Guidelines

NADAguides Recreation Vehicle Industry Update

July - August 2013

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Industry Overview

*Dealers expected little change in Q3...*
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.

![Dealer Anticipated Third Quarter Sales](image)

Percentages calculated by dividing the number of responses for each category, indicating decline, stay the same, or increase, by the total respondents in each RV category.

Figure 1.1

Source: NADAguides, Inc.
NADAguides Data Overview
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.
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.

Chart representative of used sales supplied to NADAguides during July - August 2013. Values displayed are averages for each unit type.

Source: NADAguides, Inc.
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.

This chart reflects where responding dealers felt the NADAguides data fell with respect to their local market areas for July-August 2013.

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

Source: NADAguides, Inc.

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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.

Wholesale Values in the NADAguides Data for Towable Units

This chart reflects where responding dealers felt the NADAguides data fell with respect to their local market areas for July-August 2013.

Source: NADAguides, Inc.

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.

This chart reflects where responding dealers felt the NADAguides data fell with respect to their local market areas for July-August 2013.

**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.

Abbreviations found in figure 1.7:
- 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

This chart reflects where responding dealers felt the NADAguides data fell with respect to their local market areas for July-August 2013.

Source: NADAguides, Inc.

Figure 1.7
Outside Influences
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.
Economic Drivers

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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