



NADAguides

Market Insights

RV Industry

2016 Highlights

Industry Overview

RV Market Update

This past summer was an exciting time for the RV industry. The strong sales momentum carried well into the fall season. At the RVIA show in December, dealers were very upbeat and reported that sales activity was still very strong. We reported in our last Market Insight Edition that we've seen a gradual move away from the larger units and into smaller units. This can further be substantiated with the latest RV shipments report published by RVIA. Travel trailers, folding campers, Class Cs, and Class Bs have seen the largest gains. We expect this trend to continue into this year.



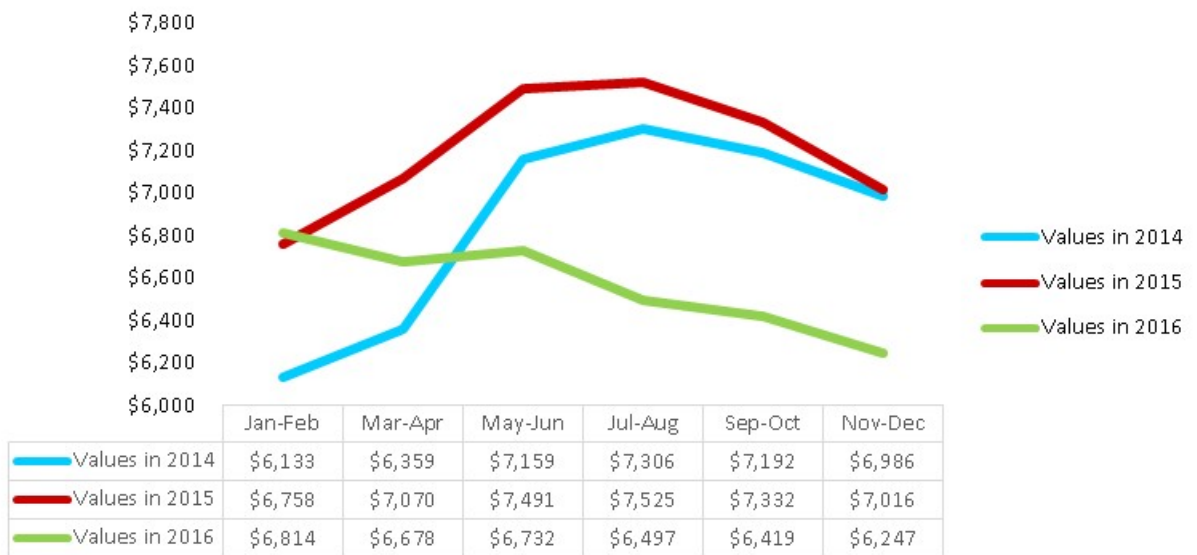
Winter has reared its ugly head early this year and has gotten off to a very cold start. It looks like the big chill affecting much of the country will be with us for several months which will surely have an impact on sales. We will continue to see downward pressure on used values should current winter conditions continue for the next few months. It also remains to be seen what, if any, affect the recent .25% interest rate will have on sales. With this in mind, the RV industry is still very optimistic and we look forward to another banner year.



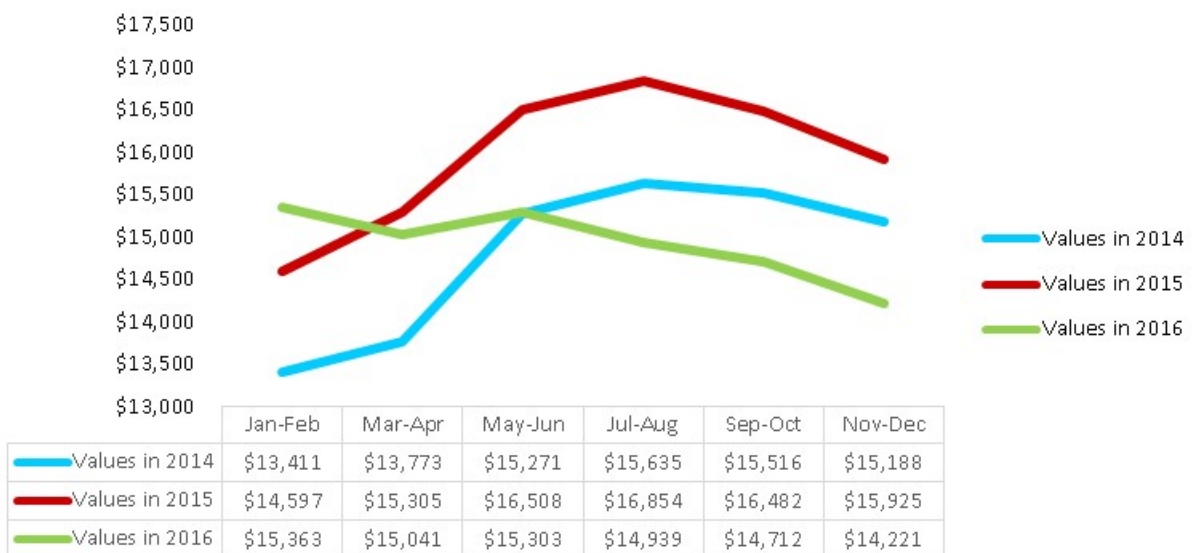
Travel Trailer Values

Used Retail Value by Category

Standard Hitch



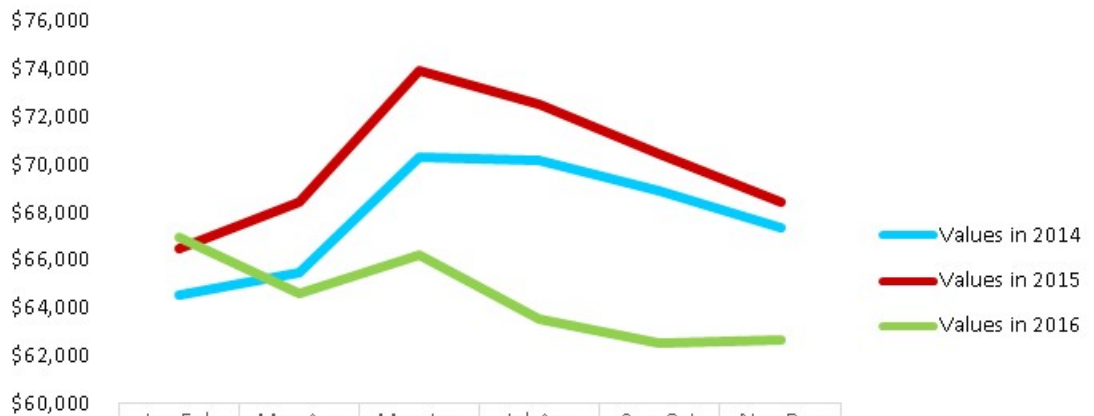
Fifth Wheel



Motorhome Values

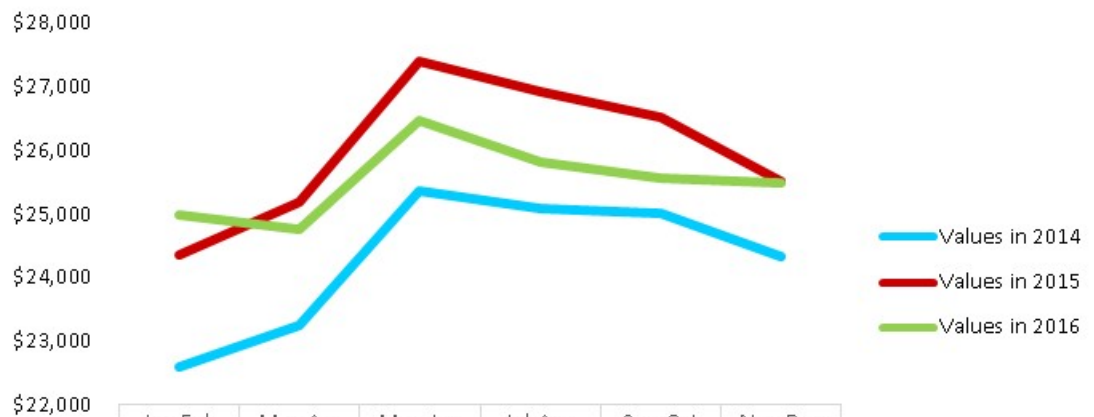
Used Retail Value by Category

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	\$62,523	\$62,693

Class C



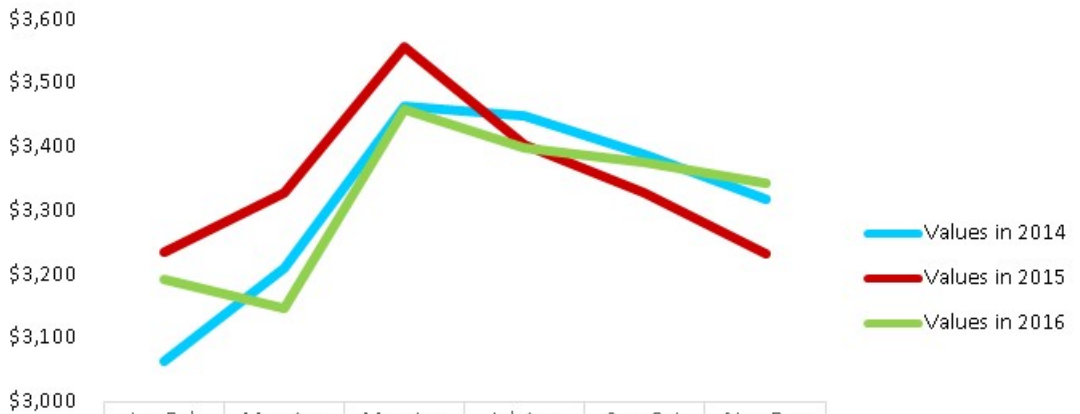
	Jan-Feb	Mar-Apr	May-Jun	Jul-Aug	Sep-Oct	Nov-Dec
Values in 2014	\$22,597	\$23,258	\$25,367	\$25,101	\$25,005	\$24,333
Values in 2015	\$24,363	\$25,199	\$27,414	\$26,927	\$26,518	\$25,515
Values in 2016	\$24,984	\$24,774	\$26,463	\$25,824	\$25,561	\$25,481



Camping Trailer & Truck Camper Values

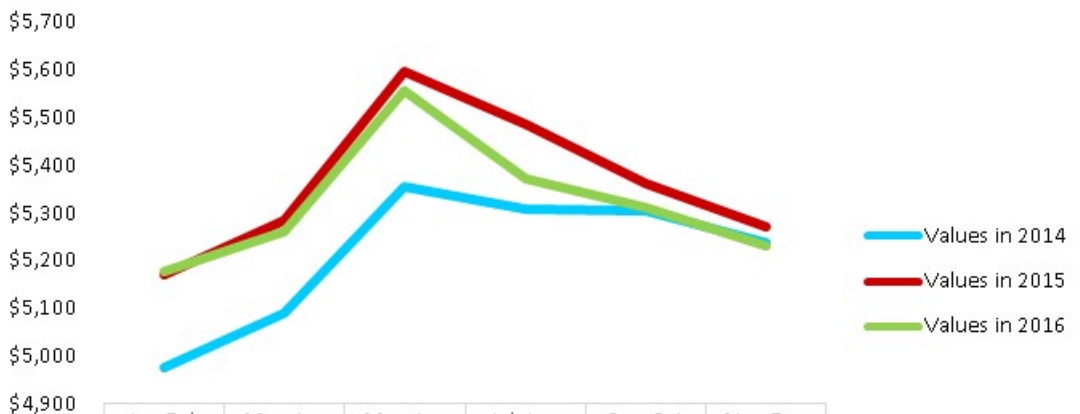
Used Retail Value by Category

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	\$3,375	\$3,342

Truck Camper



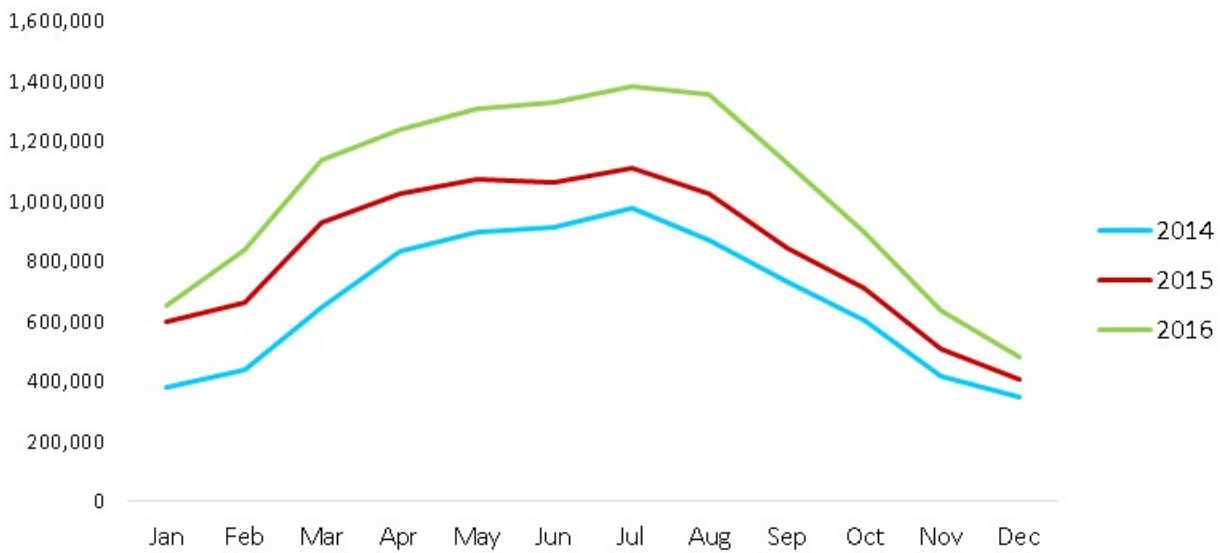
	Jan-Feb	Mar-Apr	May-Jun	Jul-Aug	Sep-Oct	Nov-Dec
Values in 2014	\$4,977	\$5,092	\$5,355	\$5,309	\$5,305	\$5,237
Values in 2015	\$5,172	\$5,287	\$5,598	\$5,485	\$5,363	\$5,270
Values in 2016	\$5,176	\$5,261	\$5,557	\$5,371	\$5,310	\$5,232



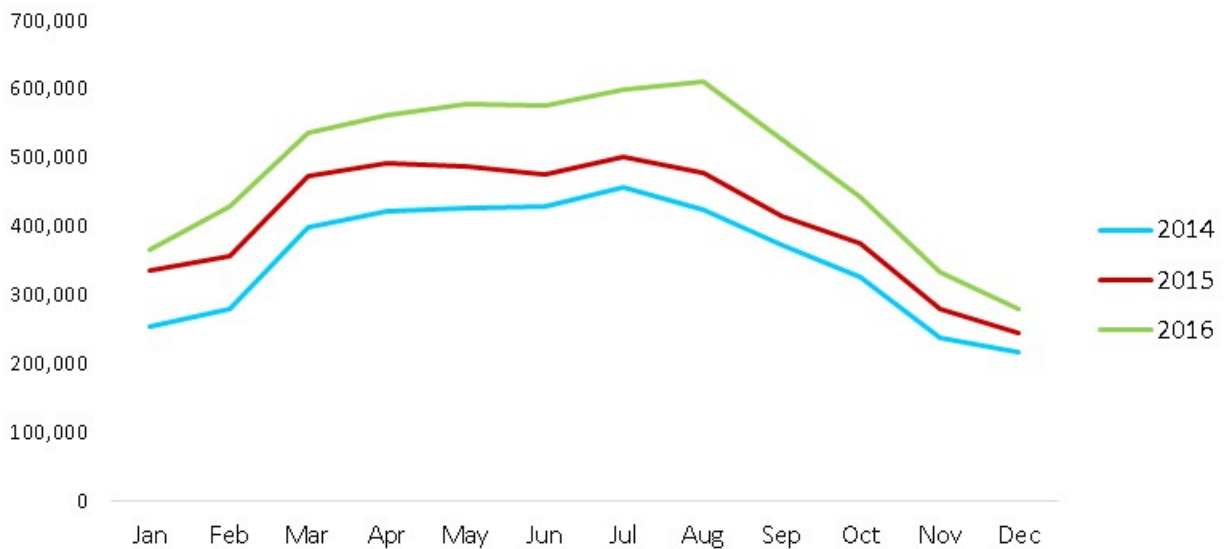
Travel Trailer Consumer Traffic

Consumer Traffic Views by Category

Standard Hitch

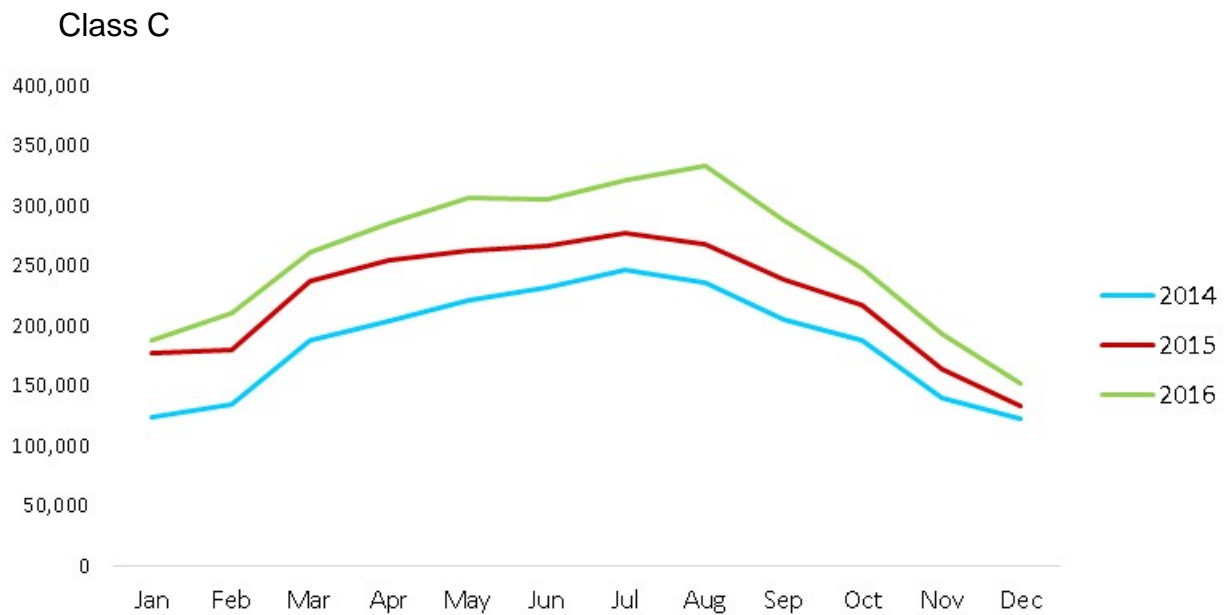
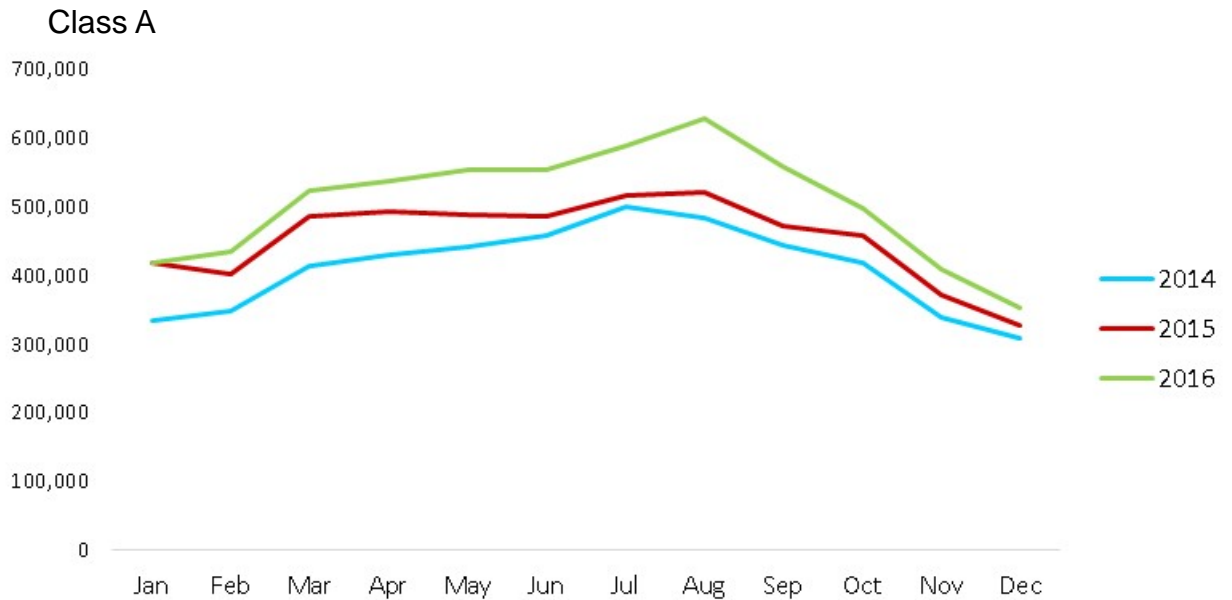


Fifth Wheel



Motorhome Consumer Traffic

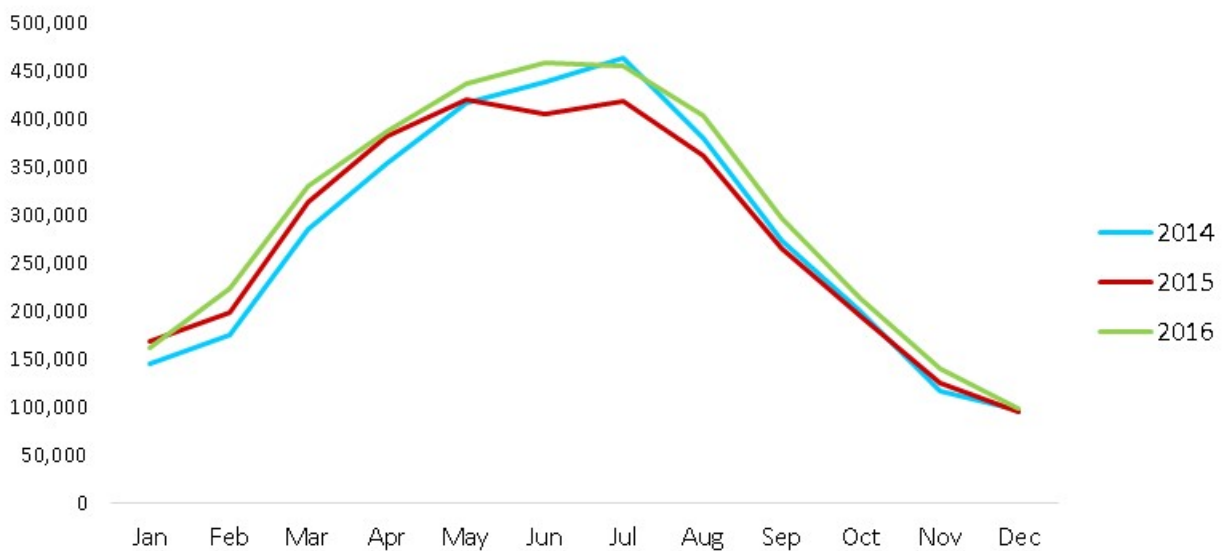
Consumer Traffic Views by Category



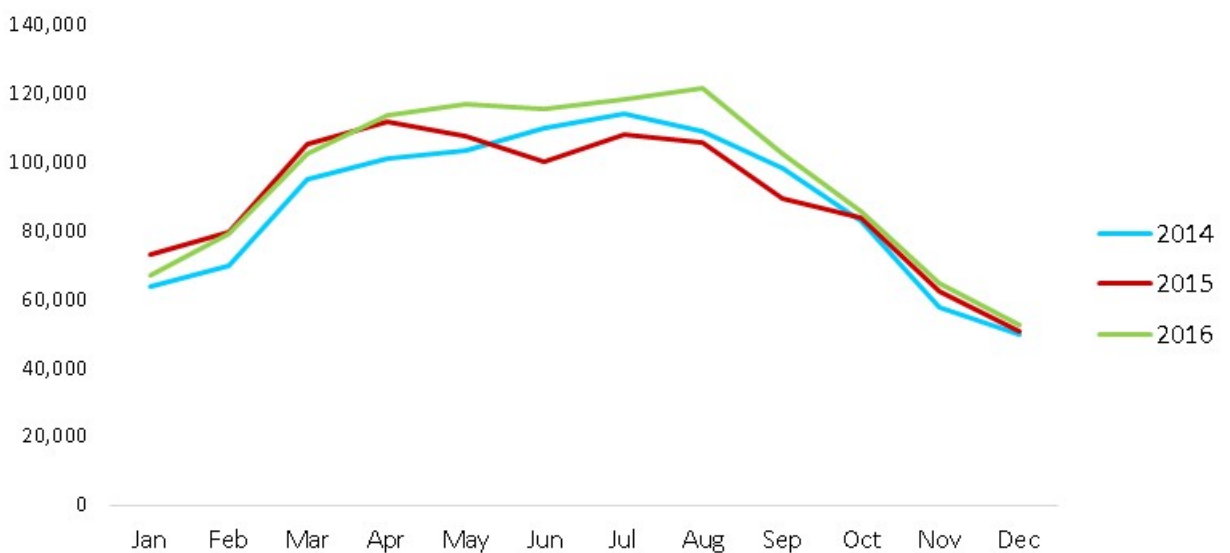
Camping Trailer & Truck Camper Consumer Traffic

Consumer Traffic Views by Category

Camping Trailer



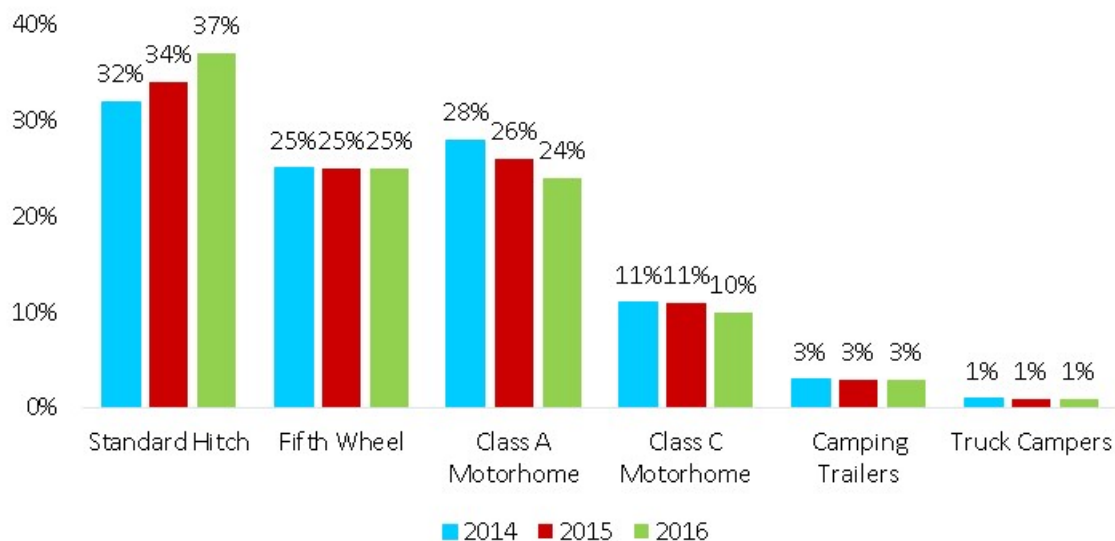
Truck Camper



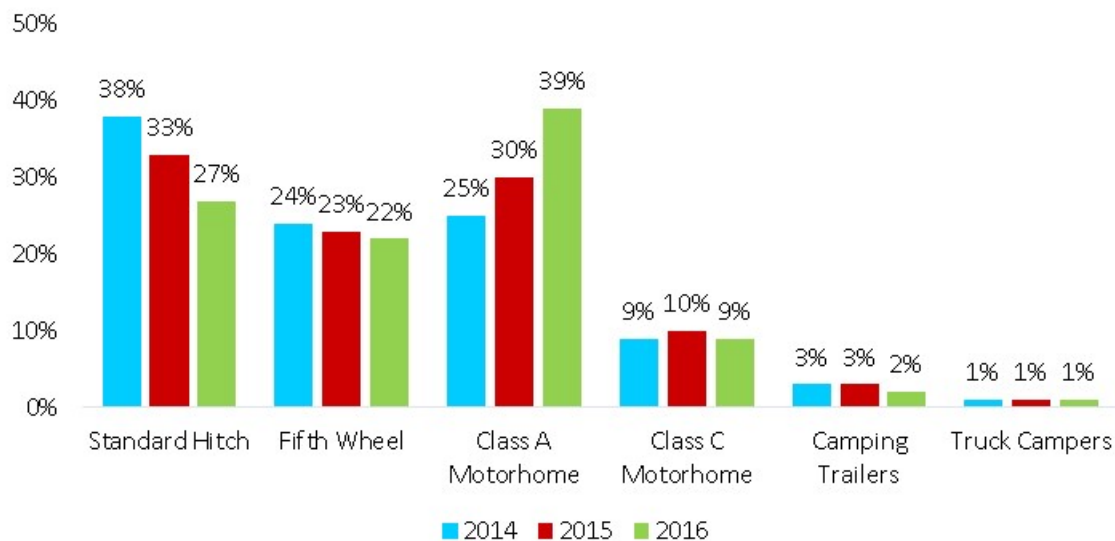
Dealer and Finance & Insurance Views

Views by Category Among Dealers and Finance & Insurance Institutions

Dealers



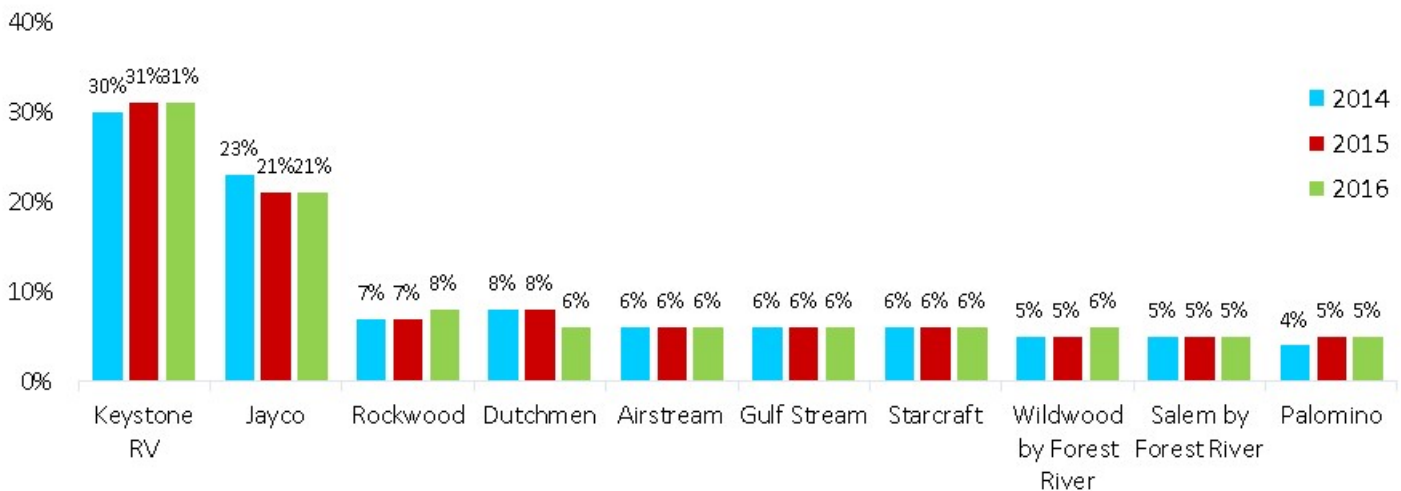
Finance & Insurance



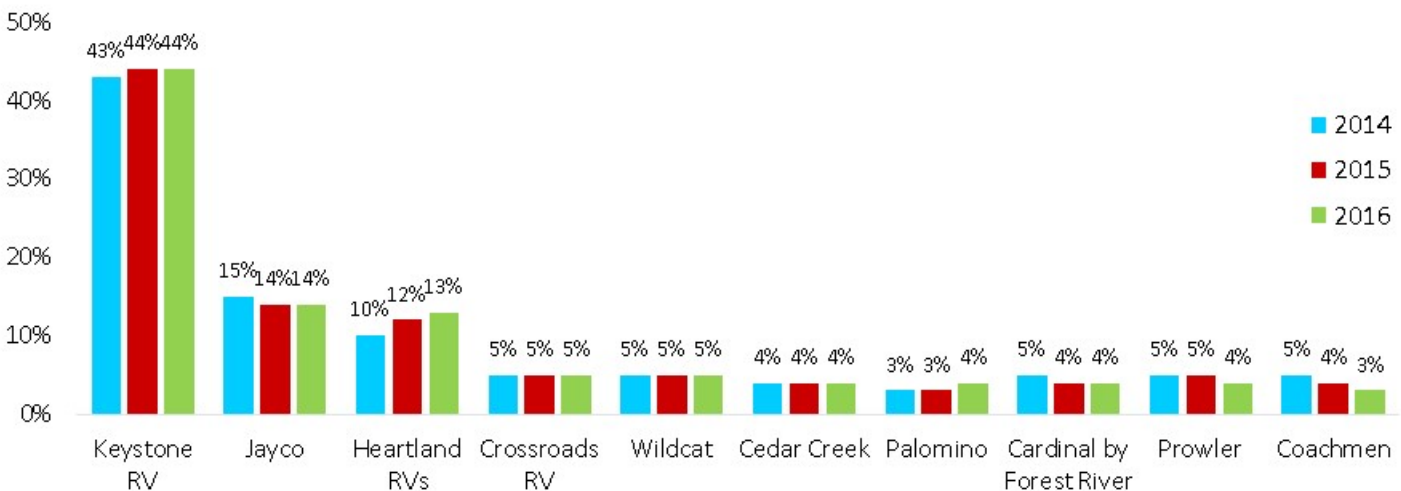
Travel Trailer Brands

NADAGuides.com Top Researched Brands

Standard Hitch Brands



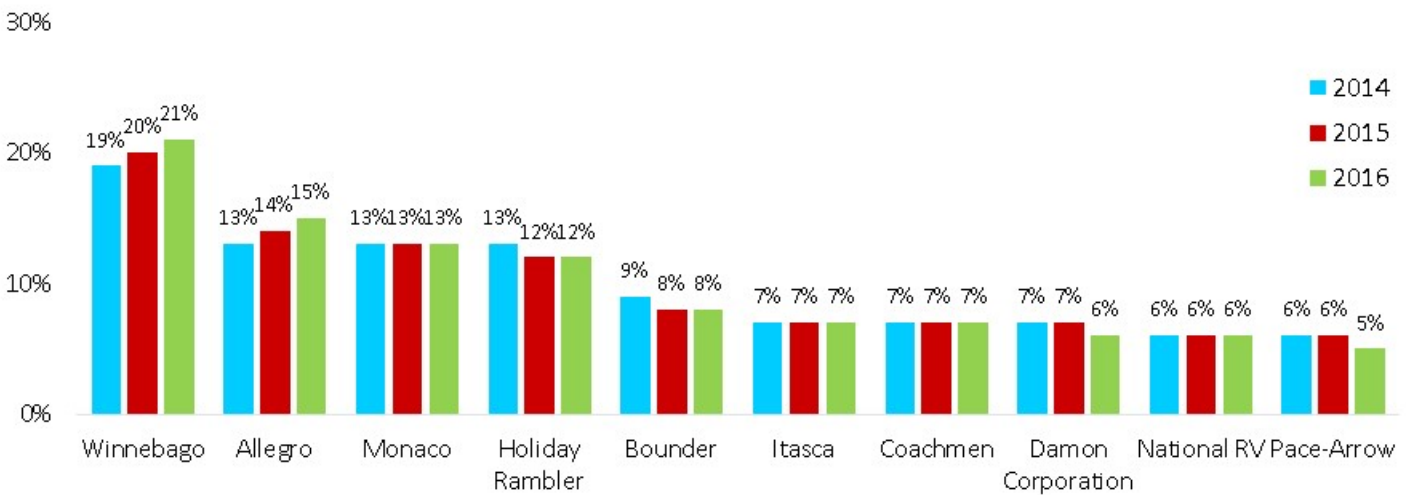
Fifth Wheel Brands



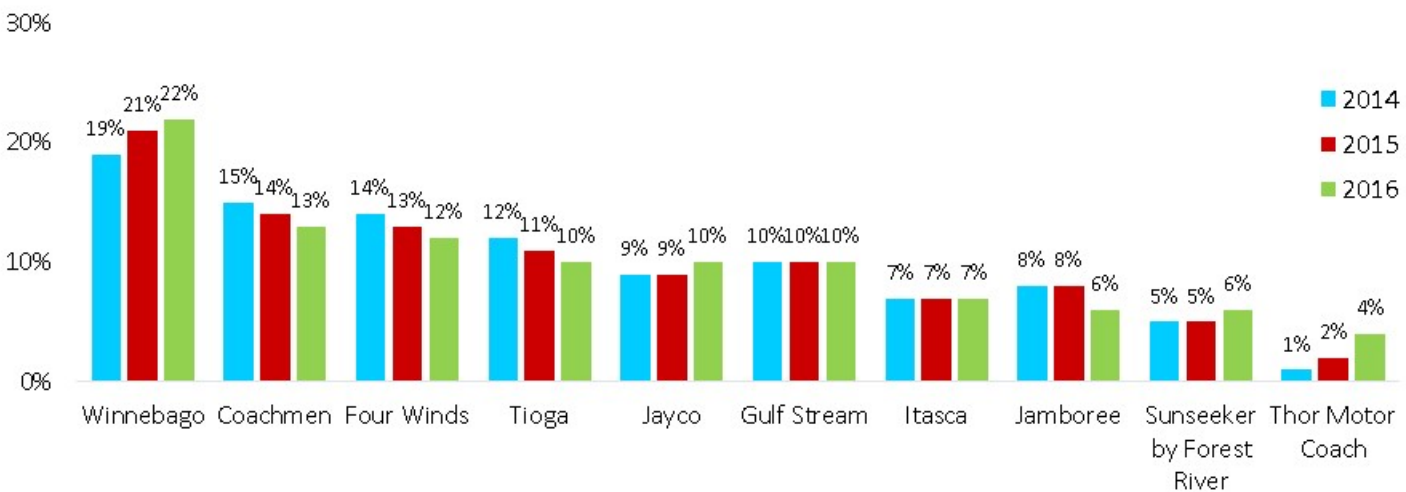
Motorhome Brands

NADAguides.com Top Researched Brands

Class A Brands



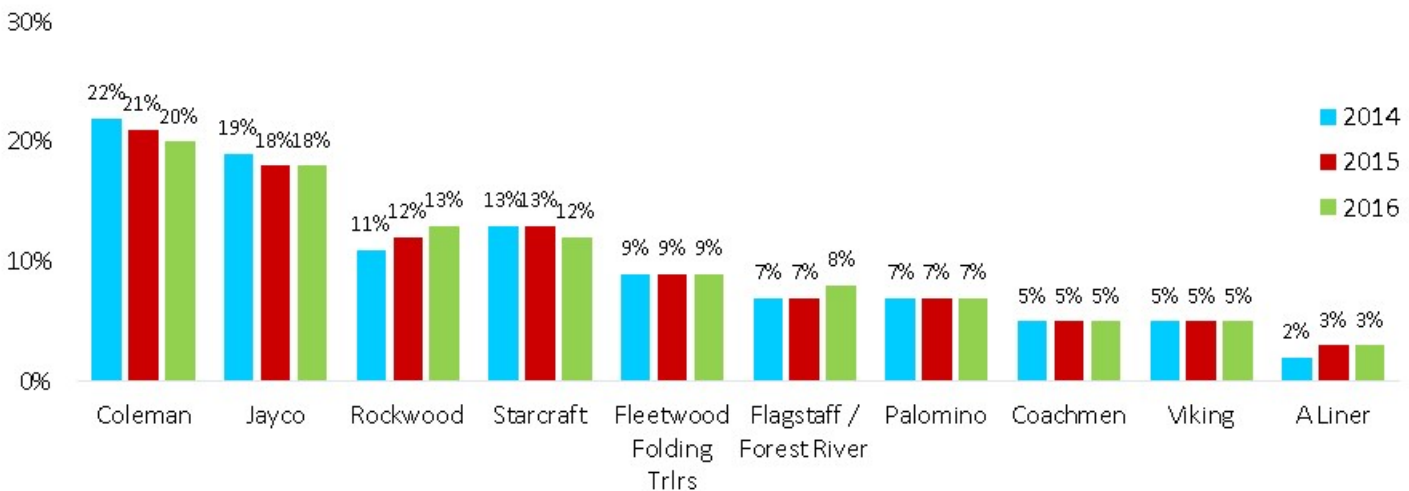
Class C Brands



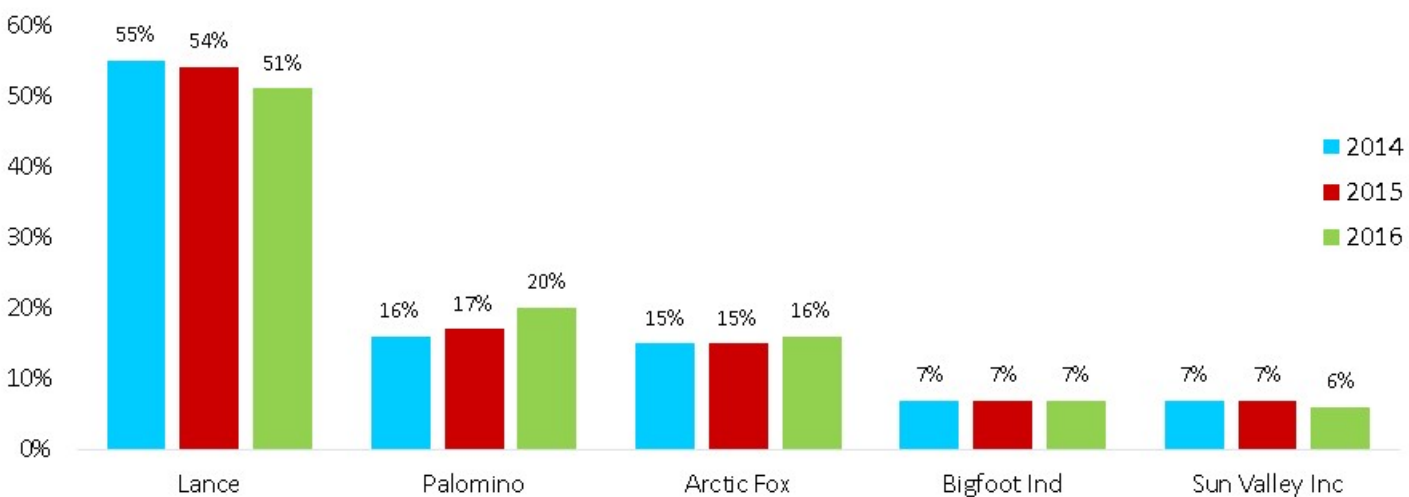
Camping Trailer & Truck Camper Brands

NADAguides.com Top Researched Brands

Camping Trailer Brands



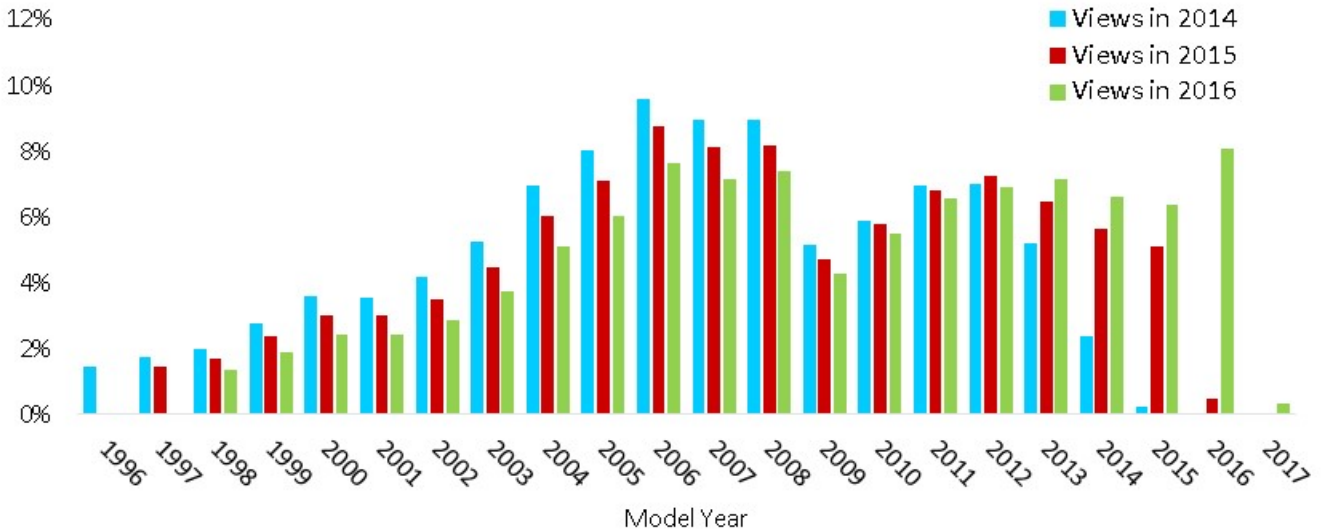
Truck Camper Brands



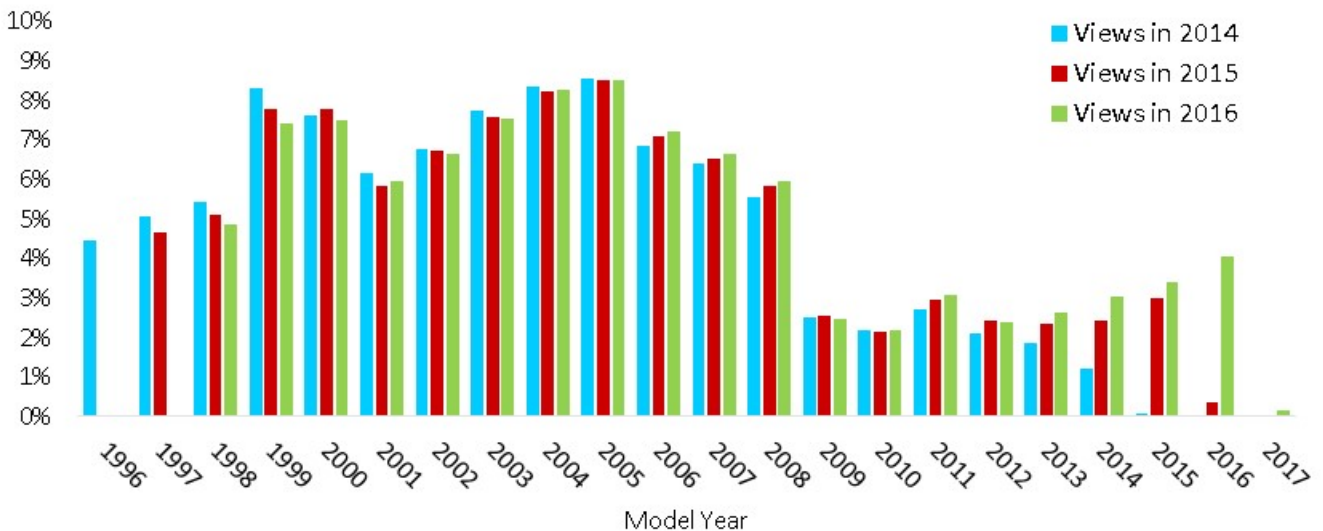
Model Years

Consumer Views by Model Years

Standard Hitch Travel Trailer



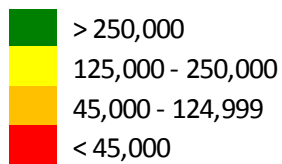
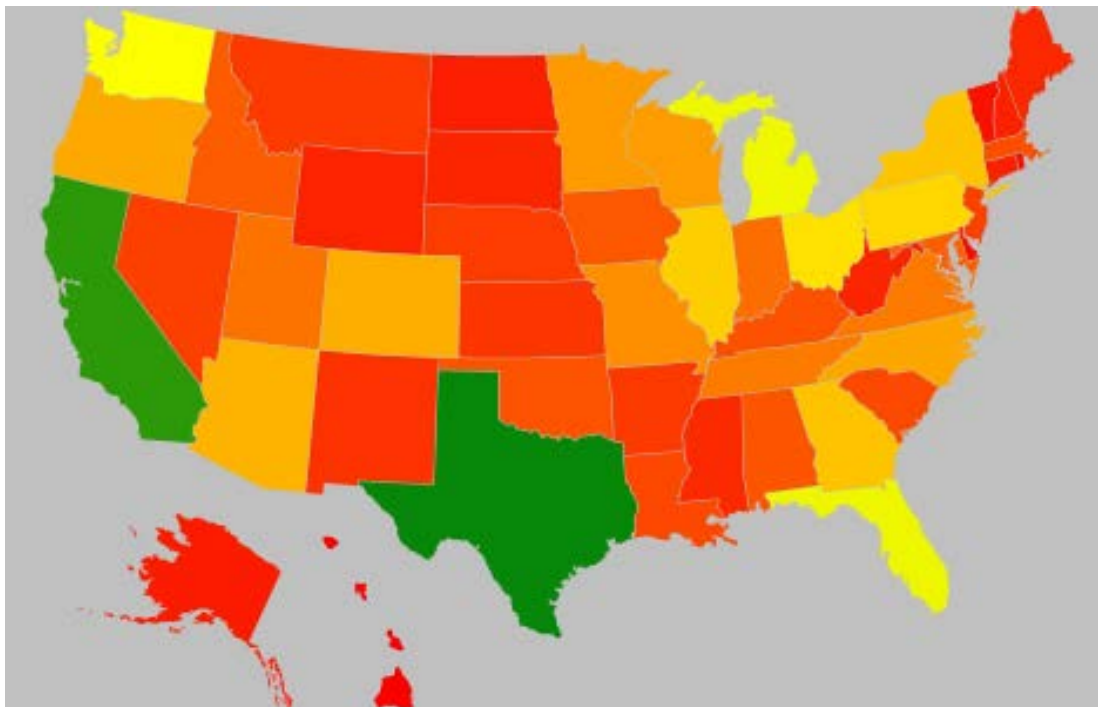
Class A Motorhome



Web Traffic by State

NADAguides.com Traffic by State in 2016

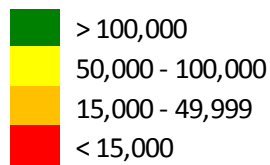
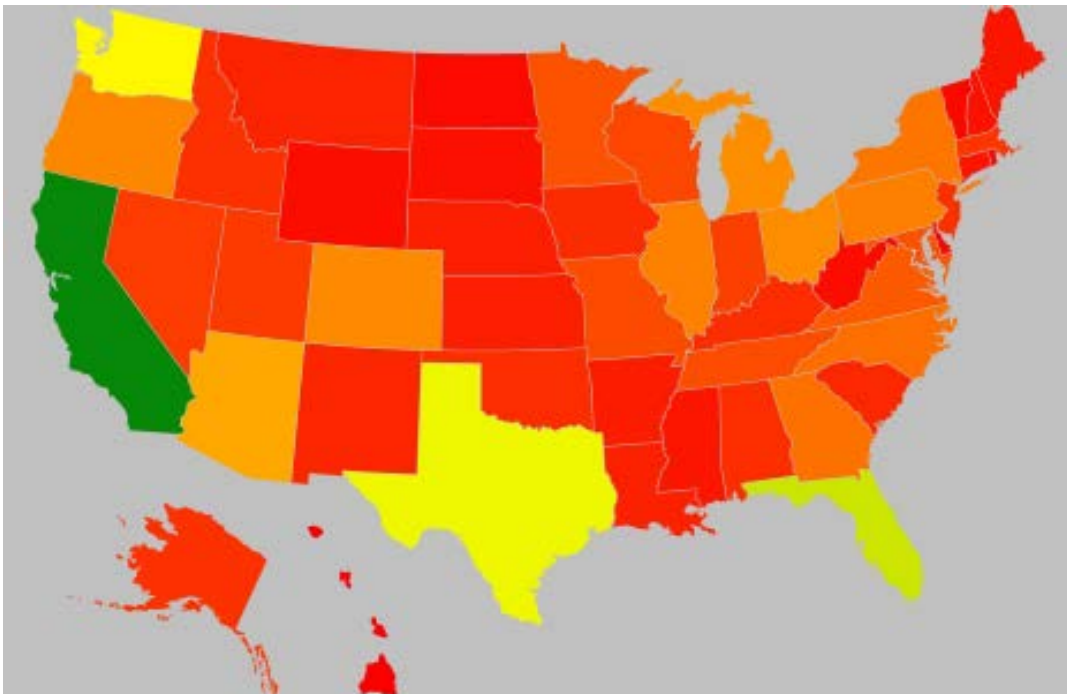
Travel Trailers



Web Traffic by State

NADAguides.com Traffic by State in 2016

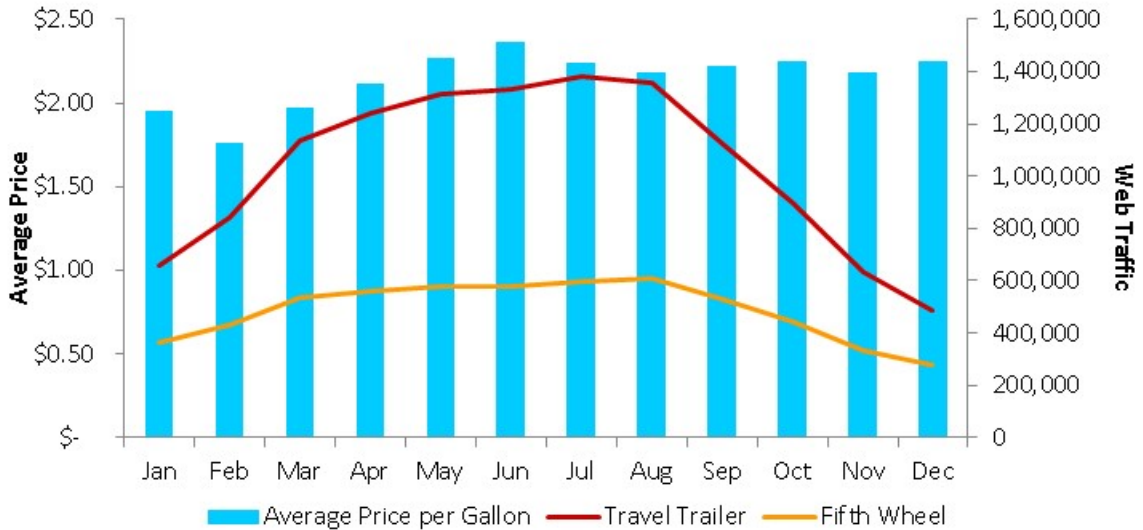
Class C Motorhomes



Fuel Price Data

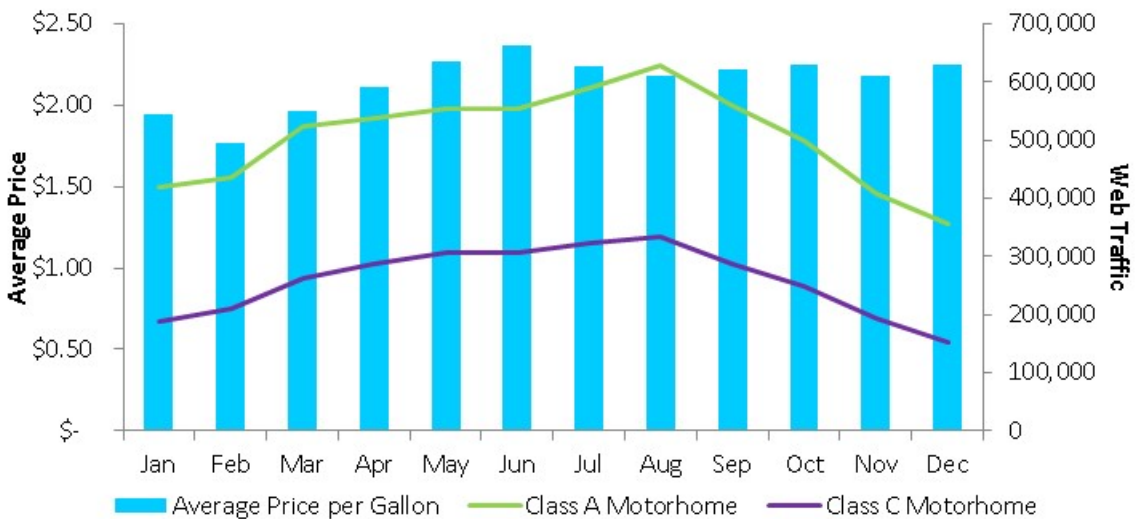
Regular Grade Gasoline Prices vs. Consumer Traffic by Category

Travel Trailer / Fifth Wheel



Source: U.S. Energy Information

Motorhomes

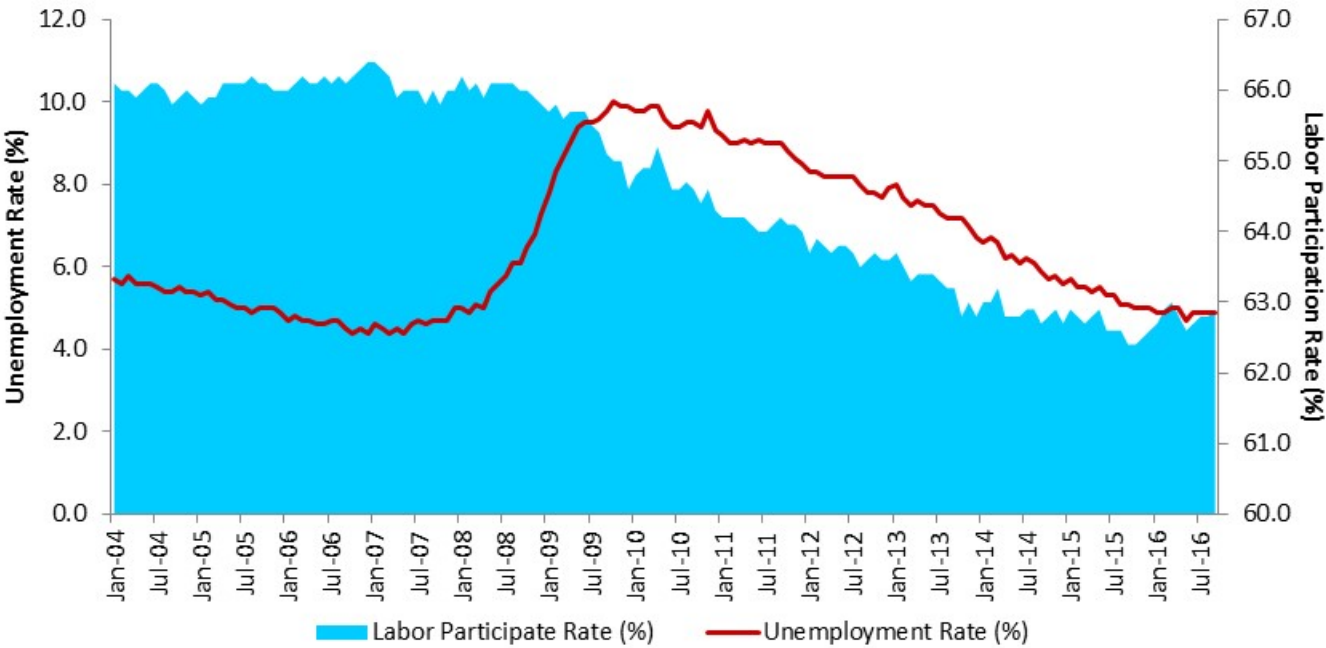


Source: U.S. Energy Information



Economic Data

Unemployment & Labor Participation Rate (Seasonally Adjusted)



Source: Bureau of Labor Statistics (BLS)



NADAguides

Disclaimer

National Appraisal Guides, Inc. makes no representations about future performance or results based on the data and the contents available in this report ("Market Insights"). Market Insights is provided for informational purposes only and is provided AS IS without warranty or guarantee of any kind. By accessing Market Insights via email or the NADAguides website, you agree not to reprint, reproduce, or distribute Market Insights without the express written permission of National Appraisal Guides, 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 operated by National Appraisal Guides, Inc., a strategic ally of J.D. Power and Associates.

National Appraisal Guides, Inc.

PO Box 7800

Costa Mesa, CA 92628

(800) 966-6232 | (714) 556-8511

Fax (714) 556-8715

