The 2013 Summer selling season has come to a close. Most retailers felt the sales results were as they anticipated it to be, while almost 36% felt sales were weaker than expected. Travel trailers were stand-out category with 34% of retailers saying their travel trailer sales exceeded their expectations.

Looking toward the winter months, the Farmer’s Almanac is forecasting a 2013-2014 winter with below average temperatures for two-thirds of the nation; with above normal levels of precipitation in the Southern Plains, Midwest, and Southeast. This type of weather is generally associated with a somewhat slow-to-start buying season to start the new year.

### Opinion of Summer Selling Season by Category

- **Motorhomes**: 50% Weak, 30% As Anticipated, 20% Exceeded Expectations
- **Travel Trailers**: 40% Weak, 50% As Anticipated, 10% Exceeded Expectations
- **Fifth Wheels**: 45% Weak, 40% As Anticipated, 15% Exceeded Expectations
- **Park Models**: 55% Weak, 35% As Anticipated, 10% Exceeded Expectations
- **Truck Campers**: 50% Weak, 30% As Anticipated, 20% Exceeded Expectations
- **Camping Trailers**: 40% Weak, 50% As Anticipated, 10% Exceeded Expectations

Source: NADAguides, Inc.
Various marketplace indicators and dealer survey input supported seasonal downward pressure on used prices for the September 2013 update of NADAguides recreation vehicle data.

### Average Update-to-Update Change by Category

<table>
<thead>
<tr>
<th>Category</th>
<th>Towable Units</th>
<th>Motorized Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>-7.6%</td>
<td>-4.1%</td>
<td></td>
</tr>
</tbody>
</table>

Source: NADAguides, Inc.

### NADAguides Average Update-Over-Update Percent of Change by Unit Type

<table>
<thead>
<tr>
<th>Category</th>
<th>Body Type</th>
<th>Used Wholesale Trade-In</th>
<th>Used Retail</th>
</tr>
</thead>
<tbody>
<tr>
<td>Motorhomes</td>
<td>Mini Motorhome</td>
<td>-3.5</td>
<td>-4.5</td>
</tr>
<tr>
<td>Motorhomes</td>
<td>Micro Mini Motorhome</td>
<td>-3.5</td>
<td>-4.5</td>
</tr>
<tr>
<td>Motorhomes</td>
<td>Motorhome</td>
<td>-4.5</td>
<td>-3.5</td>
</tr>
<tr>
<td>Motorhomes</td>
<td>Towing Motorhome</td>
<td>-4.5</td>
<td>-3.5</td>
</tr>
<tr>
<td>Motorhomes</td>
<td>Van Motorhome</td>
<td>-3.5</td>
<td>-4.5</td>
</tr>
<tr>
<td>Park Models</td>
<td>All</td>
<td>-2.0</td>
<td>-3.0</td>
</tr>
<tr>
<td>Tow Vehicles</td>
<td>All</td>
<td>-2.0</td>
<td>-3.0</td>
</tr>
<tr>
<td>Travel Trailers</td>
<td>Standard</td>
<td>-4.0</td>
<td>-4.0</td>
</tr>
<tr>
<td>Travel Trailers</td>
<td>Fifth Wheel</td>
<td>-4.0</td>
<td>-3.0</td>
</tr>
<tr>
<td>Truck Camper</td>
<td>All</td>
<td>-20.0</td>
<td>-25.0</td>
</tr>
</tbody>
</table>

Figures represent the percent change, on average based on unit type, between the July 2013 update and the September 2013 update of the NADAguides Recreation Vehicle CONNECT.

Source: NADAguides, Inc.
Dealers were surveyed about Used Retail pricing in the September through October 2013 NADAguides recreational vehicle data. The chart below displays the results of dealer opinion about where the NADAguides Used Retail values fall as compared to their local marketplace for motorized units.

66% of retailers believe the NADAguides Used Retail Diesel Motorhome Values are About Right

This chart reflects the percentage of dealers that feel, by segment, if the NADAguides Used Retail values are too low, about right, or too high, as compared to their local market area.

Source: NADAguides, Inc.

© NADAguides, Inc. All rights reserved.
NADAguides is an alliance partner of NADA Services Corporation
Dealers were surveyed about Used Retail pricing in the September through October 2013 NADAguides recreational vehicle data. The chart below displays the results of dealer opinion about where the NADAguides Used Retail values fall as compared to their local marketplace for towable units.

85% of retailers believe the NADAguides Used Retail Toy Hauler Values are About Right

This chart reflects the percentage of dealers that feel, by segment, if the NADAguides Used Retail values are too low, about right, or too high, as compared to their local market area.

Source: NADAguides, Inc.

© NADAguides, Inc. All rights reserved.
NADAguides is an alliance partner of NADA Services Corporation
Dealers were surveyed about Used Wholesale/Trade-In pricing in the September through October 2013 NADAguides recreation vehicle data. The chart below displays the results of dealer opinion about where the NADAguides Used Wholesale/Trade-In values fall as compared to their local marketplace for motorized units.

68% of retailers believe the NADAguides Used Wholesale/Trade-In Gas Motorhome Values are About Right

This chart reflects the percentage of dealers that feel, by segment, if the NADAguides Used Wholesale/Trade-In values are too low, about right, or too high, as compared to their local market area.

Source: NADAguides, Inc.
Dealers were surveyed about Used Wholesale/Trade-In pricing in the September through October 2013 NADAguides recreation vehicle data. The chart below displays the results of dealer opinion about where the NADAguides Used Wholesale/Trade-In values fall as compared to their local marketplace for towable units.

87% of retailers believe the NADAguides Used Wholesale/Trade-In Toy Hauler Values are About Right

This chart reflects the percentage of dealers that feel, by segment, if the NADAguides Used Wholesale/Trade-In values are too low, about right, or too high, as compared to their local market area.

Source: NADAguides, Inc.
A view of the national average gas price and regional year over year change over the last year, is supplied to provide support to longer-term strategic planning.
Economic Factors: A number of important factors affect the recreation vehicle market, including the unemployment rate, consumer confidence, the housing market, Consumer Price Index (a measure of inflation), retail sales, and industrial production. These factors can be interpreted to represent the consumer’s ability and willingness to make a new or used recreation vehicle purchase.
NADAguides Economic Data

Housing
S&P/Case-Shiller Home Price Index (20-Metro Composite) & Housing Starts (Total Private)

Source: S&P Dow Jones Indices, U.S. Census Bureau

Consumer Price Index (CPI)
All Items

Source: U.S. Bureau of Labor Statistics

© NADAguides, Inc. All rights reserved.
NADAguides is an alliance partner of NADA Services Corporation
Disclaimer
NADAguides, Inc. makes no representations about future performance or results based on the data and the contents available in this report (“Guidelines”). Guidelines is provided for informational purposes only and is provided AS IS without warranty or guarantee of any kind. By accessing Guidelines via email or the NADAguides website, you agree not to reprint, reproduce, or distribute Guidelines without the express written permission of NADAguides, Inc.

About NADAguides.com
NADAguides.com, the largest publisher of the most market-reflective vehicle pricing and information available for new and used cars, classic cars, motorcycles, boats, RVs and manufactured homes, offers in-depth shopping and research tools including a broad range of data, products and service and informational articles as well as tips and advice. NADAguides.com also produces electronic products, mobile applications, raw data, web services, web-syndicated products and print guidebooks. NADAguides.com is an alliance partner of the NADA Services Corporation.

NADAguides
PO Box 7800
Costa Mesa, CA 92628
(800) 966-6232 | (714) 556-8511
Fax (714) 556-8715
rvs@nadaguides.com