



# NADAguides

# Market Insights

## RV Industry

2016 Q2

# Industry Overview

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## RV Market Update

This summer has been a very busy time for dealers as they ride the wave of strong momentum from Q1 into Q2. Based on industry projections, the RV industry is on track to have its best year on record since 1980. This is supported by the increased NADAguides.com web traffic shown in the values vs. traffic charts in this report.



There are many factors contributing to the RV industry's growth. Gas prices continue to be relatively low, mortgage rates are near historic lows, auto rates also remain low, inflation is in check, and the unemployment picture continues to improve. Furthermore, we have seen gains in the job market, household incomes are increasing, more baby boomers are retiring or purchasing an RV, and millennials are entering the RV market. Not only has 2016 been a banner year, but 2017 is projecting to be even better than 2016.



# RV Values

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

### May-June 2016 Edition Versus July-August 2016 Edition

Based on our data findings and dealer feedback we will continue to see downward pressure on all used values, with motorhomes and trailers seeing the biggest movements. You can expect to see continued downward pressure for the remaining summer months.

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

Towable Units  
**-3.3%**

Motorized Units  
**-3.6%**

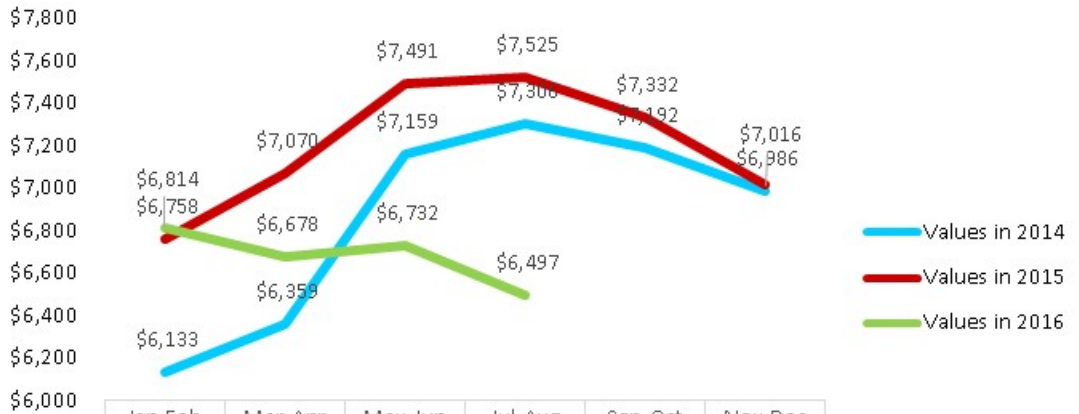
Category	Body Type	Used Wholesale Trade-In	Used Retail
Camping Trailer	All	↓ -2.8%	↓ -1.9%
Motorhome	Micro Mini Motorhome (Class C)	↓ -0.2%	↓ -0.2%
Motorhome	Mini Motorhome (Class C)	↓ -3.8%	↓ -3.0%
Motorhome	Motorhome (Class A)	↓ -5.5%	↓ -4.7%
Motorhome	Towing Motorhome (Class A)	↓ -6.8%	↓ -5.9%
Motorhome	Van Motorhome (Class B)	↓ -4.9%	↓ -4.0%
Park Model	All	↓ -1.6%	↓ -2.5%
Travel Trailer	Fifth Wheel	↓ -4.7%	↓ -3.8%
Travel Trailer	Standard Hitch	↓ -3.7%	↓ -3.5%
Truck Camper	All	↓ -4.5%	↓ -3.9%



# Travel Trailer Values

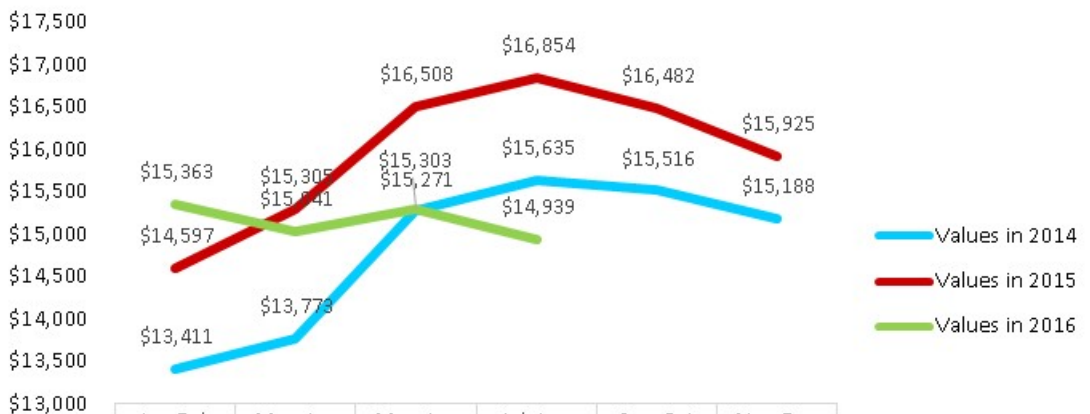
## Used Retail Value by Category

### Standard Hitch



	Jan-Feb	Mar-Apr	May-Jun	Jul-Aug	Sep-Oct	Nov-Dec
Values in 2014	\$6,133	\$6,359	\$7,159	\$7,306	\$7,192	\$6,986
Values in 2015	\$6,758	\$7,070	\$7,491	\$7,525	\$7,332	\$7,016
Values in 2016	\$6,814	\$6,678	\$6,732	\$6,497		

### Fifth Wheel



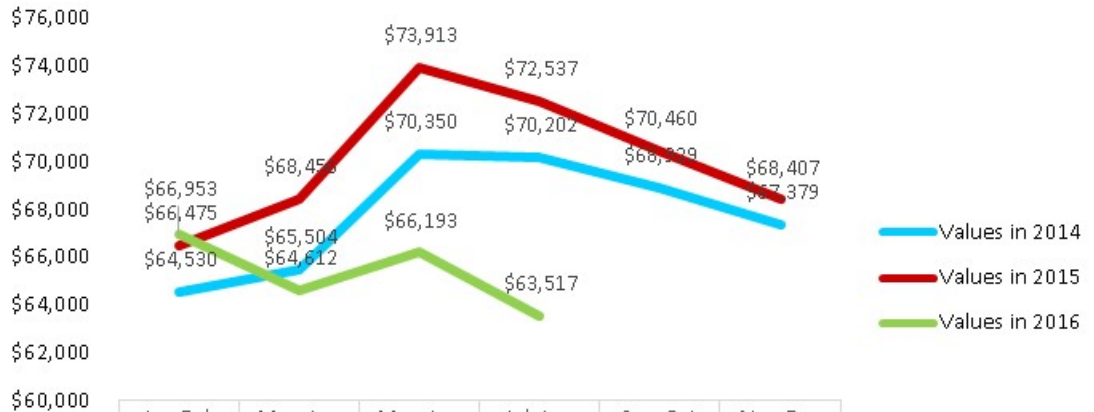
	Jan-Feb	Mar-Apr	May-Jun	Jul-Aug	Sep-Oct	Nov-Dec
Values in 2014	\$13,411	\$13,773	\$15,271	\$15,635	\$15,516	\$15,188
Values in 2015	\$14,597	\$15,305	\$16,508	\$16,854	\$16,482	\$15,925
Values in 2016	\$15,363	\$15,041	\$15,303	\$14,939		



# Motorhome Values

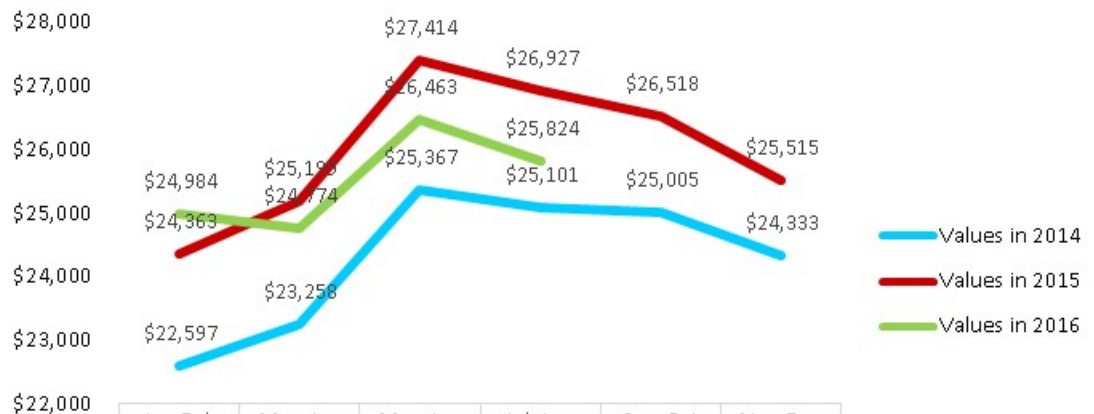
## Used Retail Value by Category

### Class A



	Jan-Feb	Mar-Apr	May-Jun	Jul-Aug	Sep-Oct	Nov-Dec
Values in 2014	\$64,530	\$65,504	\$70,350	\$70,202	\$68,929	\$67,379
Values in 2015	\$66,475	\$68,456	\$73,913	\$72,537	\$70,460	\$68,407
Values in 2016	\$66,953	\$64,612	\$66,193	\$63,517		

### Class C



	Jan-Feb	Mar-Apr	May-Jun	Jul-Aug	Sep-Oct	Nov-Dec
Values in 2014	\$22,597	\$23,258	\$25,367	\$25,101	\$25,005	\$24,333
Values in 2015	\$24,363	\$25,199	\$27,414	\$26,927	\$26,518	\$25,515
Values in 2016	\$24,984	\$24,774	\$26,463	\$25,824		



# Camping Trailer & Truck Camper Values

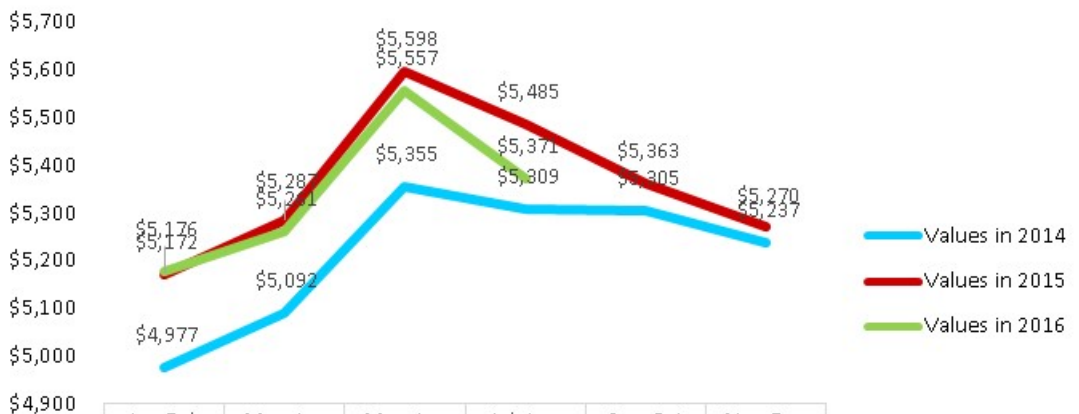
## Used Retail Value by Category

### Camping Trailer



	Jan-Feb	Mar-Apr	May-Jun	Jul-Aug	Sep-Oct	Nov-Dec
Values in 2014	\$3,064	\$3,209	\$3,462	\$3,447	\$3,388	\$3,318
Values in 2015	\$3,234	\$3,328	\$3,557	\$3,402	\$3,326	\$3,233
Values in 2016	\$3,192	\$3,146	\$3,459	\$3,398		

### Truck Camper



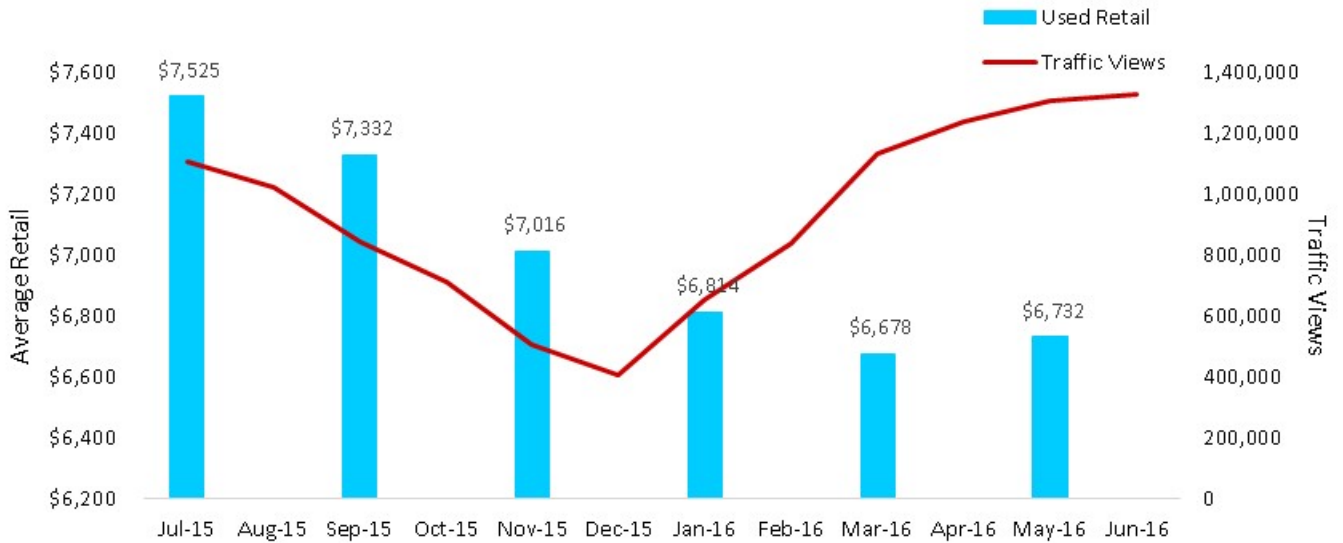
	Jan-Feb	Mar-Apr	May-Jun	Jul-Aug	Sep-Oct	Nov-Dec
Values in 2014	\$4,977	\$5,092	\$5,355	\$5,309	\$5,305	\$5,237
Values in 2015	\$5,172	\$5,287	\$5,598	\$5,485	\$5,363	\$5,270
Values in 2016	\$5,176	\$5,261	\$5,557	\$5,371		



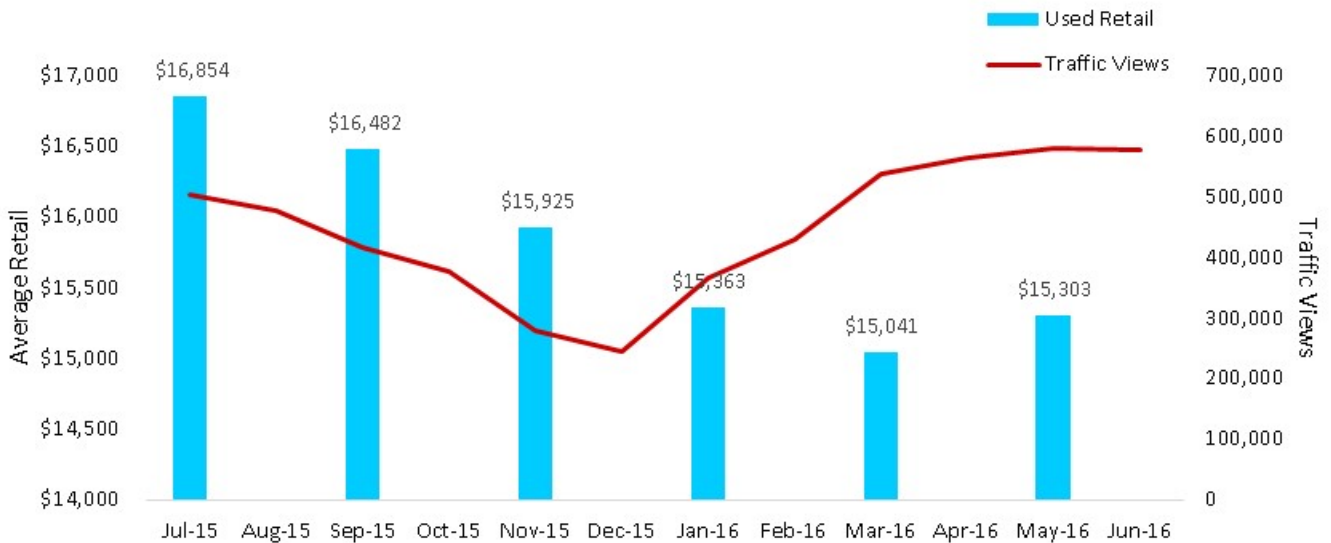
# Travel Trailer Values vs. Traffic

## Used Retail Value and Traffic Views by Category

### Standard Hitch



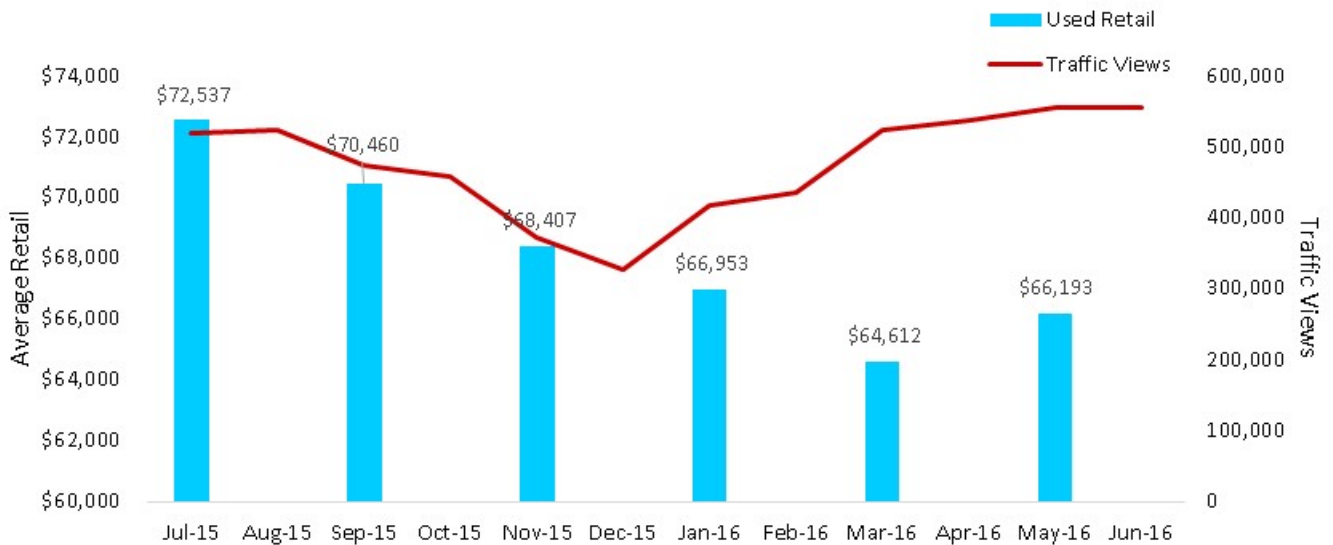
### Fifth Wheel



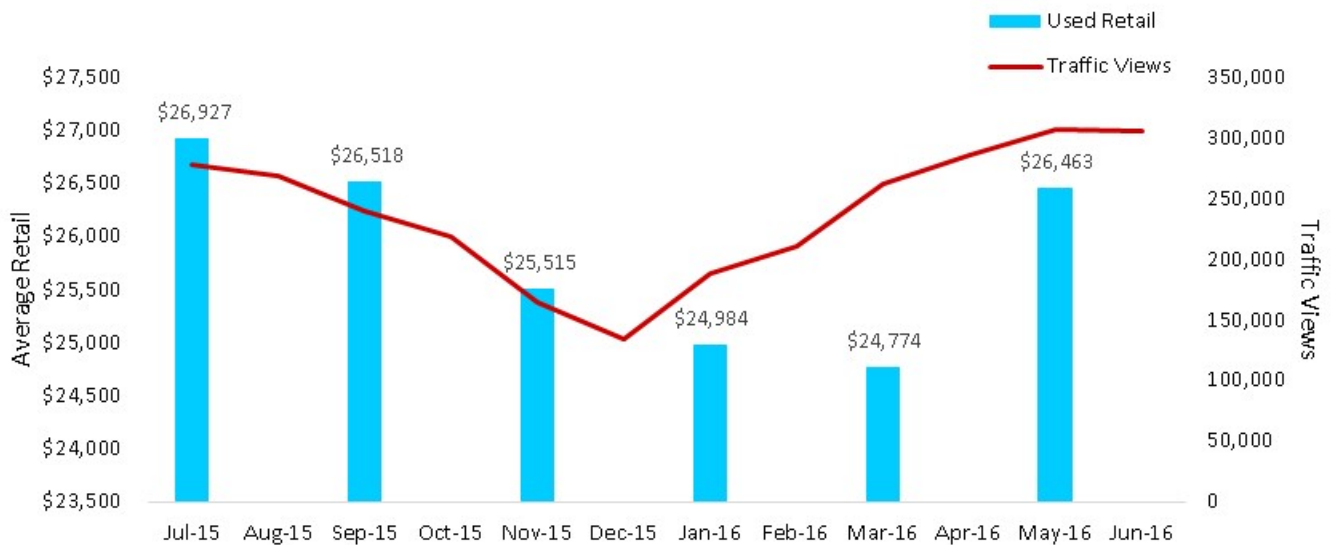
# Motorhome Values vs. Traffic

## Used Retail Value and Traffic Views by Category

### Class A



### Class C

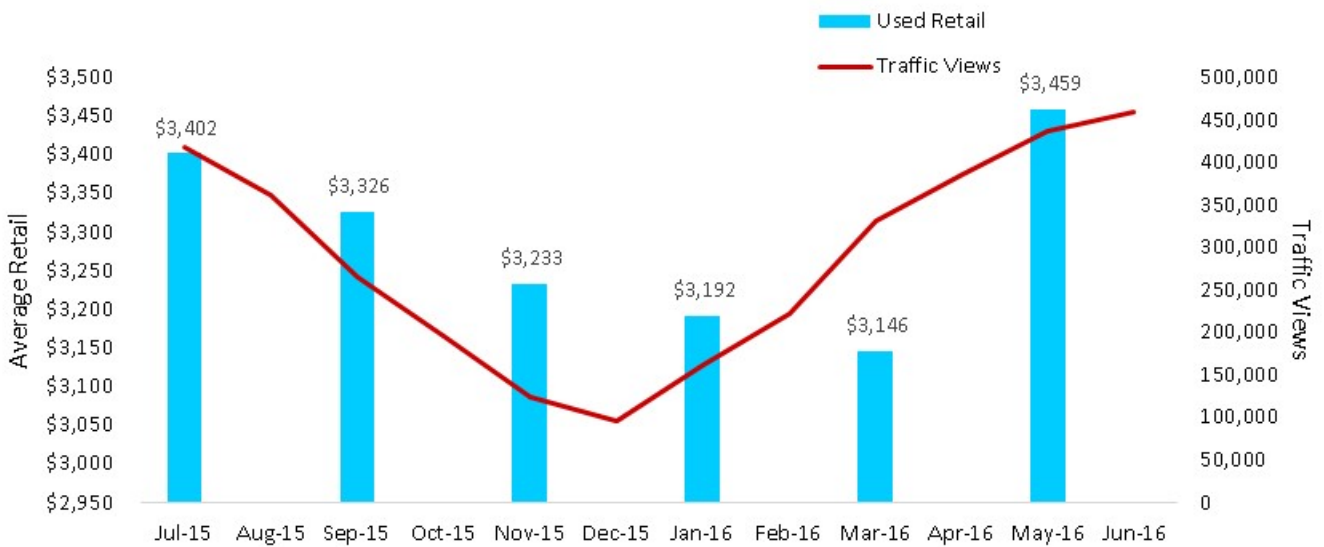




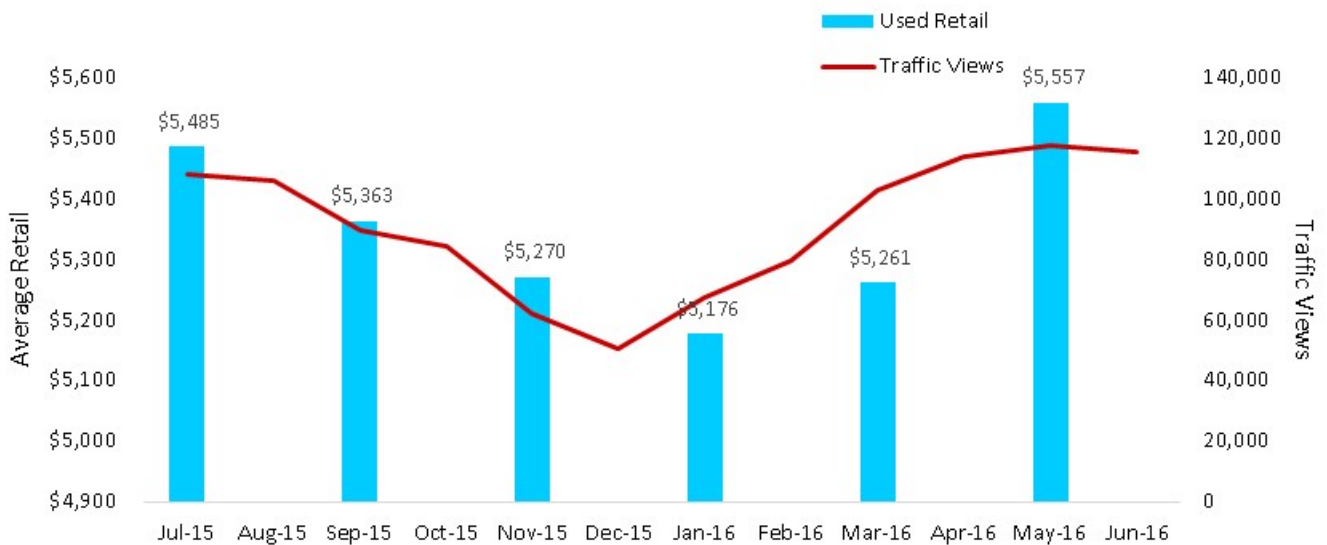
# Camping Trailer & Truck Camper Values vs. Traffic

## Used Retail Value and Traffic Views by Category

### Camping Trailer

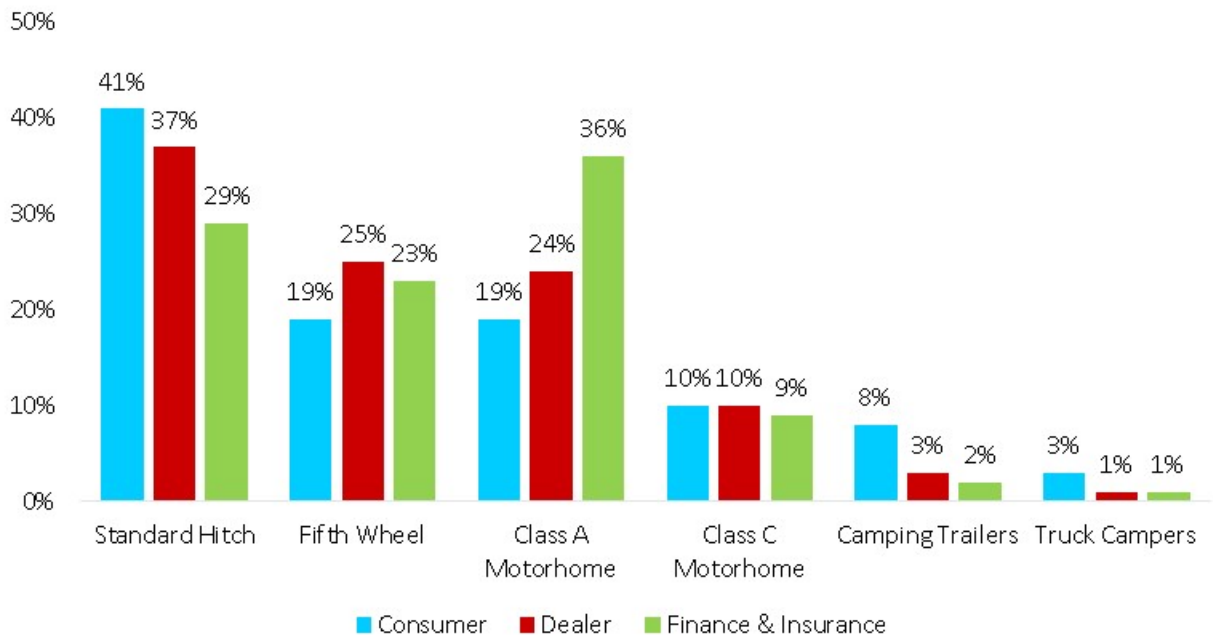


### Truck Camper



# RV Categories

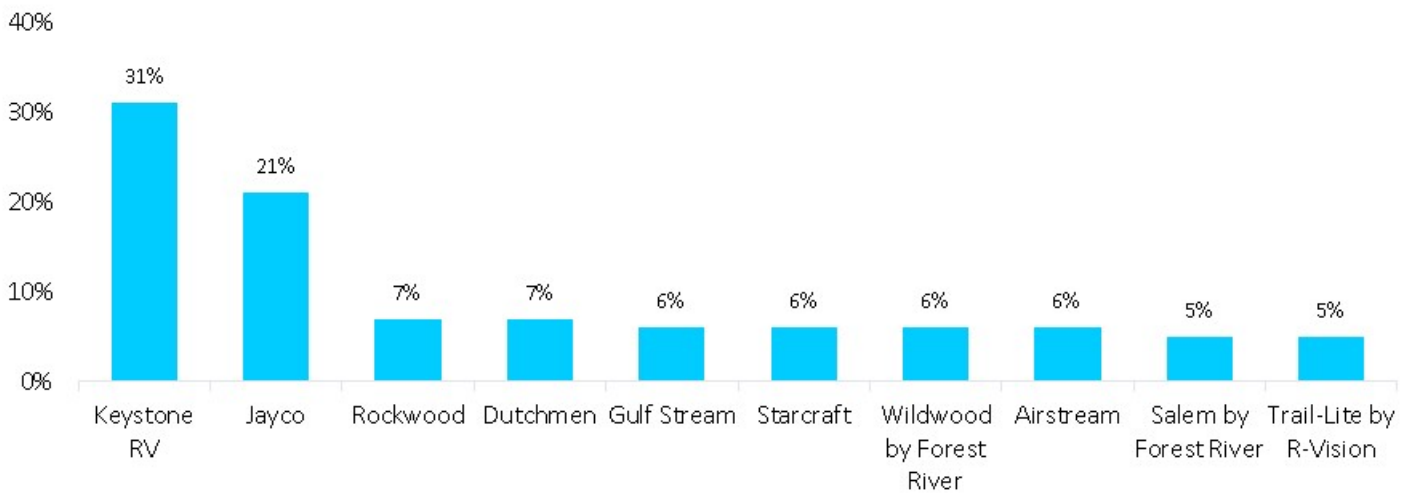
Category Views Among Consumers, Dealers, and Finance & Insurance Institutions in 2016 Q1-Q2



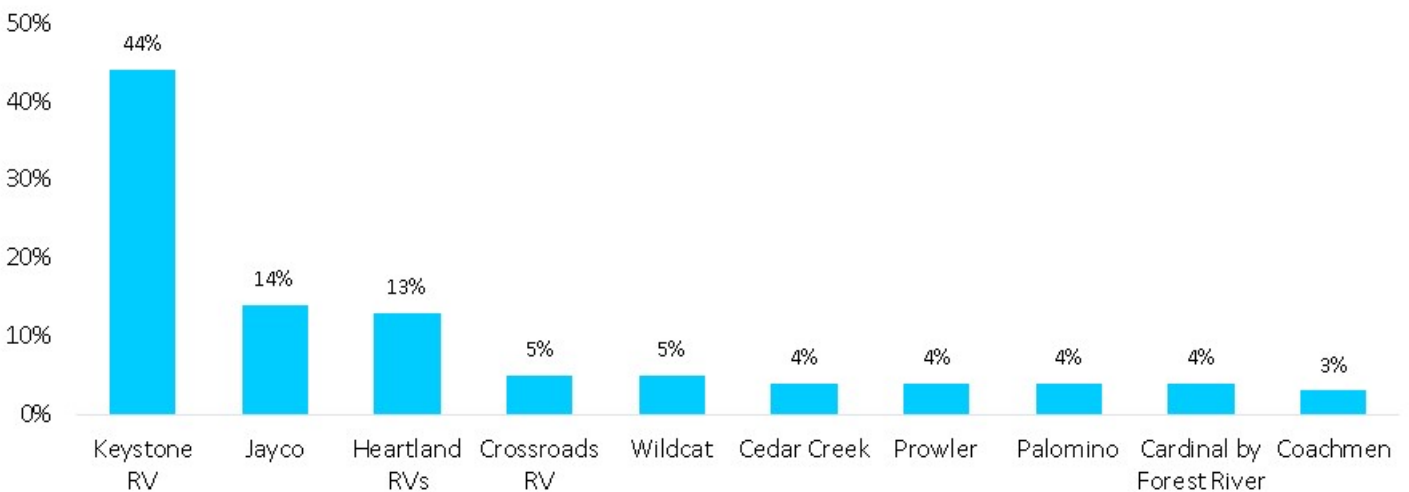
# Travel Trailer Brands

NADAguides.com Top Researched Brands in 2016 Q1-Q2

## Standard Hitch Brands



## Fifth Wheel Brands

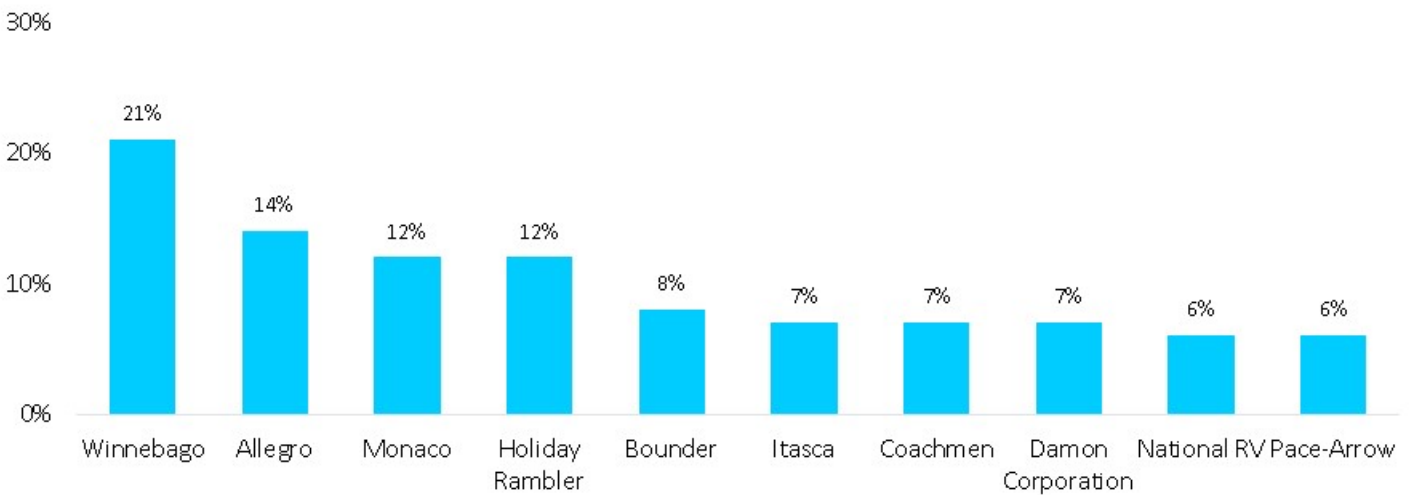


# Motorhome Brands

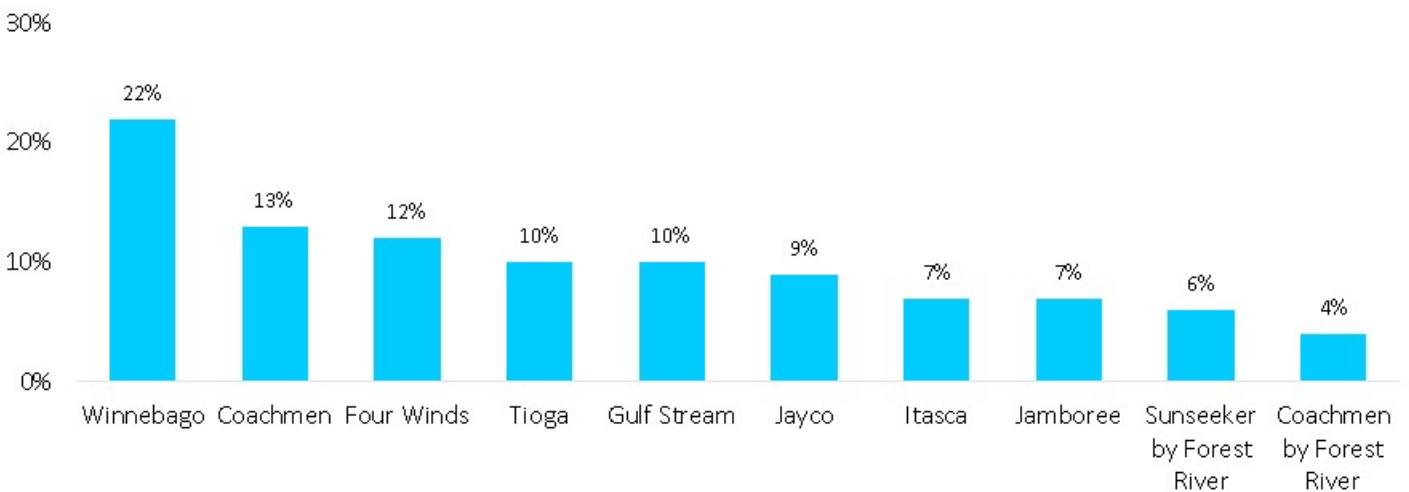
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NADAguides.com Top Researched Brands in 2016 Q1-Q2

## Class A Brands



## Class C Brands

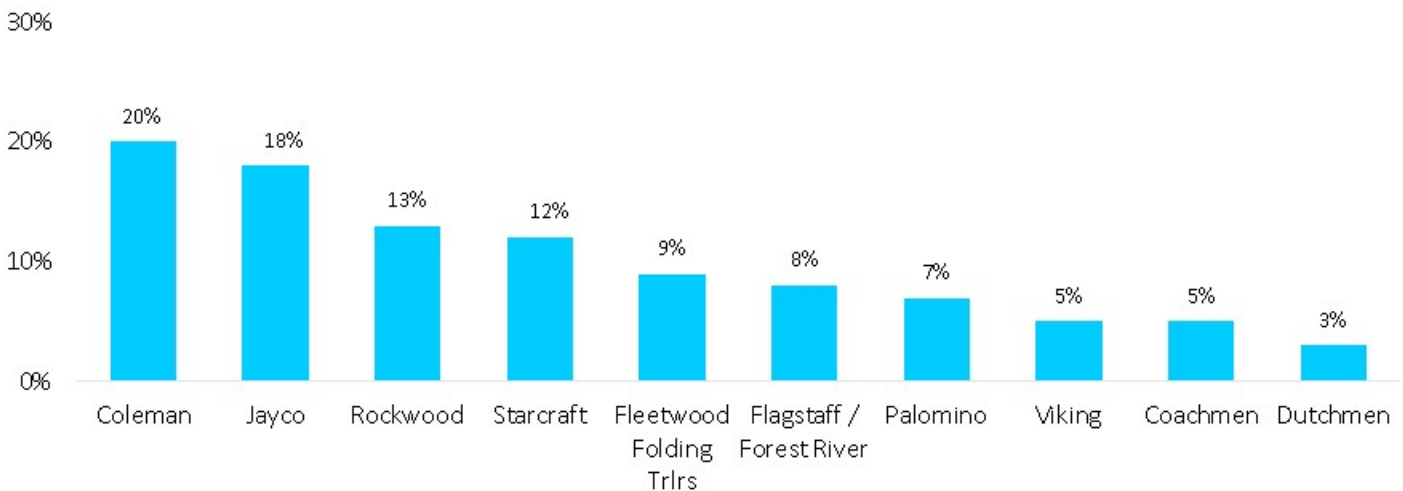


# Camping Trailer & Truck Camper Brands

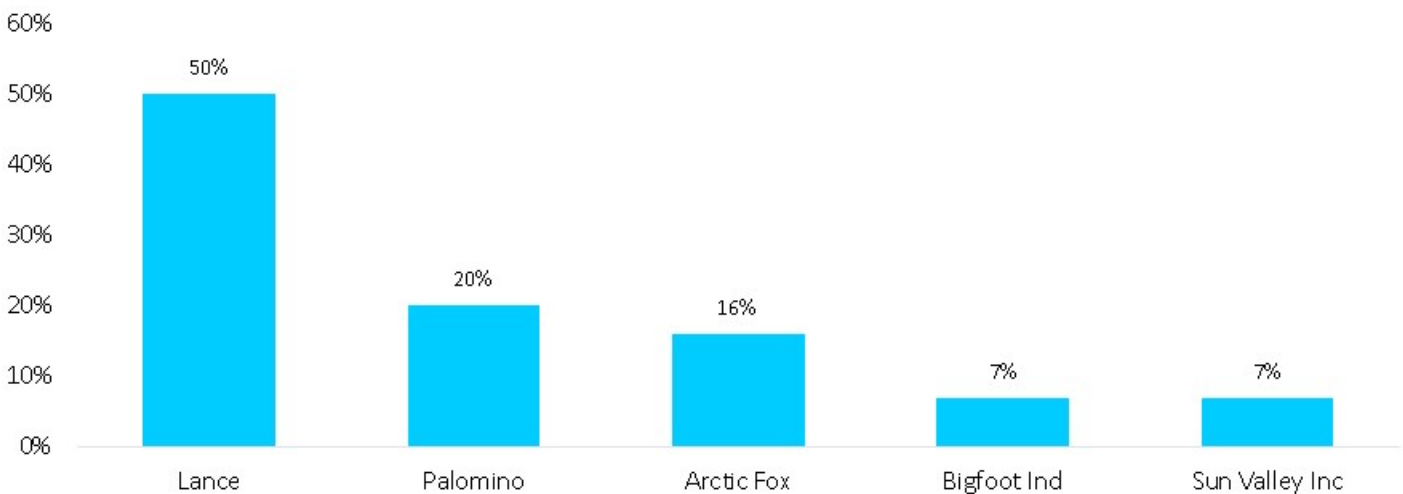
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NADAguides.com Top Researched Brands in 2016 Q1-Q2

## Camping Trailer Brands



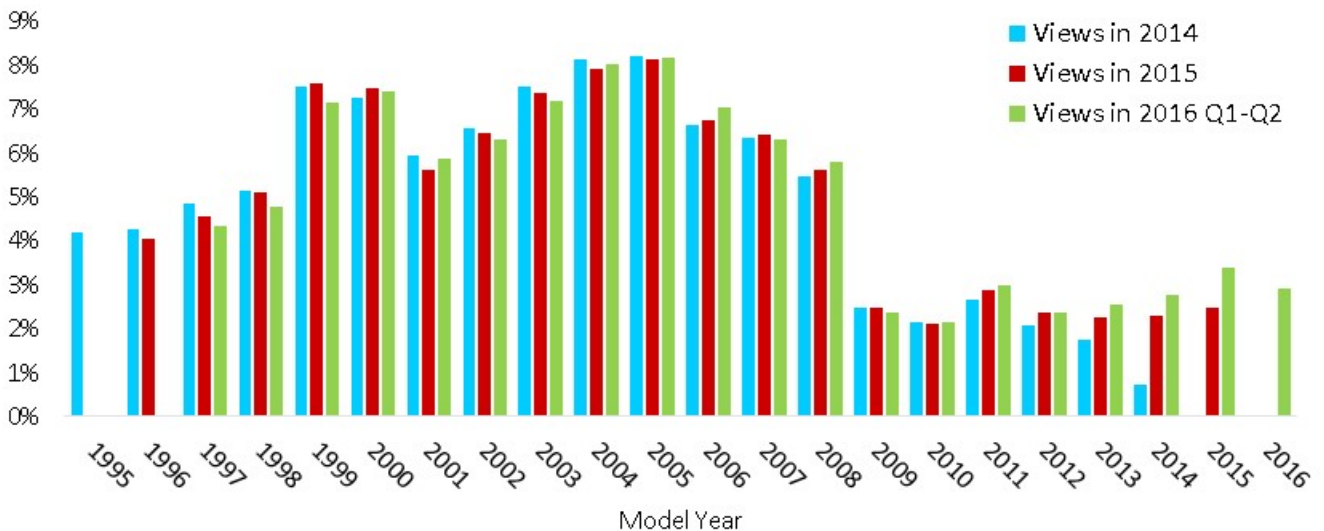
## Truck Camper Brands



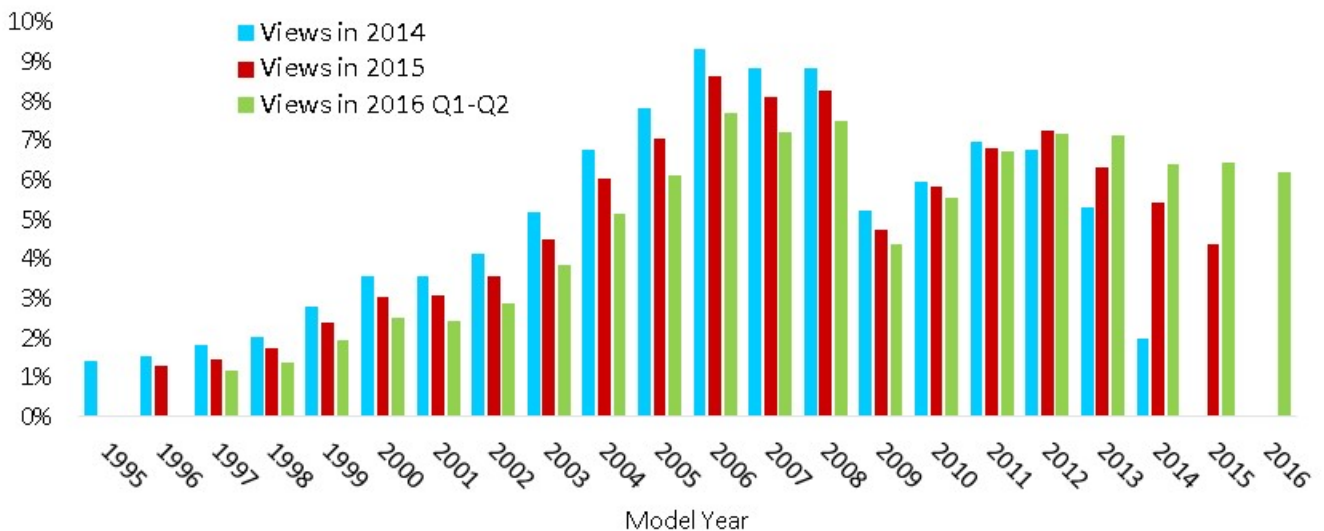
# Model Years

## NADAguides.com Top Researched Model Years by Category

### Class A Motorhome



### Standard Hitch Travel Trailer



# New Models

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## [NADAguides.com Top Researched New 2016 Models](#)

### Motorhomes

	<b><u>Model</u></b>	<b><u>Make</u></b>	<b><u>Type</u></b>
1.	M-22R-FORD	Winnebago	Class C Motorhome
2.	M-59G-RAM	Winnebago	Class B Van Motorhome
3.	M-25B-FORD	Winnebago	Class C Motorhome
4.	M-31K-FORD	Winnebago	Class C Motorhome
5.	M-27Q-FORD	Winnebago	Class C Motorhome

### Standard Hitch Travel Trailers

	<b><u>Model</u></b>	<b><u>Make</u></b>
1.	M-26 BH	Jayco
2.	M-30	Airstream
3.	M-264 BHW	Jayco
4.	M-26DBH	Cherokee
5.	M-195BH	Salem by Forest River

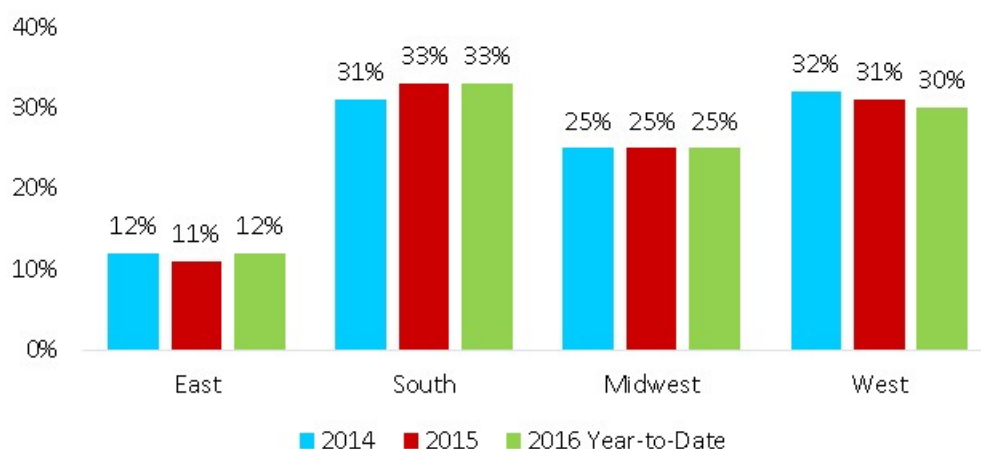


# Web Traffic by Region

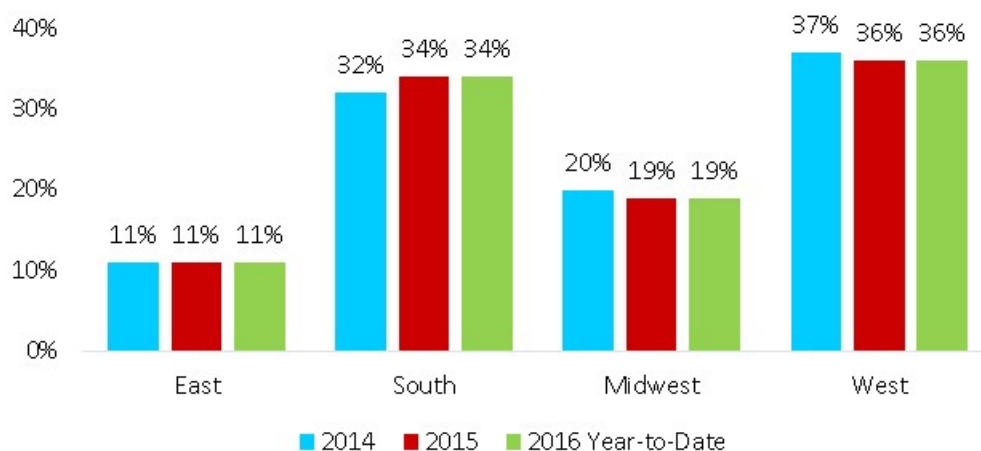
## Regional Distribution of NADAguides.com Traffic

The NADAguides recreational 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 2014 and 2015 are offered as a comparison to the year-to-date 2016 traffic.

### Travel Trailers



### Motorhomes

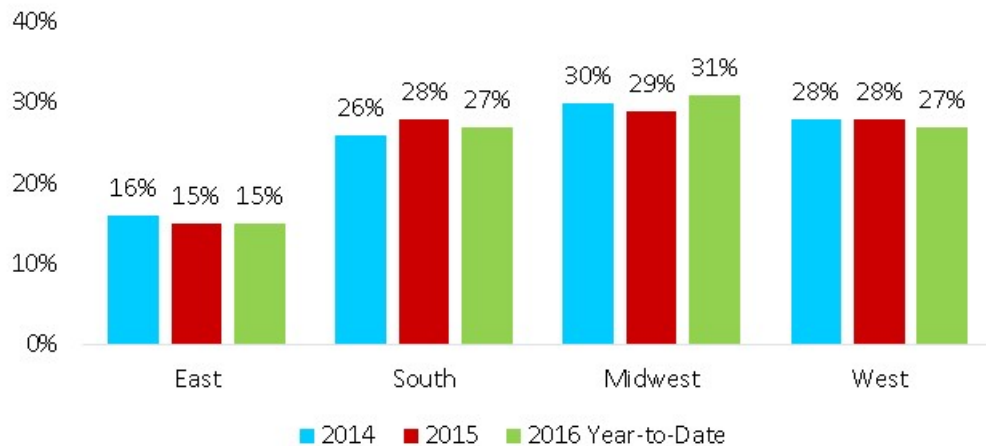




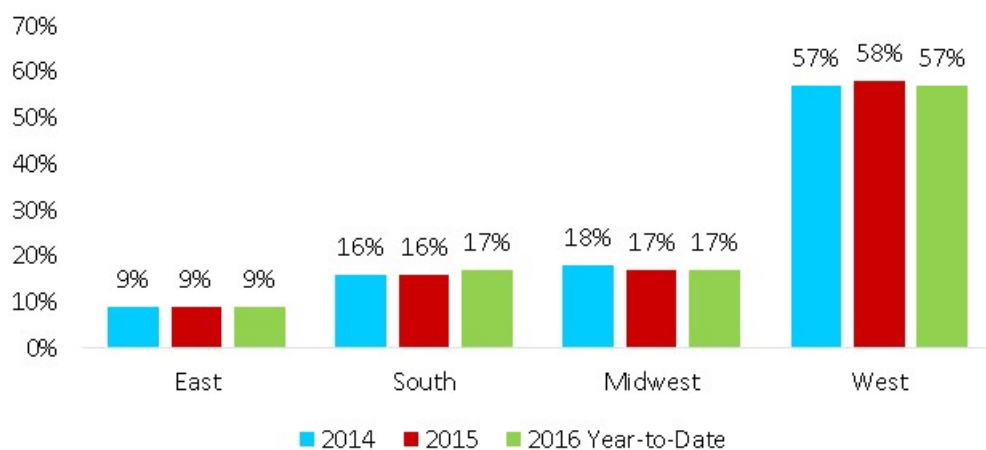
# Web Traffic by Region

## Regional Distribution of NADAguides.com Traffic

### Camping Trailers



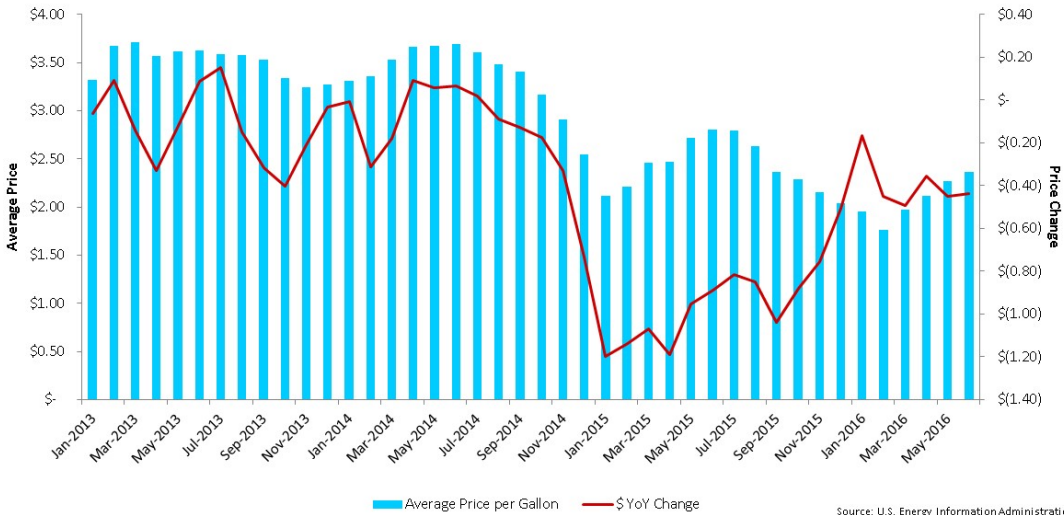
### Truck Campers



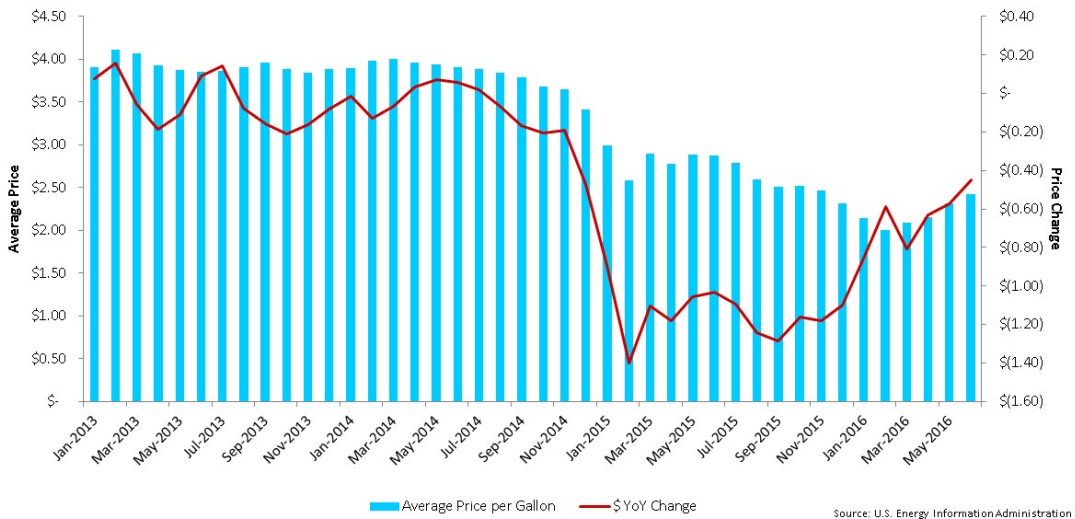
# Fuel Price Data

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

## Regular Grade Gasoline Prices (All Formulations)

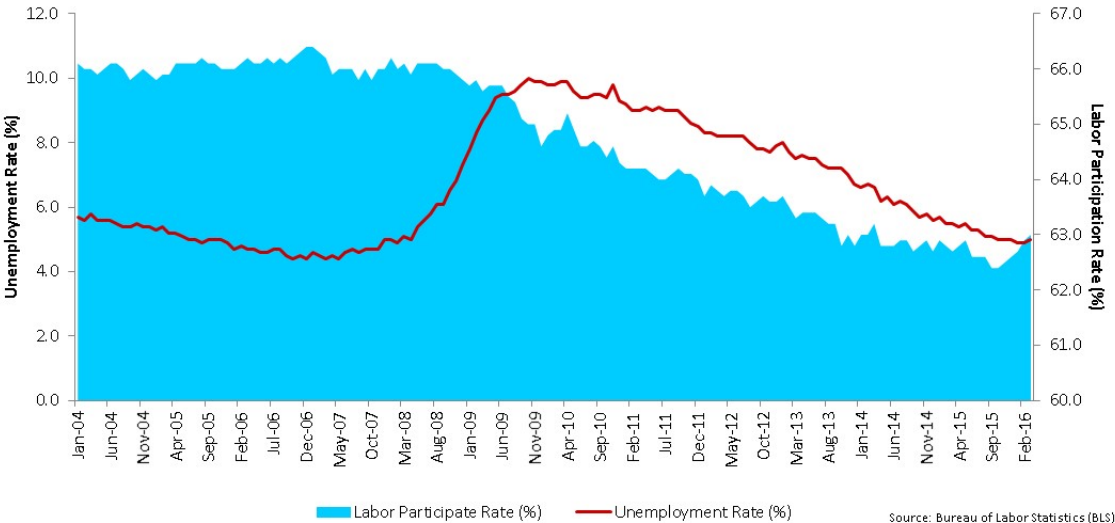


## On-Highway Diesel Fuel Prices



# Economic Data

## Unemployment & Labor Participation Rate (Seasonally Adjusted)



# NADAguides

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