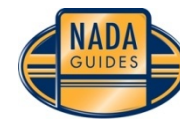


Guidelines

NADAguides RV Industry Update

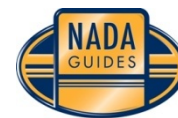
May-June 2013



The Power of Vehicle Information

Industry Overview

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



The Power of Vehicle Information

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.

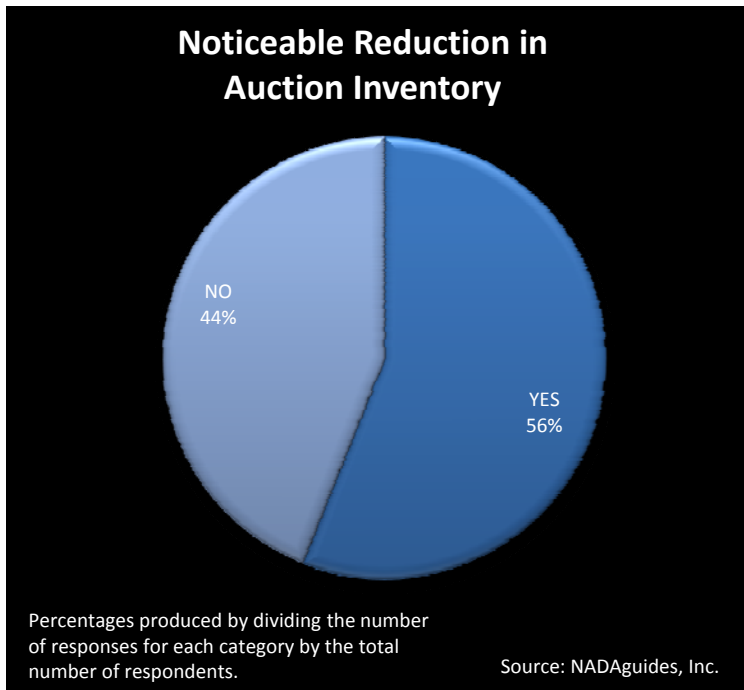
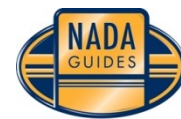


Figure 1.1

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



The Power of Vehicle Information

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.

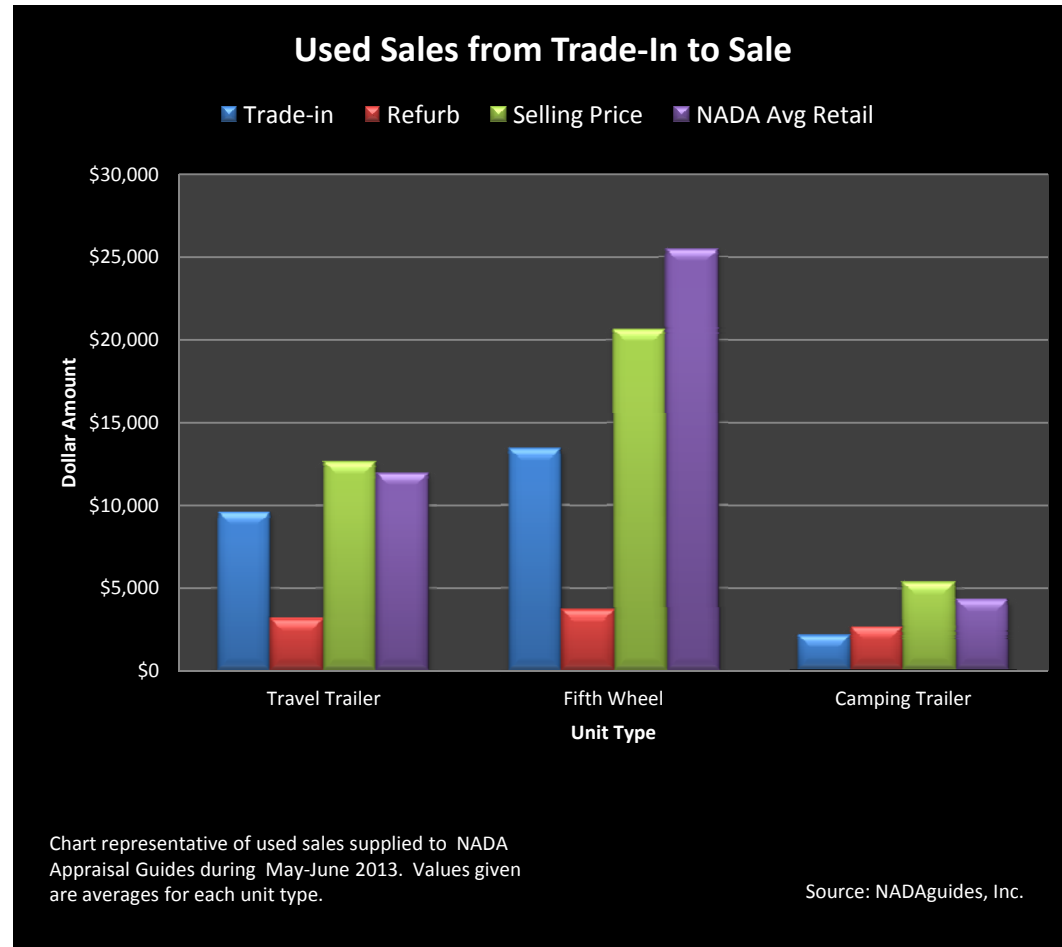
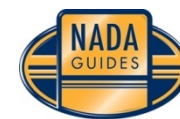


Figure 1.2



The Power of Vehicle Information

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.

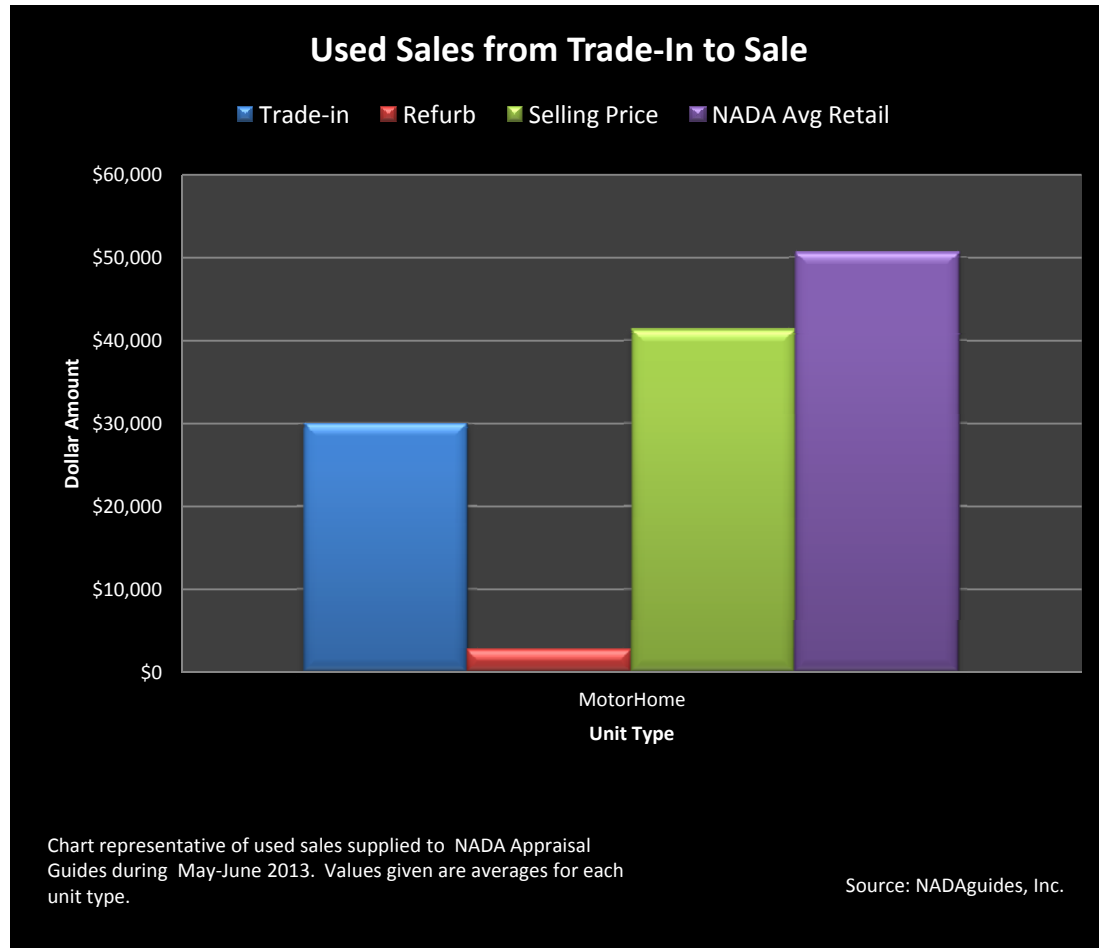
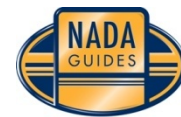


Figure 1.3

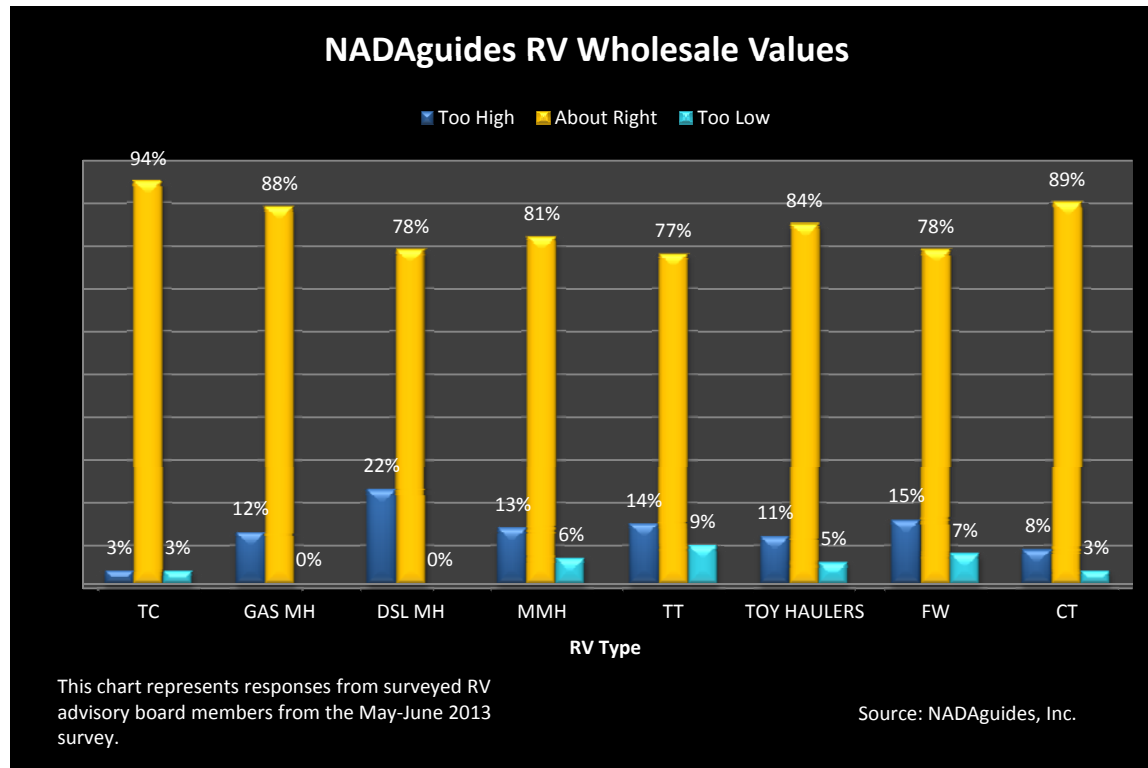


The Power of Vehicle Information

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.



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

Figure 1.4

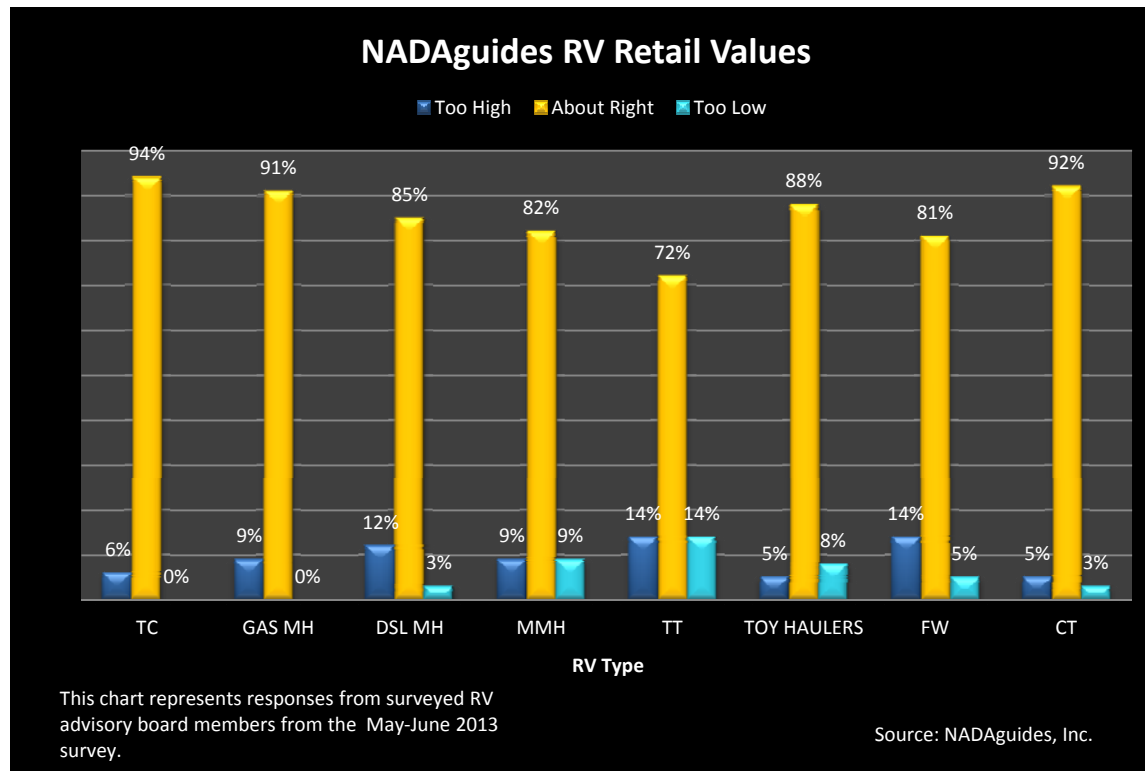


The Power of Vehicle Information

Data Overview...

Average Retail

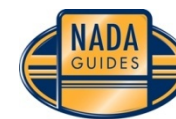
The chart shown in Figure 1.5 reflects, by RV type, where the retail values were too low, about right, or too high as compared to their local market area.



Abbreviations found in figure 1.5 :

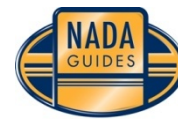
- TC = Truck Camper
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Figure 1.5



The Power of Vehicle Information

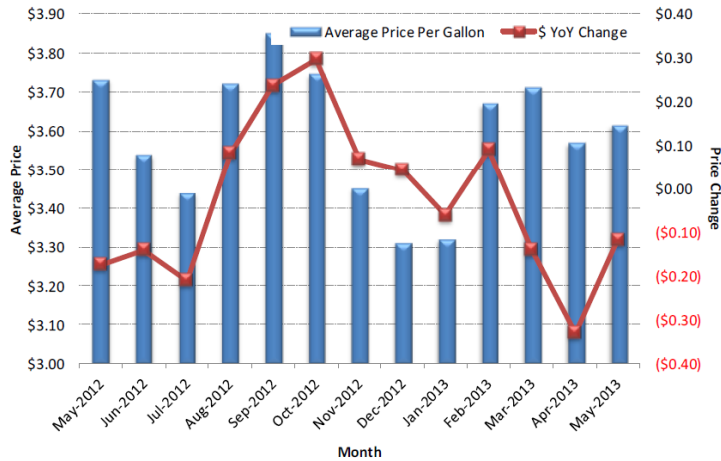
Outside Influences



The Power of Vehicle Information

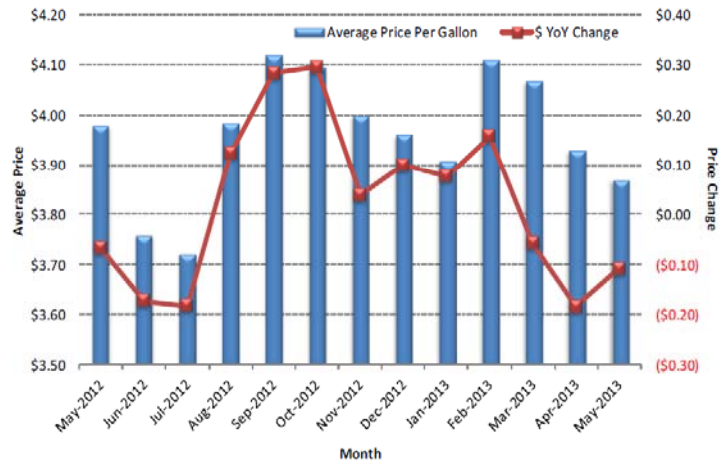
NADA Fuel Average Price

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)

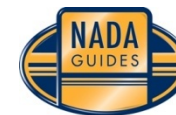
	May-13	Apr-13	May-12	Change From	
				Month Ago	Year Ago
US	\$3.62	\$3.57	\$3.73	● \$0.05	● (\$0.12)
East Coast	\$3.48	\$3.54	\$3.67	● (\$0.05)	● (\$0.19)
Midwest	\$3.73	\$3.54	\$3.65	● \$0.19	● \$0.09
Gulf Coast	\$3.36	\$3.38	\$3.52	● (\$0.02)	● (\$0.17)
Rocky Mountain	\$3.61	\$3.50	\$3.76	● \$0.11	● (\$0.14)
West Coast	\$3.91	\$3.88	\$4.22	● \$0.03	● (\$0.31)

Source: EIA

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

	May-13	Apr-13	May-12	Change From	
				Month Ago	Year Ago
US	\$3.87	\$3.93	\$3.98	● (\$0.06)	● (\$0.11)
East Coast	\$3.87	\$3.96	\$4.03	● (\$0.10)	● (\$0.16)
Midwest	\$3.91	\$3.91	\$3.88	● (\$0.00)	● \$0.03
Gulf Coast	\$3.76	\$3.84	\$3.89	● (\$0.09)	● (\$0.13)
Rocky Mountain	\$3.83	\$3.87	\$4.00	● (\$0.04)	● (\$0.16)
West Coast	\$3.97	\$4.05	\$4.25	● (\$0.08)	● (\$0.28)

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.

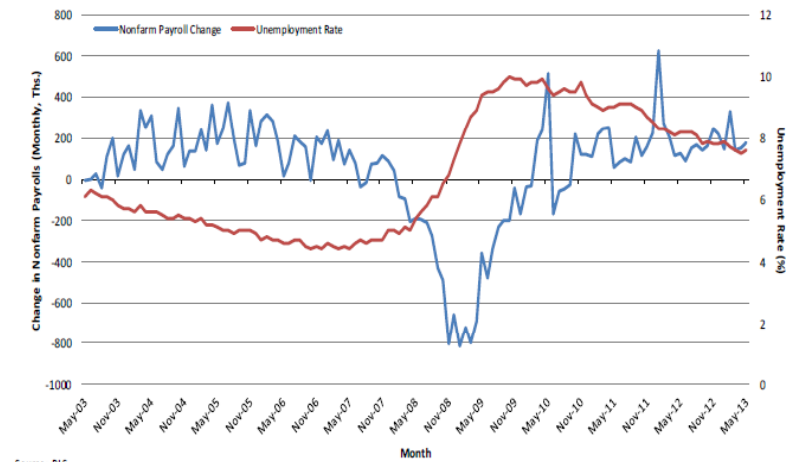


The Power of Vehicle Information

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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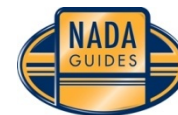
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