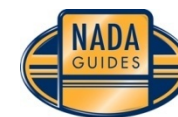
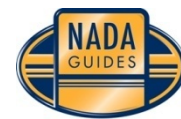


Figure 1.1



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# NADAguides Data Overview



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## Data Overview...

The analytic team is continually collecting and reviewing used sales from the marketplace.

Figure 1.2 reflects data collected from closed sales transactions, for travel trailers, fifth wheels, and camping trailers, following the unit from amount paid for trade-in, dollar amount for repair and refurbishment, amount the unit sold for, as compared to the NADAguides average retail value.

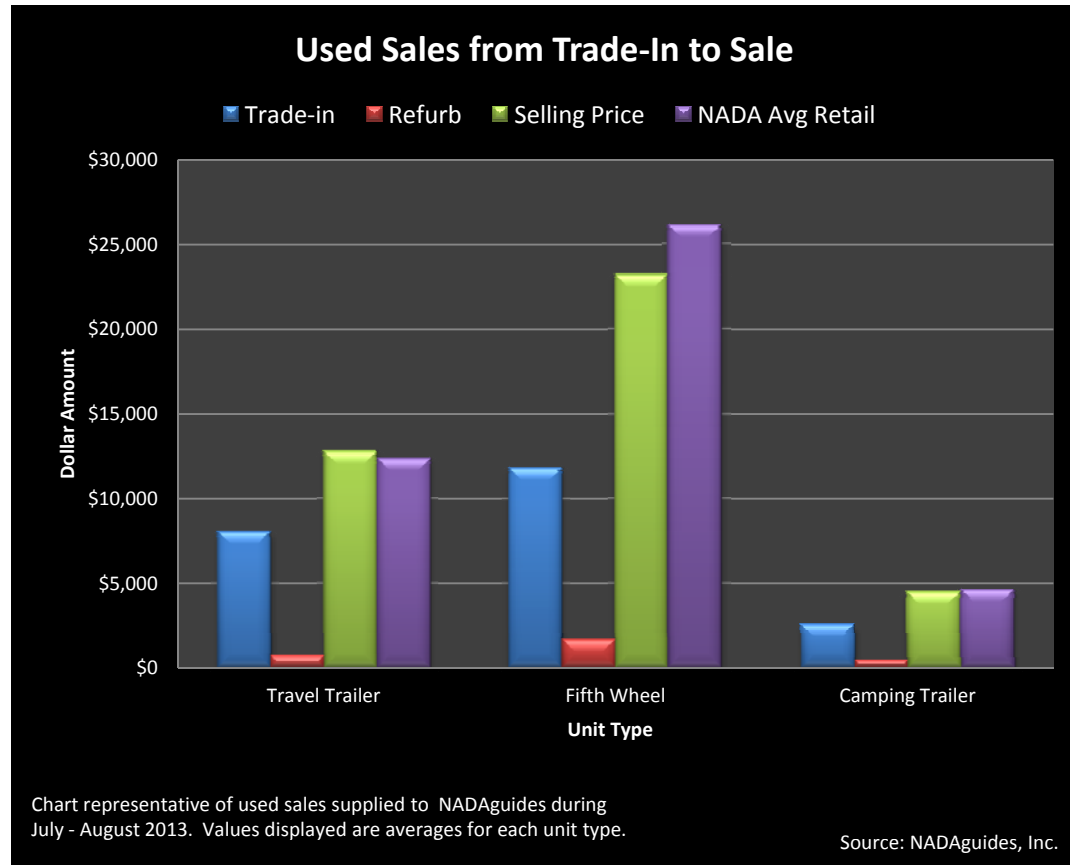


Figure 1.2



## Data Overview...

Figure 1.3 reflects data collected from closed sales transactions, for motorhomes and mini motorhomes, following the unit from amount paid for trade-in, dollar amount for repair and refurbishment, amount the unit sold for, as compared to the NADAguides average retail value.

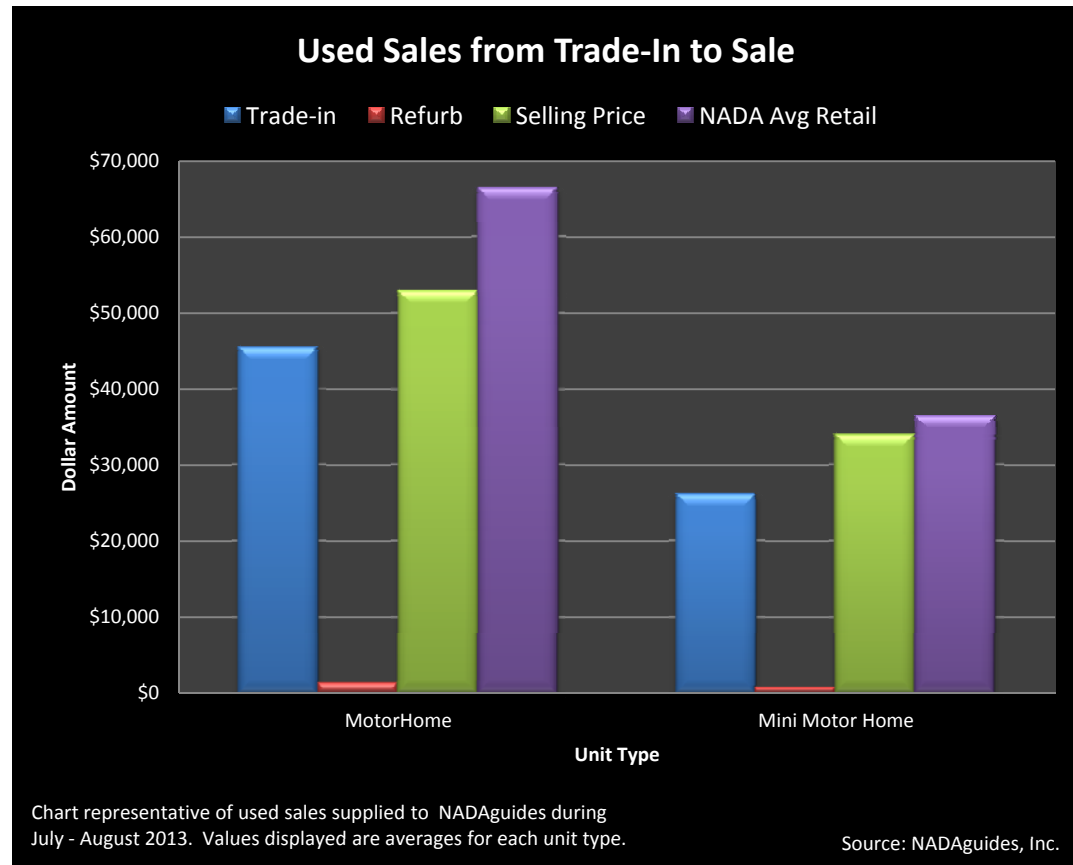


Figure 1.3



## Data Overview...

### Average Wholesale

The surveyed advisory board weighed in on the values.

The chart shown in Figure 1.4 reflects, by motorized RV type, where the wholesale values were too low, about right, or too high as compared to their local market area.

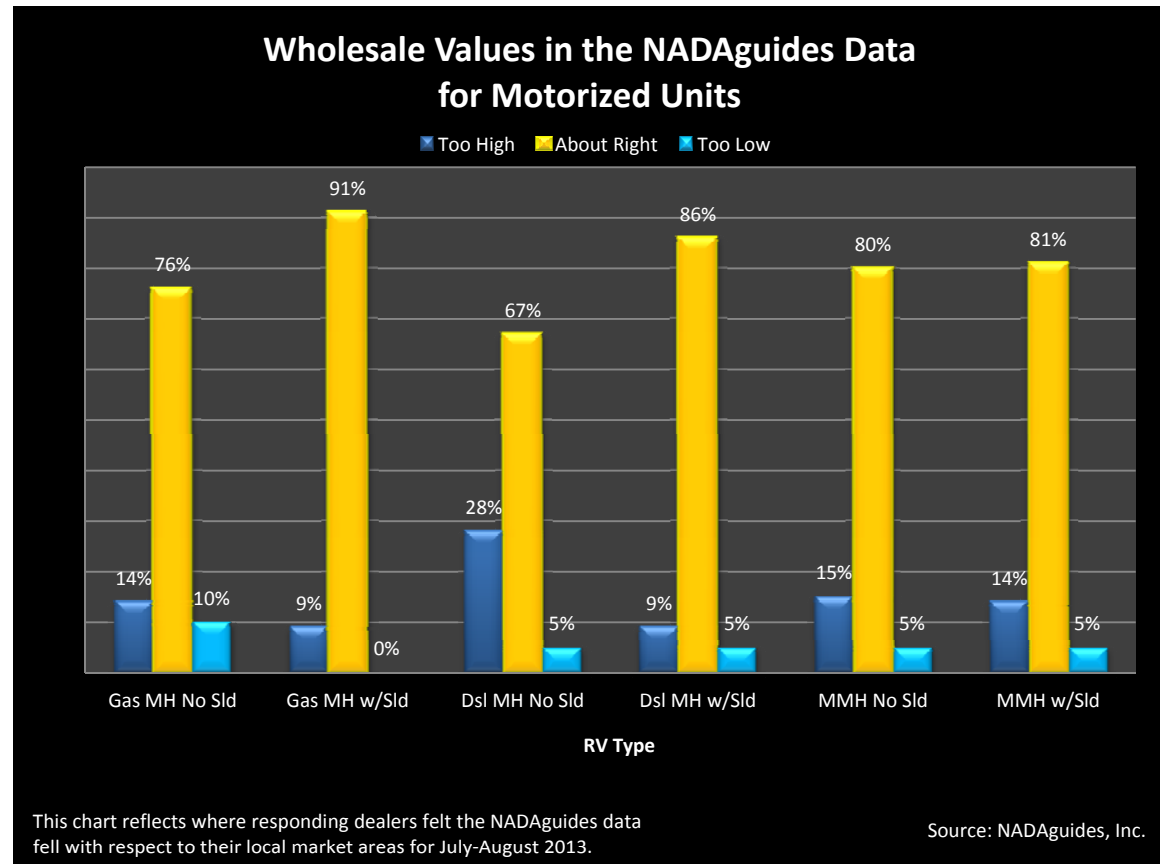
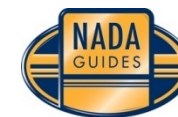


Figure 1.4

Abbreviations found in figure 1.4:

- Gas MH No Sld = Gas motorhome with No Slide
- Gas MH w/Sld = Gas motorhome with Slide
- Dsl MH No Sld = Diesel motorhome with No Slide
- Dsl MH w/Sld = Diesel motorhome with Slide
- MMH No Sld = Mini motorhome with No Slide
- MMH w/Sld = Mini motorhome with Slide



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## Data Overview...

### Average Wholesale

The chart shown in Figure 1.5 reflects, by towable RV type, where the wholesale values were too low, about right, or too high as compared to their local market area.

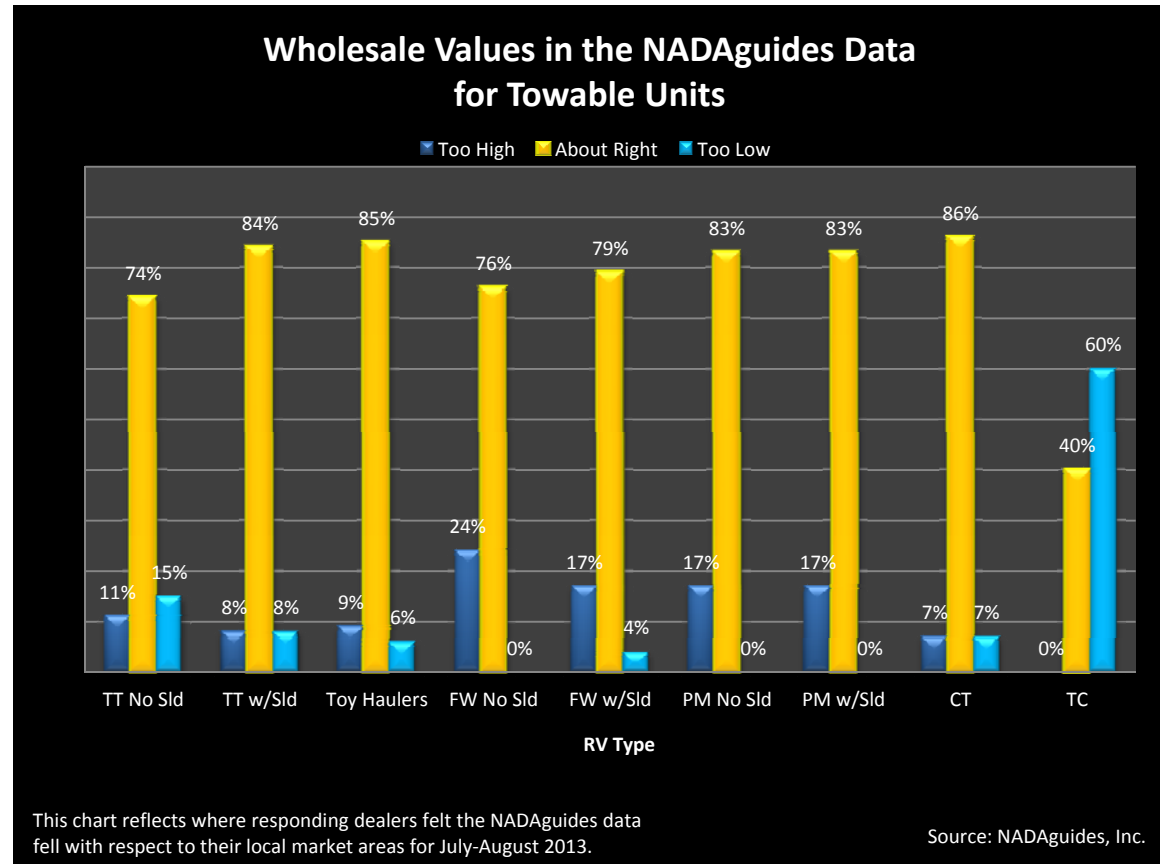
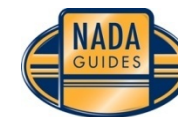


Figure 1.5

Abbreviations found in figure 1.5:

- TT No Sld = Travel Trailer with No Slide
- TT w/Sld = Travel Trailer with Slide
- FW No Sld = Fifth Wheel with No Slide
- FW w/Sld = Fifth Wheel with Slide
- PM No Sld = Park Model with No Slide
- PM w/Sld = Park Model with Slide
- CT = Camping Trailer
- TC = Truck Camper



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## Data Overview...

### Average Retail

The chart shown in Figure 1.6 reflects, by motorized RV type, where the retail values were too low, about right, or too high as compared to their local market area.

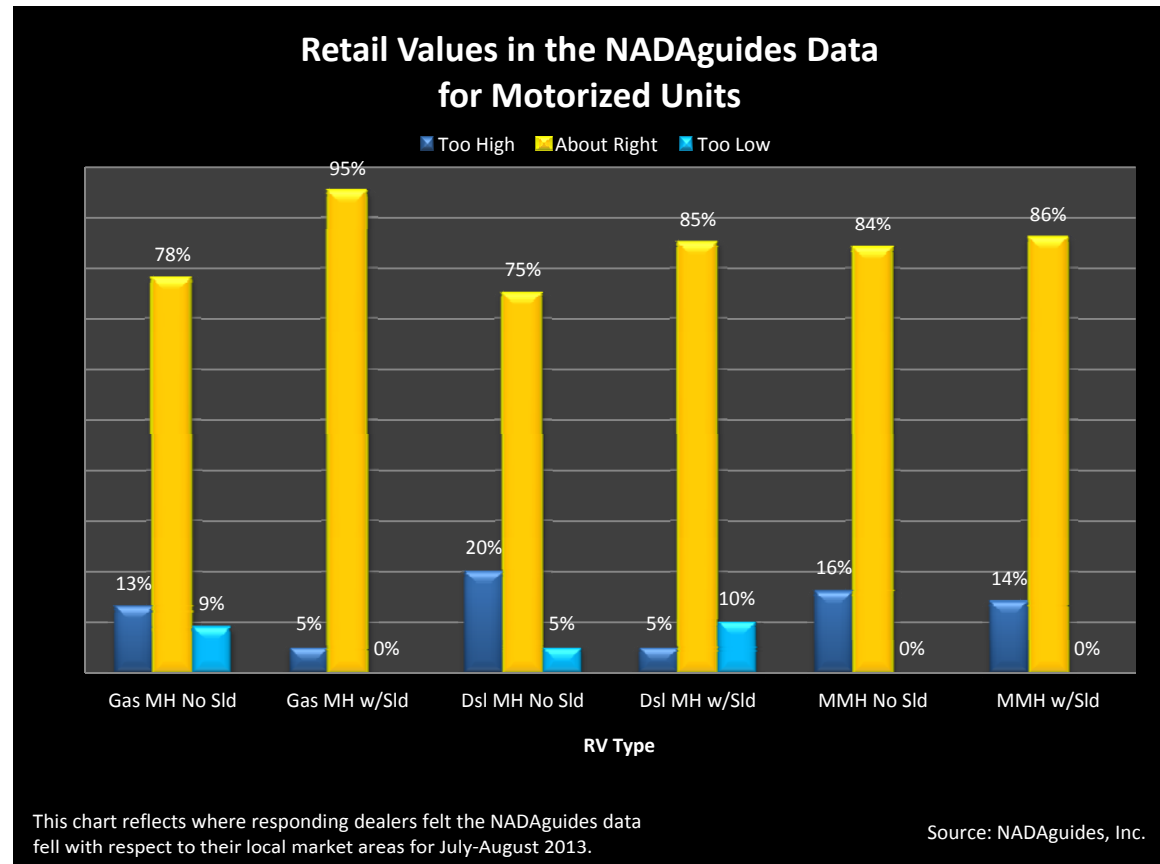
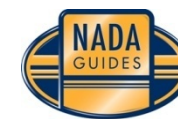


Figure 1.6

Abbreviations found in figure 1.6:

- Gas MH No Sld = Gas motorhome with No Slide
- Gas MH w/Sld = Gas motorhome with Slide
- Dsl MH No Sld = Diesel motorhome with No Slide
- Dsl MH w/Sld = Diesel motorhome with Slide
- MMH No Sld = Mini motorhome with No Slide
- MMH w/Sld = Mini motorhome with Slide



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## Data Overview...

### Average Retail

The chart shown in Figure 1.7 reflects, by towable RV type, where the retail values were too low, about right, or too high as compared to their local market area.

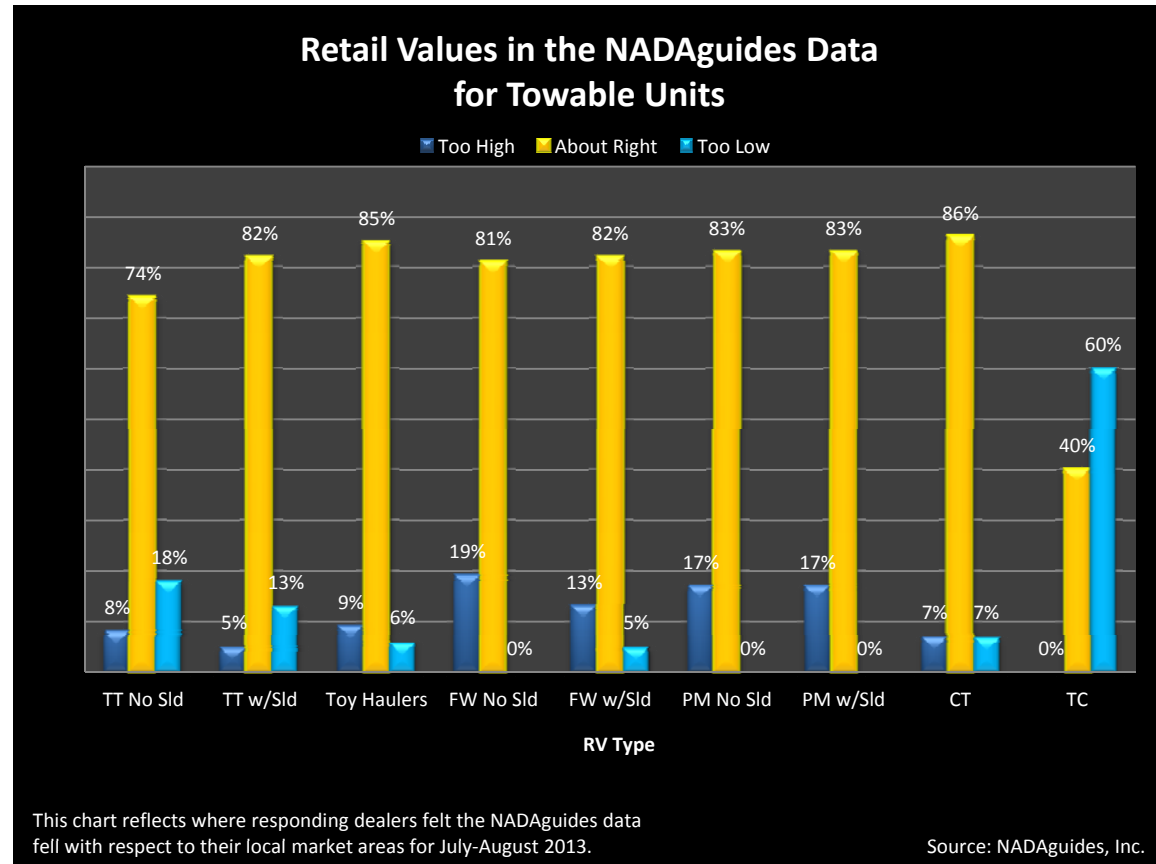
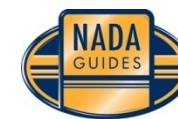


Figure 1.7

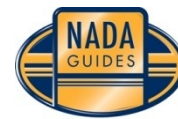
Abbreviations found in figure 1.7:

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- PM w/Sld = Park Model with Slide
- CT = Camping Trailer
- TC = Truck Camper



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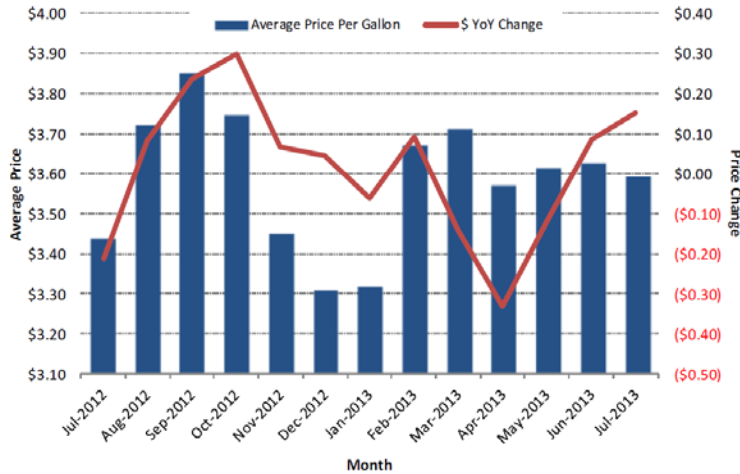
# Outside Influences



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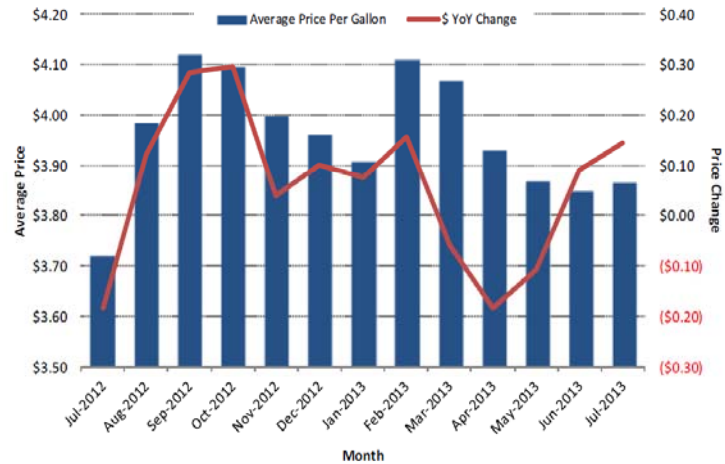
# NADA Fuel Average Price

**Regular Grade Gasoline Prices (all formulations)**



Source: EIA

**On-Highway Diesel Fuel Prices**



Source: EIA

**U.S Regular Gasoline Prices (dollars per gallon, all formulations)**

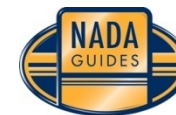
	Change From				
	Jul-13	Jun-13	Jul-12	Month Ago	Year Ago
US	\$3.59	\$3.63	\$3.44	(\$0.03)	\$0.15
East Coast	\$3.56	\$3.50	\$3.41	\$0.07	\$0.15
Midwest	\$3.54	\$3.75	\$3.44	(\$0.21)	\$0.10
Gulf Coast	\$3.41	\$3.36	\$3.22	\$0.05	\$0.19
Rocky Mountain	\$3.62	\$3.70	\$3.52	(\$0.08)	\$0.10
West Coast	\$3.92	\$3.90	\$3.70	\$0.01	\$0.22

Source: EIA

**U.S On-Highway Diesel Fuel Prices (dollars per gallon)**

	Change From				
	Jul-13	Jun-13	Jul-12	Month Ago	Year Ago
US	\$3.87	\$3.85	\$3.72	\$0.02	\$0.14
East Coast	\$3.88	\$3.84	\$3.77	\$0.03	\$0.11
Midwest	\$3.85	\$3.87	\$3.68	(\$0.02)	\$0.17
Gulf Coast	\$3.79	\$3.75	\$3.64	\$0.04	\$0.16
Rocky Mountain	\$3.85	\$3.85	\$3.70	(\$0.01)	\$0.15
West Coast	\$4.00	\$3.96	\$3.84	\$0.04	\$0.16

A view of the national average gas price and regional YoY change over the last year, is supplied to provide support to longer-term strategic planning.

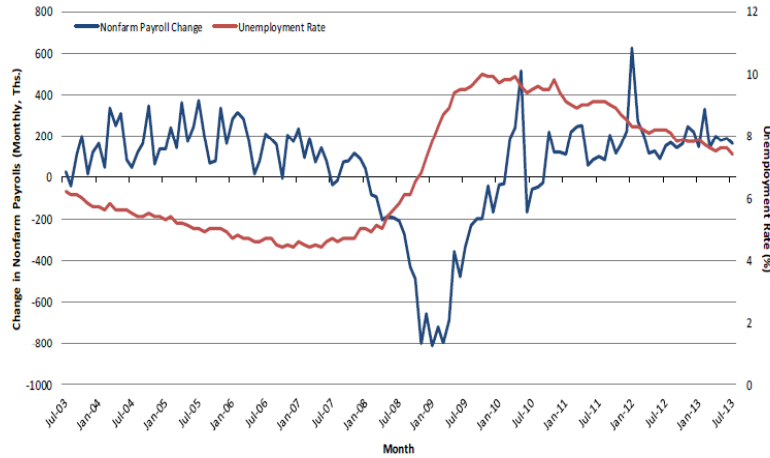


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# Economic Drivers

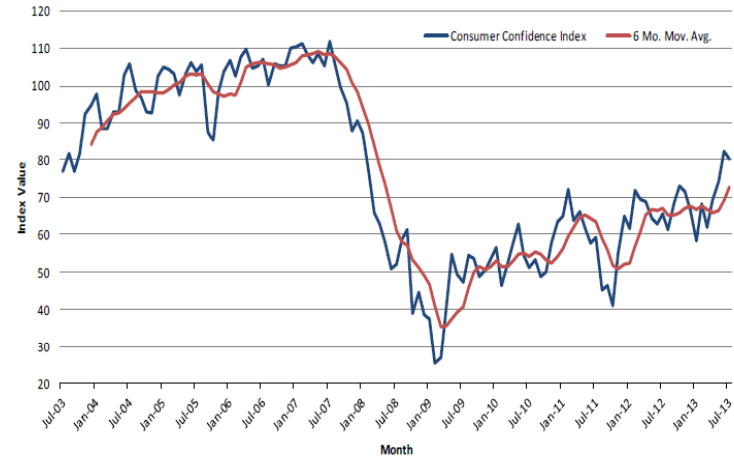
## Employment

Total Nonfarm Payrolls & Unemployment Rate, SA



Source: BLS

## Consumer Confidence Index



Source: The Conference Board

Economic Factors: Two important factors affecting the recreational vehicle industry today are the unemployment rate and consumer confidence. These factors can be interpreted to represent the consumer’s ability and willingness to make a new or used recreational vehicle purchase.



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