Industry Overview

Despite a slow start to the selling season, dealers are experiencing an increase in sales...
Industry Overview...

Summer has arrived and despite a late winter as well as disasters in the mid-West, many retailers are indicating that 2013 is proving to be better than 2012. RVIA reports that new unit shipments are up over last year’s numbers. Even with the improving new unit market, dealers that the NADAguides analysts have spoken with indicate that there is still much interest from consumers for used smaller, towable units.

Auctions have been an important supplier of used units for many dealers nationwide over the last four years. Recently, the NADAguides analysts have noticed a reduction in unit quantity in some reports. To confirm this observation, dealers were asked about the auction inventory at their local auctions. Figure 1.1 offers the results that 56% of dealers felt there was a marked decrease in the number of units available through auction; 44% reported that inventory levels had not decreased.
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 NADA average retail value.

Chart representative of used sales supplied to NADA Appraisal Guides during May-June 2013. Values given are averages for each unit type.

Source: NADAguides, Inc.
Data Overview...

Figure 1.3 reflects data collected from closed sales transactions, for 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 NADA average retail value.

Used Sales from Trade-In to Sale

Dollar Amount

$0 $10,000 $20,000 $30,000 $40,000 $50,000 $60,000

MotorHome Unit Type

Chart representative of used sales supplied to NADA Appraisal Guides during May-June 2013. Values given are averages for each unit type.

Source: NADAguides, Inc.

Figure 1.3
**Data Overview...**

*Average Wholesale*

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

![NADAguides RV Wholesale Values Chart](chart.png)

*Source: NADAguides, Inc.*

**Abbreviations found in figure 1.4:**

- **TC** = Truck Camper
- **Gas MH** = Gas Motorhome
- **Dsl MH** = Diesel Motorhome
- **MMH** = Mini Motorhome
- **TT** = Travel Trailer
- **FW** = Fifth Wheel
- **CT** = Camping Trailer

This chart represents responses from surveyed RV advisory board members from the May-June 2013 survey.

Figure 1.4
Data Overview...

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

NADAguides RV Retail Values

<table>
<thead>
<tr>
<th>RV Type</th>
<th>Too High</th>
<th>About Right</th>
<th>Too Low</th>
</tr>
</thead>
<tbody>
<tr>
<td>TC</td>
<td>94%</td>
<td>6%</td>
<td>0%</td>
</tr>
<tr>
<td>GAS MH</td>
<td>91%</td>
<td>9%</td>
<td>0%</td>
</tr>
<tr>
<td>DSL MH</td>
<td>85%</td>
<td>12%</td>
<td>3%</td>
</tr>
<tr>
<td>MMH</td>
<td>82%</td>
<td>9%</td>
<td>9%</td>
</tr>
<tr>
<td>TT</td>
<td>72%</td>
<td>14%</td>
<td>5%</td>
</tr>
<tr>
<td>TOY HAULERS</td>
<td>88%</td>
<td>8%</td>
<td>14%</td>
</tr>
<tr>
<td>FW</td>
<td>81%</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>CT</td>
<td>92%</td>
<td>3%</td>
<td>0%</td>
</tr>
</tbody>
</table>

Abbreviations found in figure 1.5:
TC = Truck Camper
Gas MH = Gas Motorhome
DSL MH = Diesel Motorhome
MMH = Mini Motorhome
TT = Travel Trailer
FW = Fifth Wheel
CT = Camping Trailer

This chart represents responses from surveyed RV advisory board members from the May-June 2013 survey.

Source: NADAguides, Inc.
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.

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

<table>
<thead>
<tr>
<th>Month</th>
<th>May-13</th>
<th>Apr-13</th>
<th>May-12</th>
<th>Month Ago</th>
<th>Year Ago</th>
</tr>
</thead>
<tbody>
<tr>
<td>US</td>
<td>$3.62</td>
<td>$3.57</td>
<td>$3.73</td>
<td>$0.05</td>
<td>($0.12)</td>
</tr>
<tr>
<td>East Coast</td>
<td>$3.48</td>
<td>$3.54</td>
<td>$3.67</td>
<td>($0.05)</td>
<td>($0.19)</td>
</tr>
<tr>
<td>Midwest</td>
<td>$3.73</td>
<td>$3.54</td>
<td>$3.65</td>
<td>$0.19</td>
<td>$0.09</td>
</tr>
<tr>
<td>Gulf Coast</td>
<td>$3.36</td>
<td>$3.38</td>
<td>$3.52</td>
<td>($0.02)</td>
<td>($0.17)</td>
</tr>
<tr>
<td>Rocky Mountain</td>
<td>$3.61</td>
<td>$3.50</td>
<td>$3.76</td>
<td>$0.11</td>
<td>($0.14)</td>
</tr>
<tr>
<td>West Coast</td>
<td>$3.91</td>
<td>$3.08</td>
<td>$4.22</td>
<td>$0.03</td>
<td>($0.31)</td>
</tr>
</tbody>
</table>

**On-Highway Diesel Fuel Prices**

<table>
<thead>
<tr>
<th>Month</th>
<th>May-13</th>
<th>Apr-13</th>
<th>May-12</th>
<th>Month Ago</th>
<th>Year Ago</th>
</tr>
</thead>
<tbody>
<tr>
<td>US</td>
<td>$3.97</td>
<td>$3.07</td>
<td>$5.05</td>
<td>($0.08)</td>
<td>($0.20)</td>
</tr>
<tr>
<td>East Coast</td>
<td>$3.87</td>
<td>$3.93</td>
<td>$4.03</td>
<td>($0.06)</td>
<td>($0.11)</td>
</tr>
<tr>
<td>Midwest</td>
<td>$3.91</td>
<td>$3.91</td>
<td>$3.88</td>
<td>$0.00</td>
<td>$0.03</td>
</tr>
<tr>
<td>Gulf Coast</td>
<td>$3.76</td>
<td>$3.84</td>
<td>$3.89</td>
<td>($0.09)</td>
<td>($0.13)</td>
</tr>
<tr>
<td>Rocky Mountain</td>
<td>$3.83</td>
<td>$3.87</td>
<td>$4.00</td>
<td>($0.04)</td>
<td>($0.16)</td>
</tr>
<tr>
<td>West Coast</td>
<td>$3.97</td>
<td>$4.05</td>
<td>$4.25</td>
<td>($0.08)</td>
<td>($0.20)</td>
</tr>
</tbody>
</table>

Source: EIA
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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