



# NADAguides

# Market Insights

## RV Industry

Q2 2015

# Industry Overview

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## RV Market Update

RV wholesale shipments to retailers continued to climb for the first five months of 2015. Year-to-date shipments are up 5.5% from the same period a year ago according to RVIA. RVIA also reported travel trailer and class C motorhome shipments have improved the most, gaining 7.6% and 13.7% respectively. This trend is also reflected in NADAguides used retail values, as values have continually increased in the first half of 2015. We are anticipating the typical slow-down moving from the summer months into the fall season, and as a result used values will be coming down as inventory levels start to build.



# RV Values

## Edition-Over-Edition Change in Values by Category

### May-June 2015 Edition Versus July-August 2015 Edition

The U.S. economy is expected to continue grow but at a slow and steady pace which will be supported by low inflation, low interest rates, and lower gas prices. Market conditions for the RV industry continue to remain tight and experts are forecasting a stellar 2016. In fact, 2016 is on track to set a new record for RV shipments, even greater than those set in 2006.

### Edition-Over-Edition Change in Used Retail

Towable Units  
-1.0%

Motorized Units  
-1.2%

Category	Body Type	Used Wholesale Trade-In	Used Retail
Camping Trailer	All	↓ -6.8%	↓ -4.4%
Motorhome	Micro Mini Motorhome (Class C)	↓ -0.2%	↓ -3.4%
Motorhome	Mini Motorhome (Class C)	↓ -2.5%	↓ -1.8%
Motorhome	Motorhome (Class A)	↓ -2.8%	↓ -1.9%
Motorhome	Towing Motorhome (Class A)	↓ -3.1%	↓ -2.1%
Motorhome	Van Motorhome (Class B)	↑ 2.2%	↑ 3.1%
Park Model	All	↓ -1.7%	↓ -1.3%
Tow Vehicle	All	↑ 1.9%	↑ 2.4%
Travel Trailer	Fifth Wheel	↑ 1.1%	↑ 2.1%
Travel Trailer	Standard Hitch	↓ -1.3%	↑ 0.5%
Truck Camper	All	↓ -3.0%	↓ -2.0%

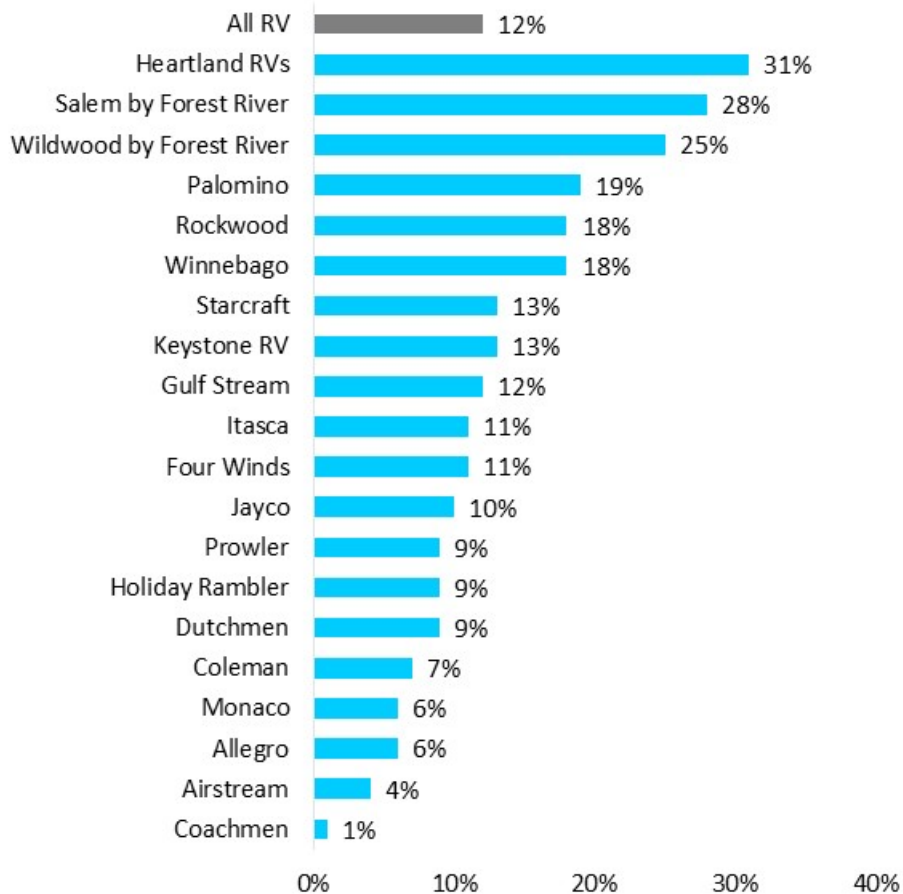


# RV Brands

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## YoY Change in Research of Top RV Brands on NADAguides.com

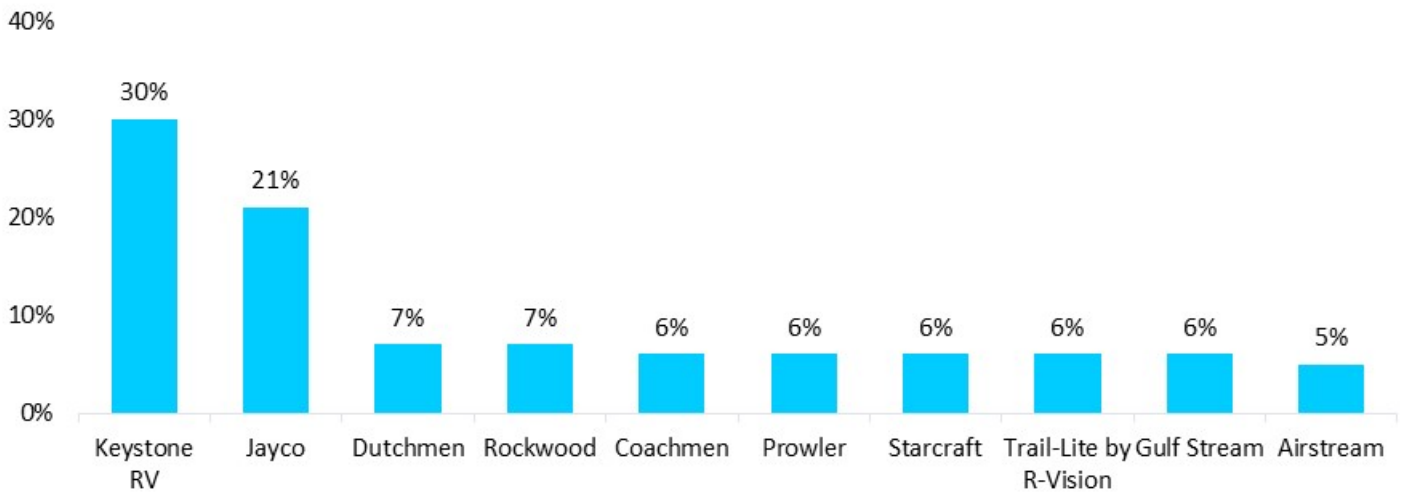
The figures below are based on consumer RV traffic on NADAguides.com and are calculated by comparing the percentage change of consumer interest, for the top 20 researched manufacturers, January-June 2014 as compared to January-June 2015.



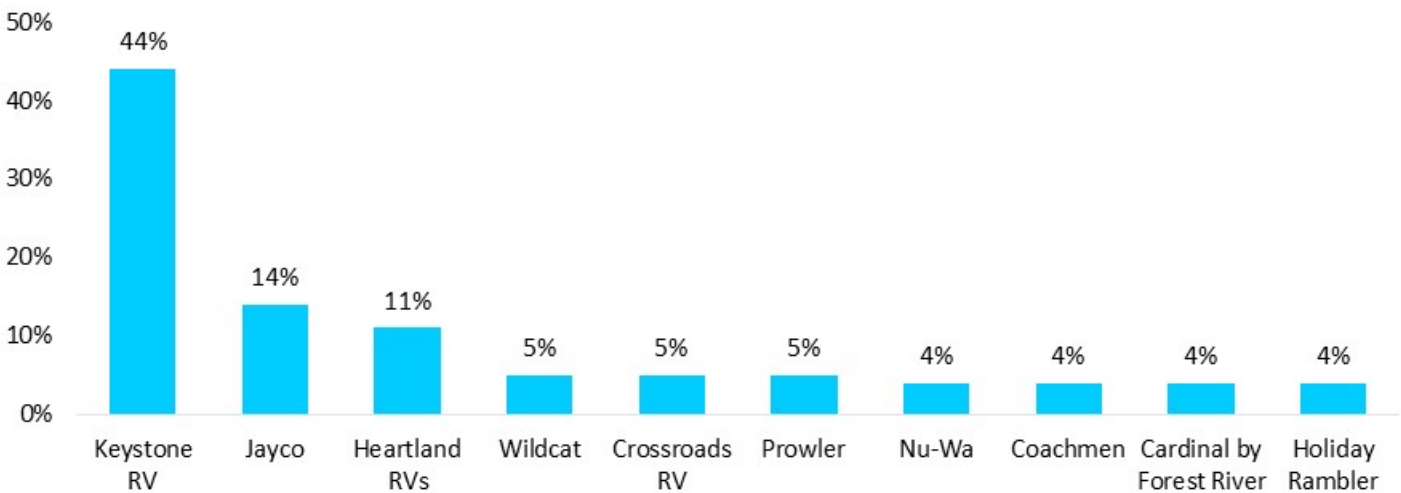
# Travel Trailer Brands

NADAGuides.com Top Researched Brands in 2015 Year-To-Date

## Standard Hitch Brands



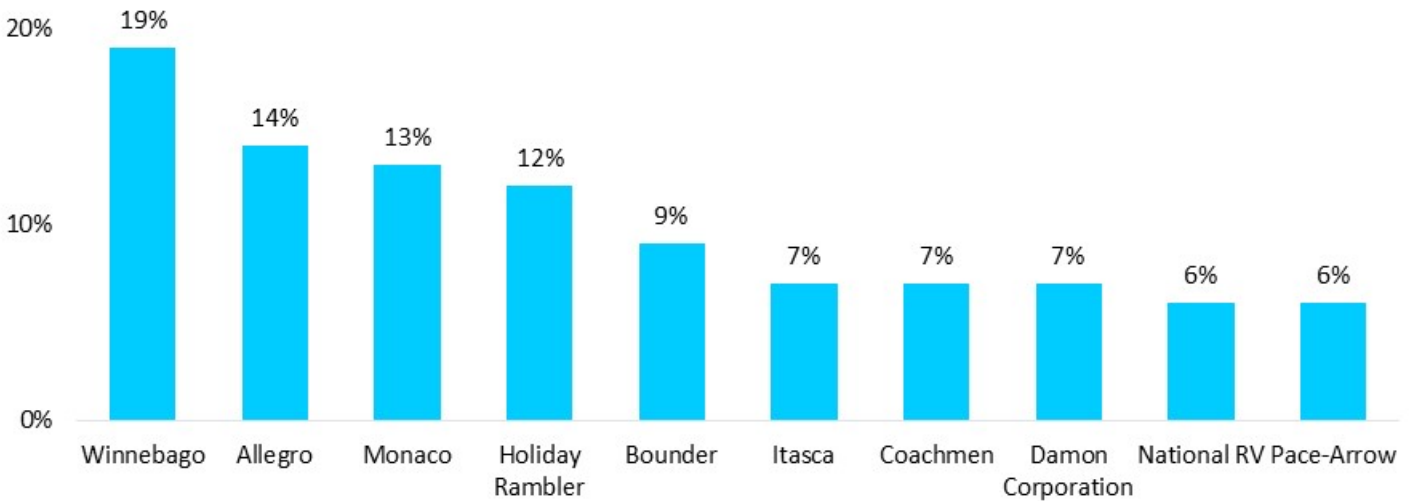
## Fifth Wheel Brands



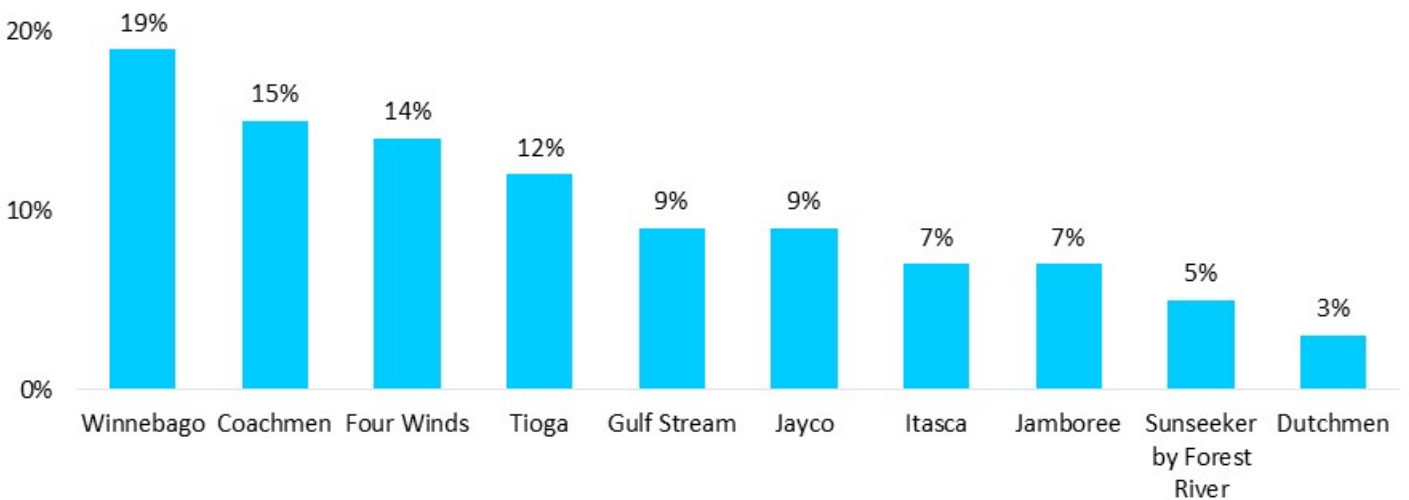
# Motorhome Brands

NADAguides.com Top Researched Brands in 2015 Year-To-Date

## Class A Brands



## Class C Brands

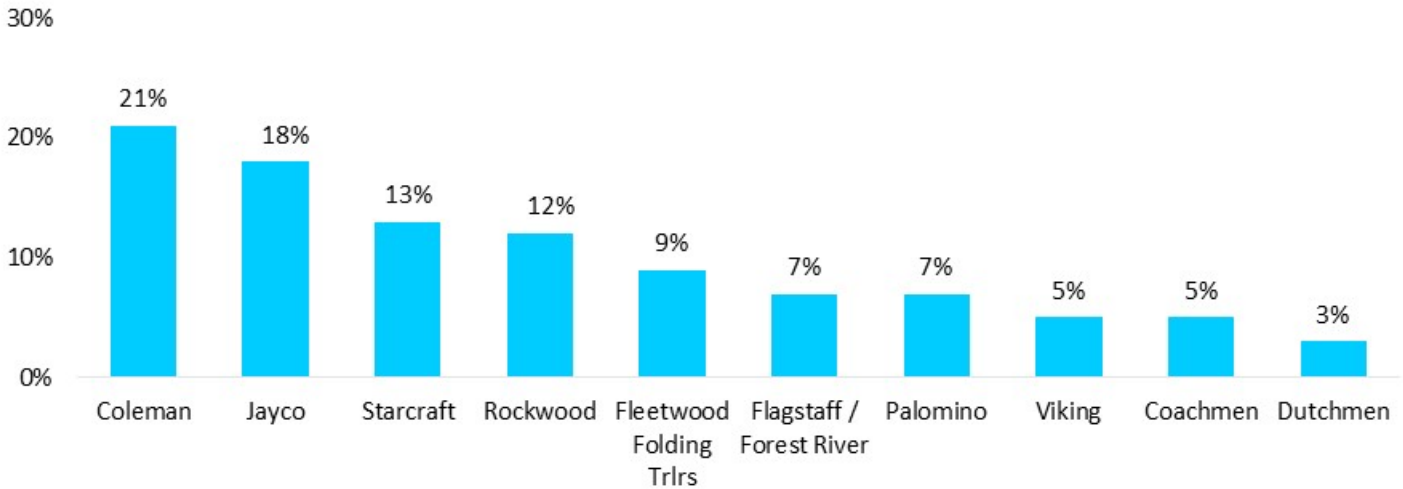


# RV Brands

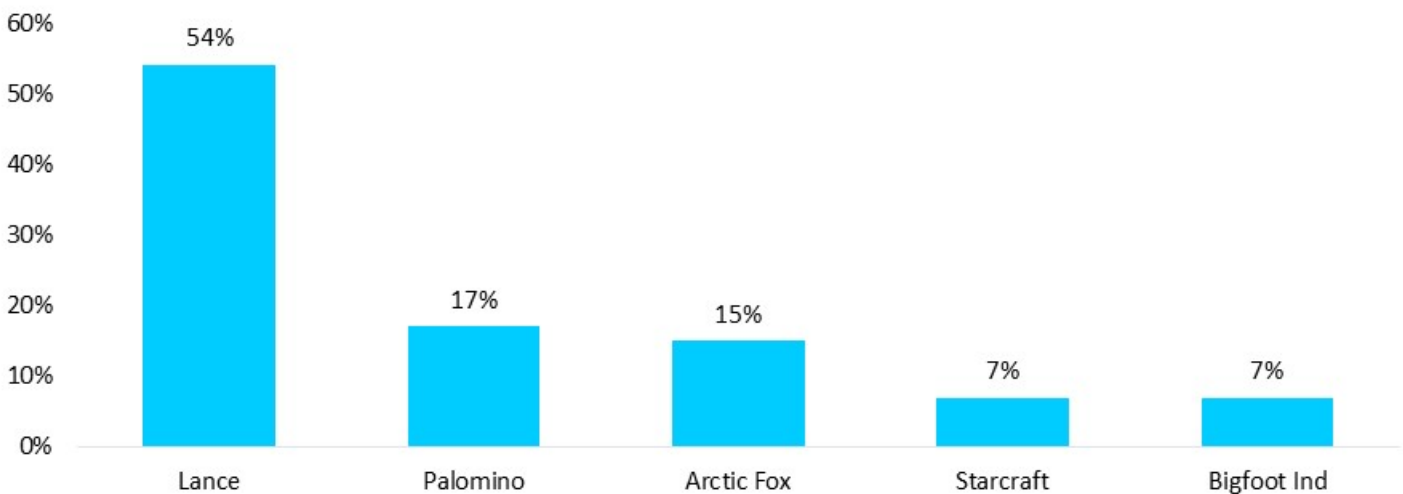
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NADAguides.com Top Researched Brands in 2015 Year-To-Date

## Camping Trailer Brands



## Truck Camper Brands

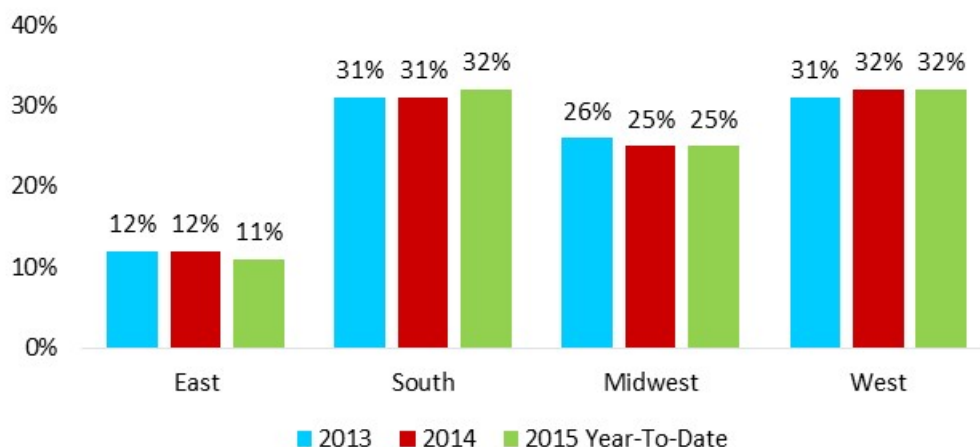


# Web Traffic by Region

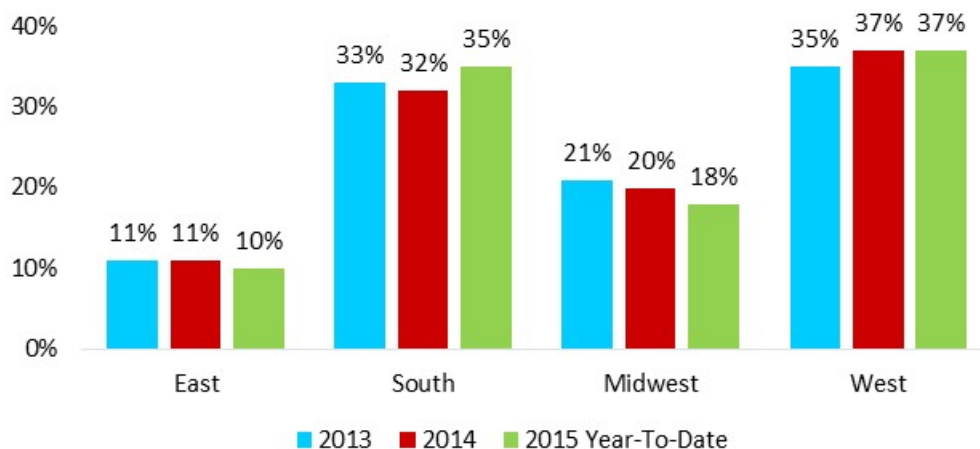
## Regional Distribution of NADAguides.com Traffic in 2015

The NADAguides recreation vehicle data is based on national averages; however, our analysts recognize the significance of regional variance by unit type. The following charts represent consumer traffic based on four regions. Traffic percentages for 2013 and 2014 are offered as a comparison to the year-to-date 2015 traffic.

### Travel Trailers



### Motorhomes

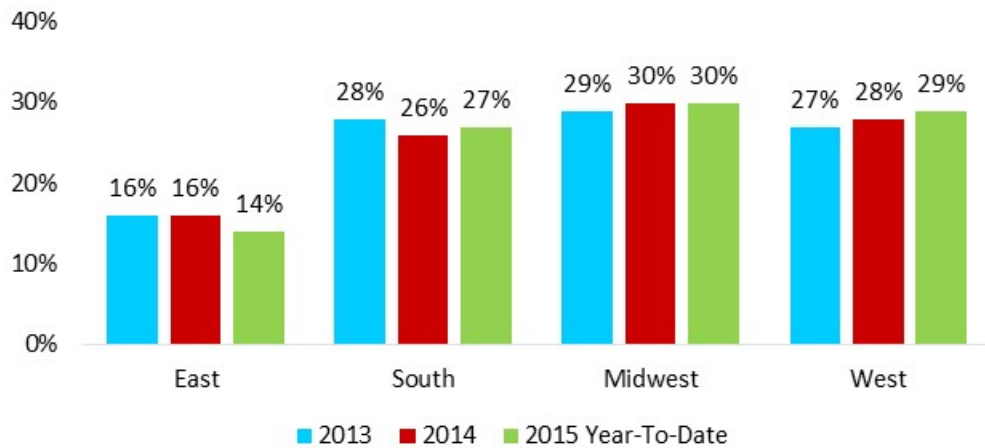




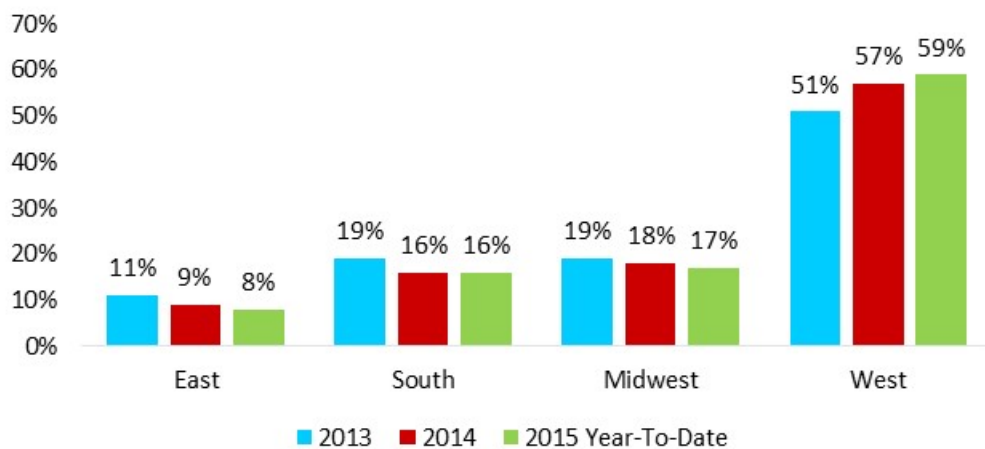
# Web Traffic by Region

## Regional Distribution of NADAguides.com Traffic in 2015

### Camping Trailers



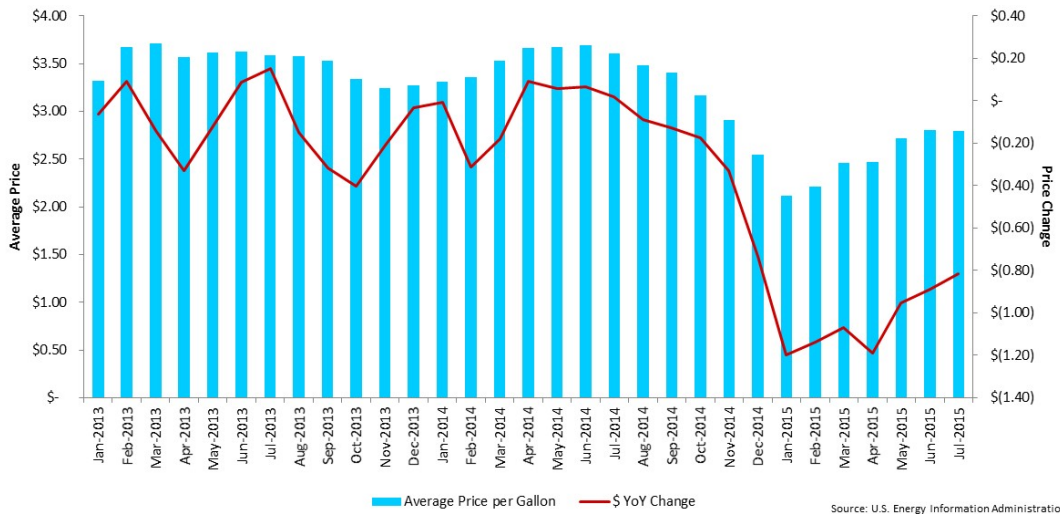
### Truck Campers



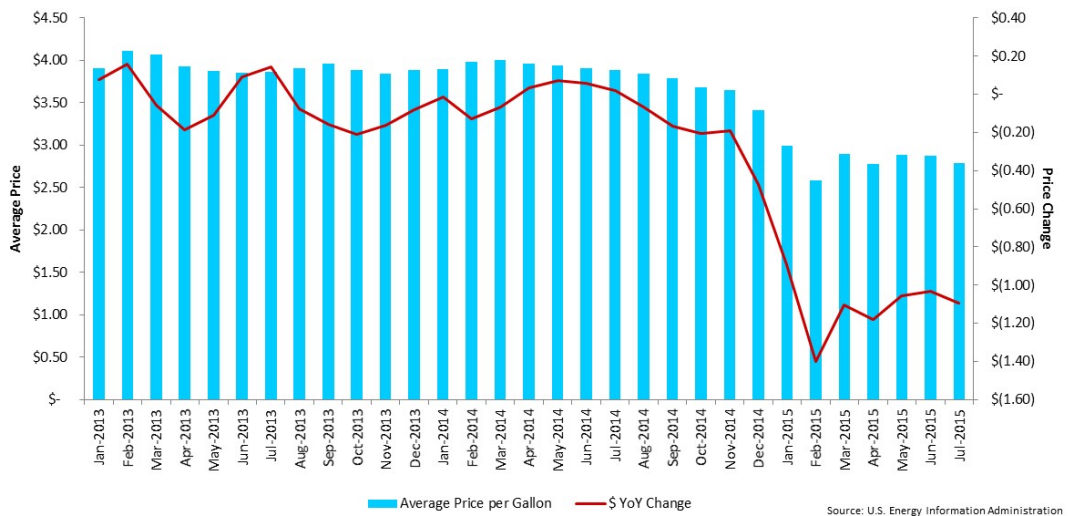
# Fuel Price Data

A view of the national average gasoline prices and year-over-year change is supplied to provide support for longer-term strategic planning.

## Regular Grade Gasoline Prices (All Formulations)

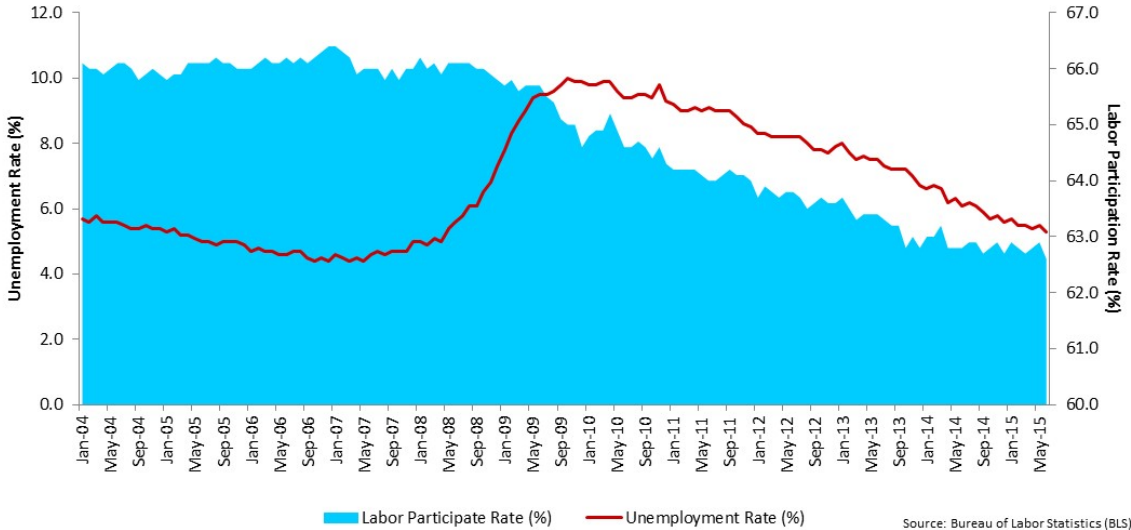


## On-Highway Diesel Fuel Prices



# Economic Data

## Unemployment & Labor Participation Rate (Seasonally Adjusted)



# NADAguides

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