

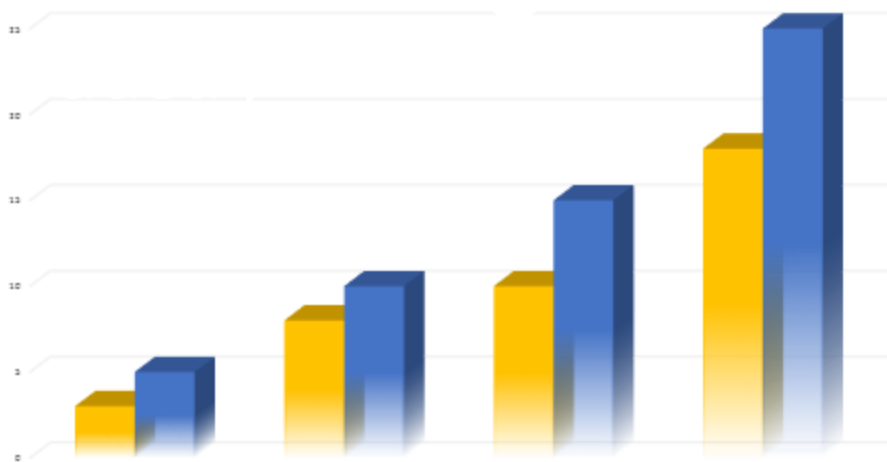


Market Insights

2017 Q1

RECREATIONAL VEHICLES

A look at NADAguides.com consumer traffic trends, used values, dealer and financial institution focus, and more



Industry Overview

RV Market Update

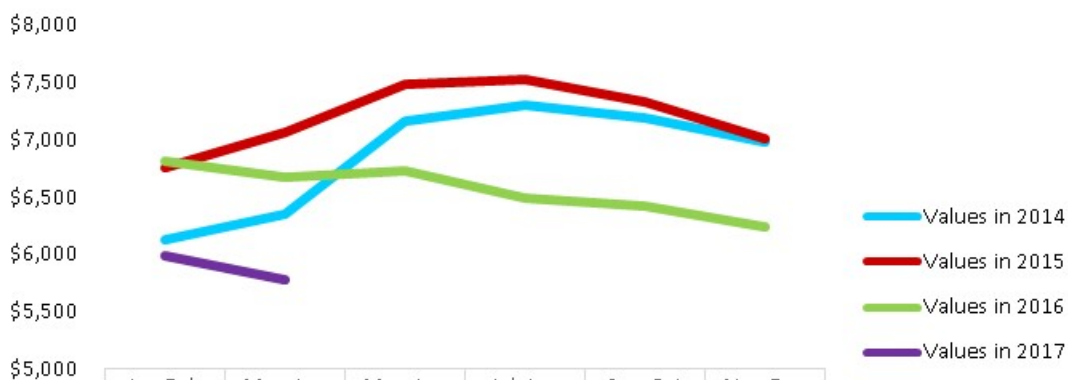
2016 ended the year on a high note and manufacturers are looking to exceed last year's sales in 2017. Based on market feedback, the outlook for 2017 is very high. Many manufacturers are focusing on smaller units as millennials continue to enter the market. While consumer confidence continues to remain high, tax refunds can provide consumers a needed boost to influence their purchasing decisions. This all leads to a strong start to 2017



Travel Trailer Values

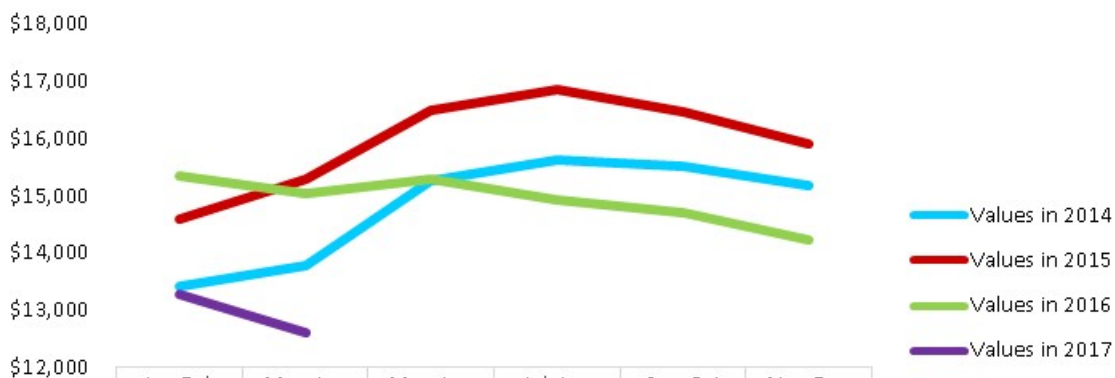
Used Retail Value by Category

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	\$6,419	\$6,247
Values in 2017	\$5,989	\$5,787				

Fifth Wheel



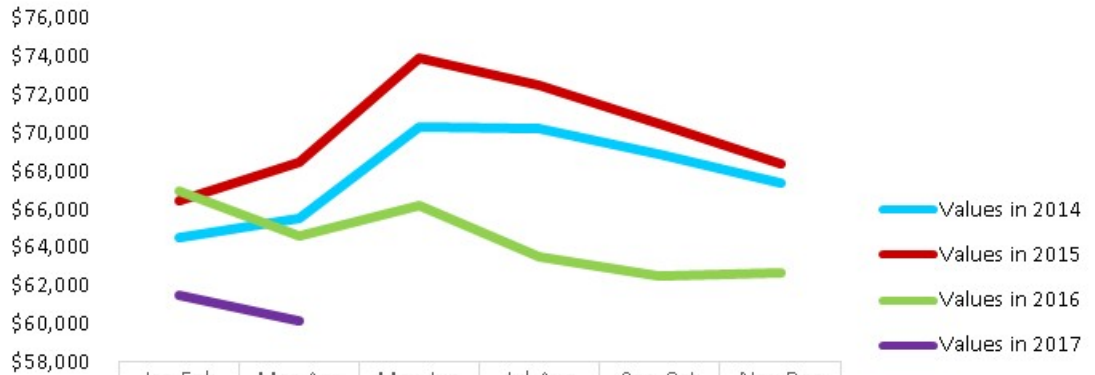
	Jan-Feb	Mar-Apr	May-Jun	Jul-Aug	Sep-Oct	Nov-Dec
Values in 2014	\$13,411	\$13,773	\$15,271	\$15,635	\$15,516	\$15,188
Values in 2015	\$14,597	\$15,305	\$16,508	\$16,854	\$16,482	\$15,925
Values in 2016	\$15,363	\$15,041	\$15,303	\$14,939	\$14,712	\$14,221
Values in 2017	\$13,279	\$12,619				



Motorhome Values

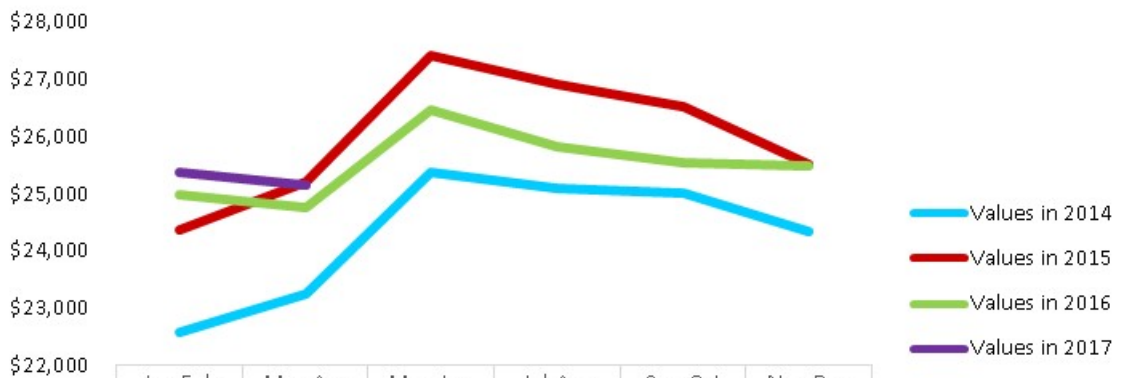
Used Retail Value by Category

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
Values in 2017	\$61,500	\$60,191				

Class C



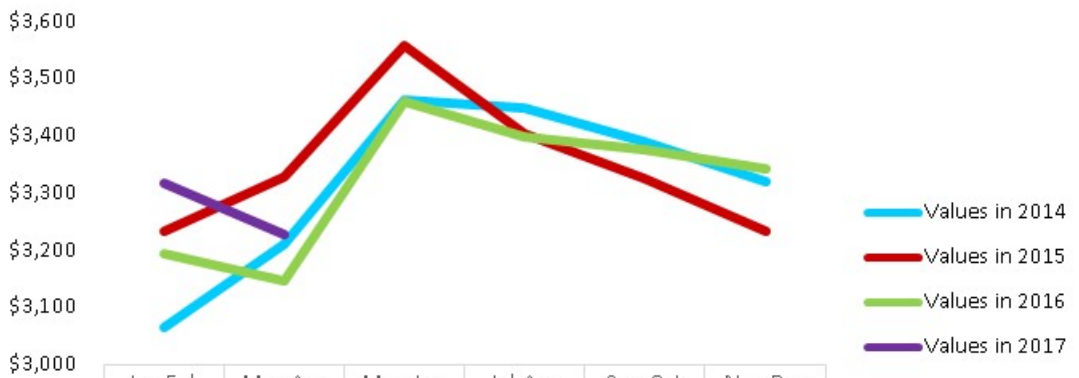
	Jan-Feb	Mar-Apr	May-Jun	Jul-Aug	Sep-Oct	Nov-Dec
Values in 2014	\$22,597	\$23,258	\$25,367	\$25,101	\$25,005	\$24,333
Values in 2015	\$24,363	\$25,199	\$27,414	\$26,927	\$26,518	\$25,515
Values in 2016	\$24,984	\$24,774	\$26,463	\$25,824	\$25,561	\$25,481
Values in 2017	\$25,377	\$25,143				



Camping Trailer & Truck Camper Values

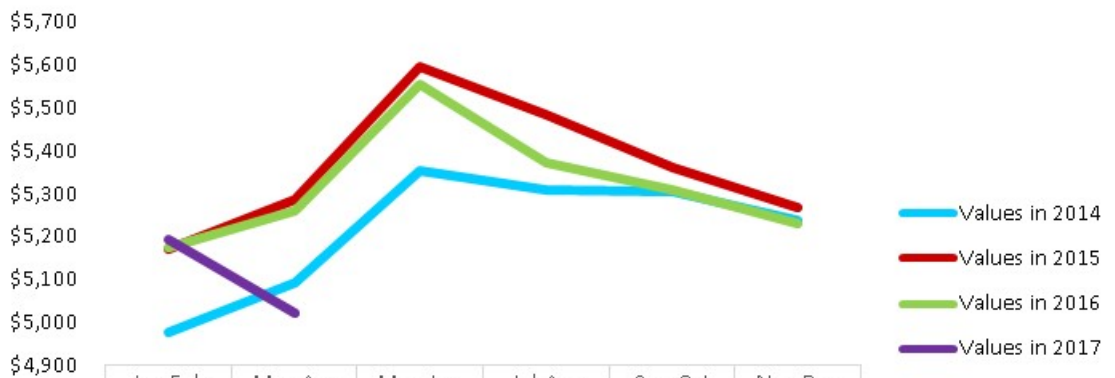
Used Retail Value by Category

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
Values in 2017	\$3,316	\$3,228				

Truck Camper



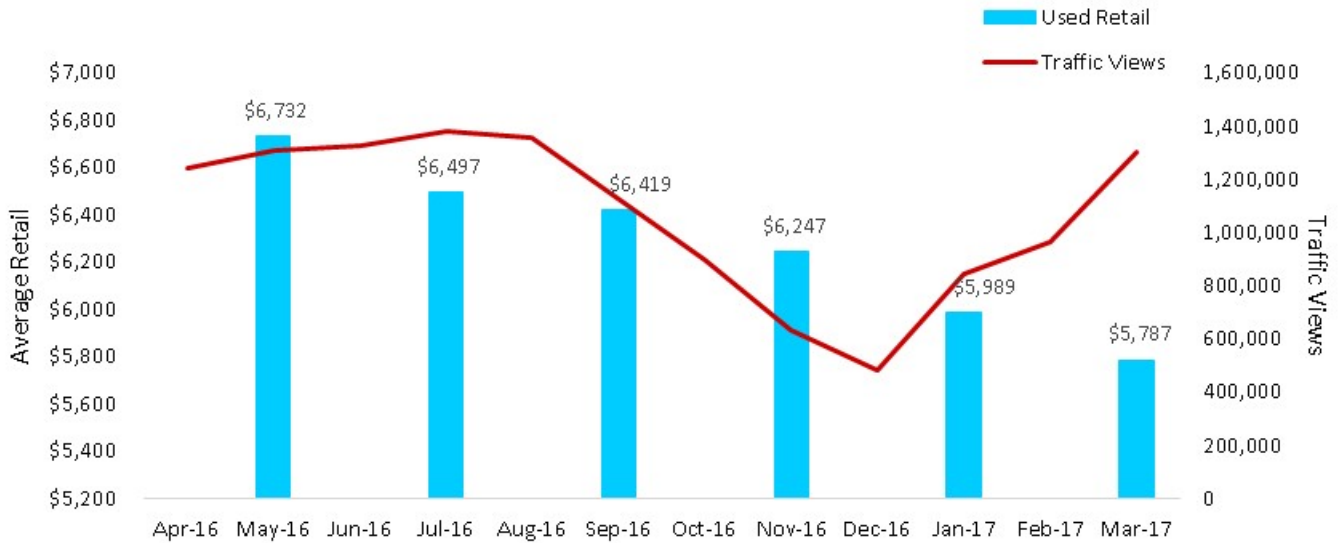
	Jan-Feb	Mar-Apr	May-Jun	Jul-Aug	Sep-Oct	Nov-Dec
Values in 2014	\$4,977	\$5,092	\$5,355	\$5,309	\$5,305	\$5,237
Values in 2015	\$5,172	\$5,287	\$5,598	\$5,485	\$5,363	\$5,270
Values in 2016	\$5,176	\$5,261	\$5,557	\$5,371	\$5,310	\$5,232
Values in 2017	\$5,194	\$5,024				



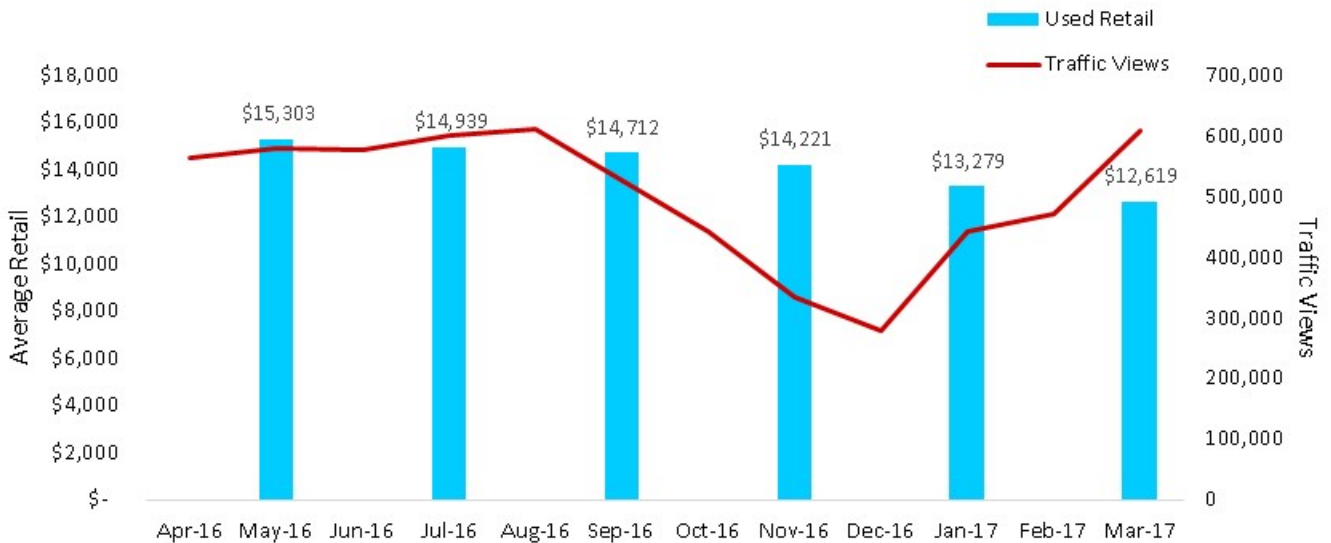
Travel Trailer Values vs. Traffic

Used Retail Value and Traffic Views by Category

Standard Hitch



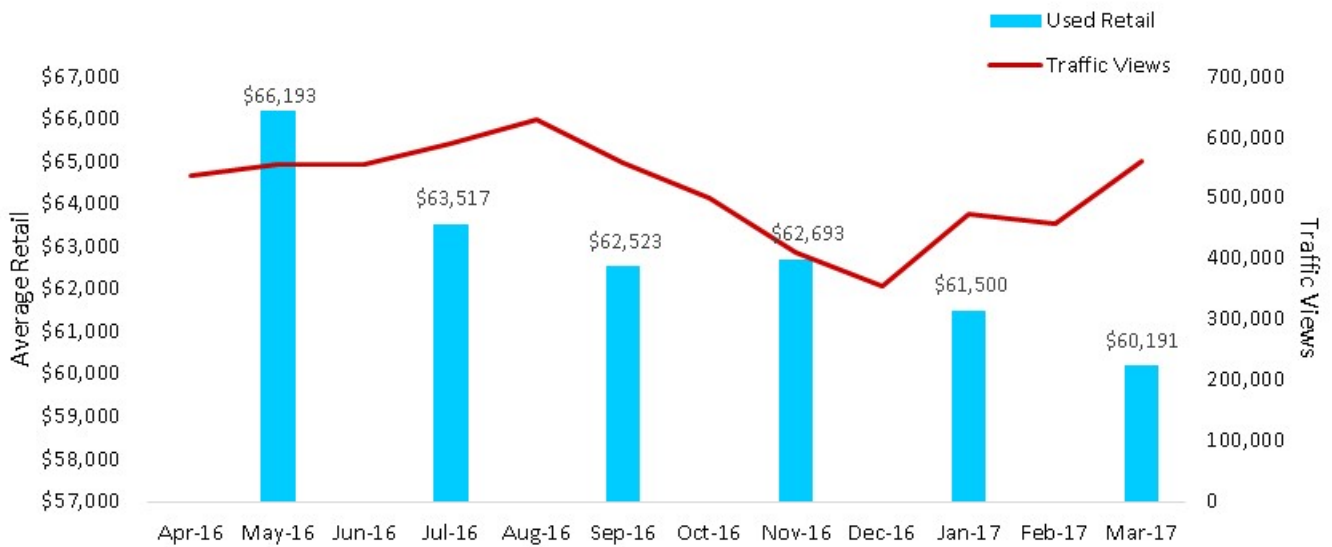
Fifth Wheel



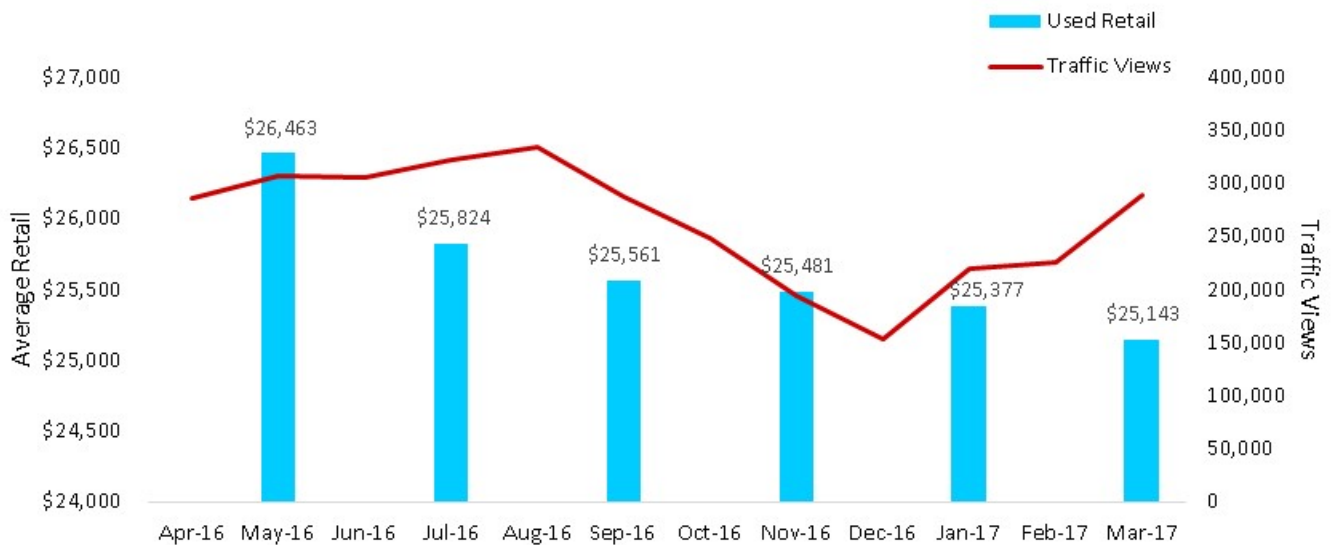
Motorhome Values vs. Traffic

Used Retail Value and Traffic Views by Category

Class A



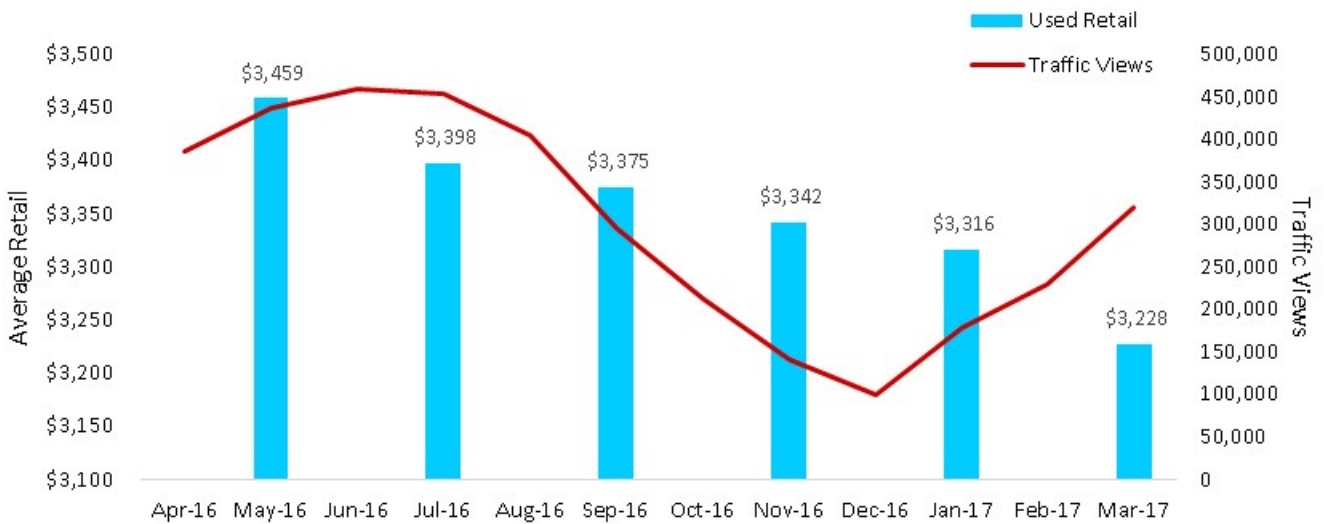
Class C



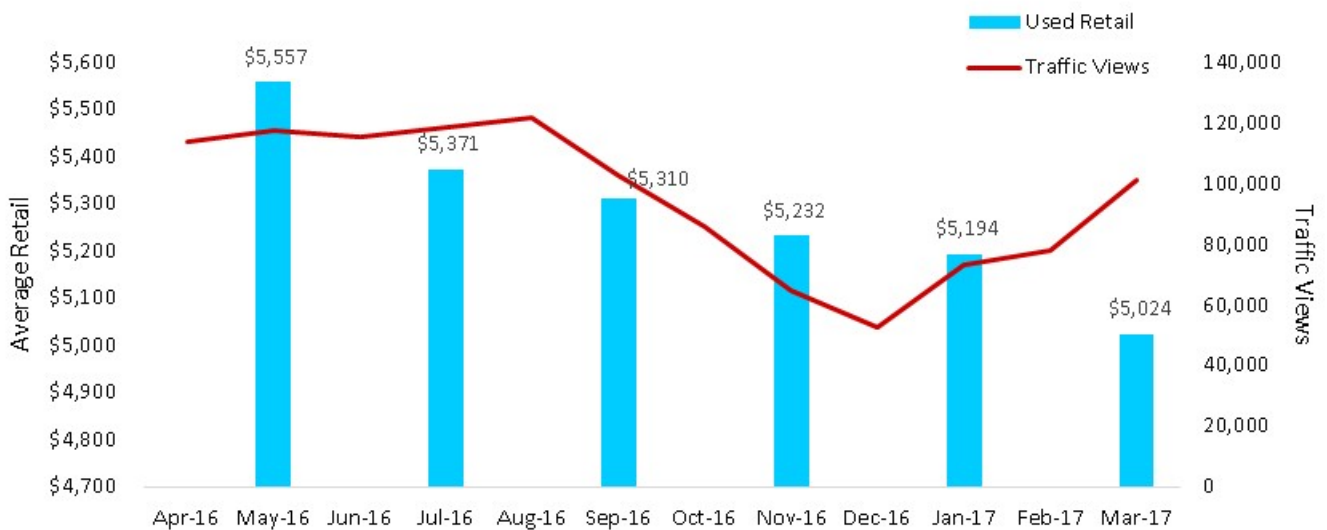
Camping Trailer & Truck Camper Values vs. Traffic

Used Retail Value and Traffic Views by Category

Camping Trailer

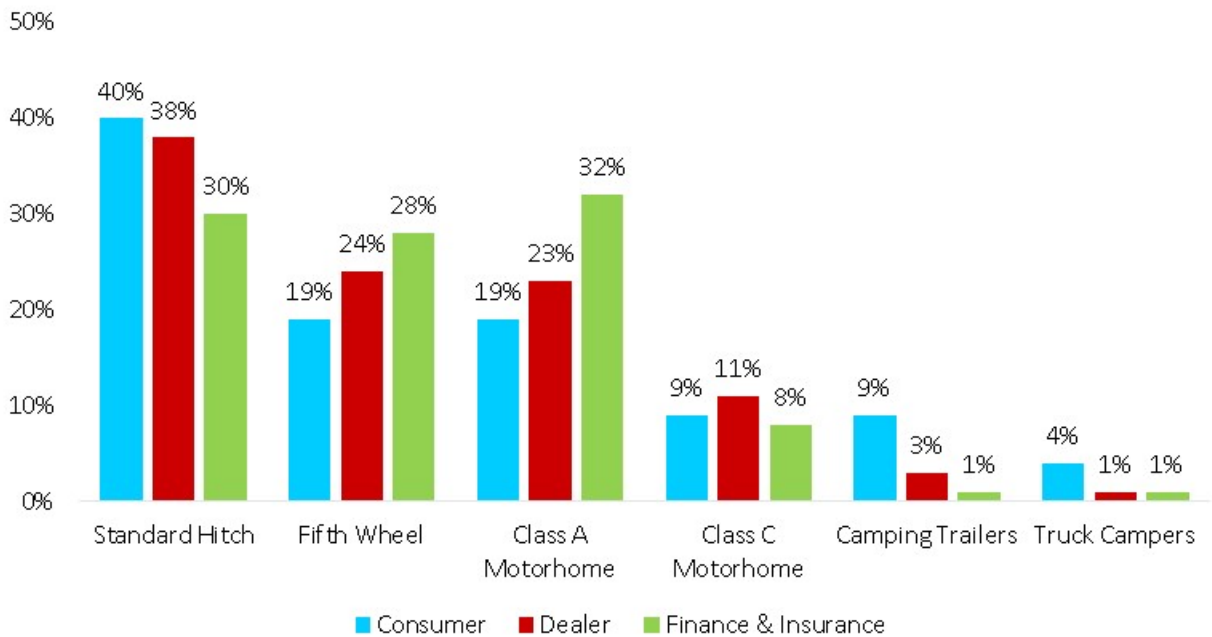


Truck Camper



RV Categories

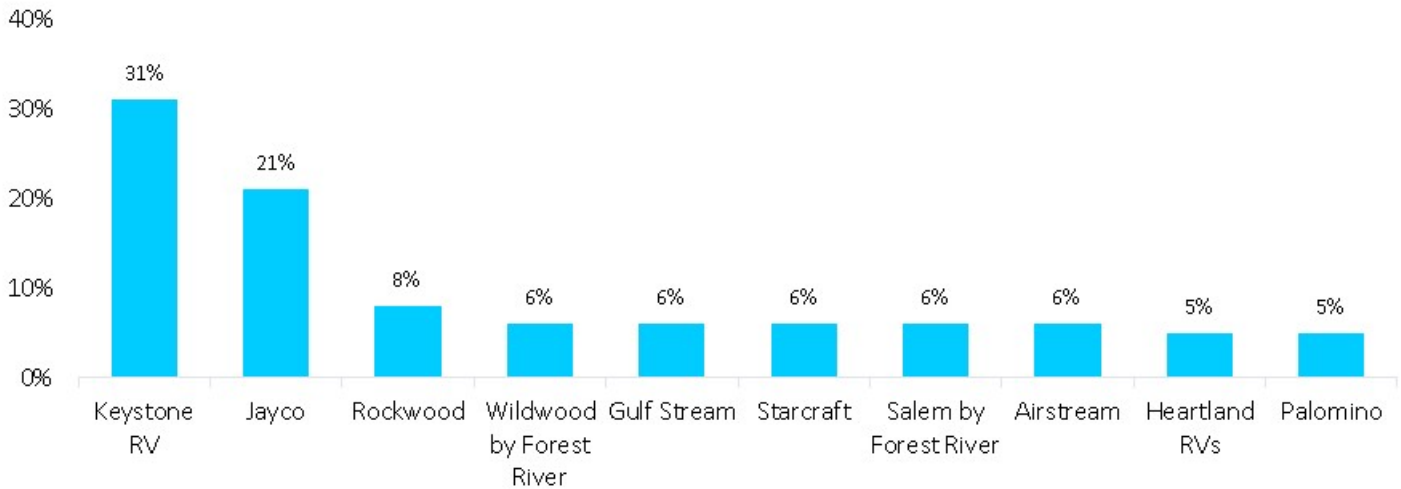
Category Views Among Consumers, Dealers, and Finance & Insurance Institutions in 2017 Q1



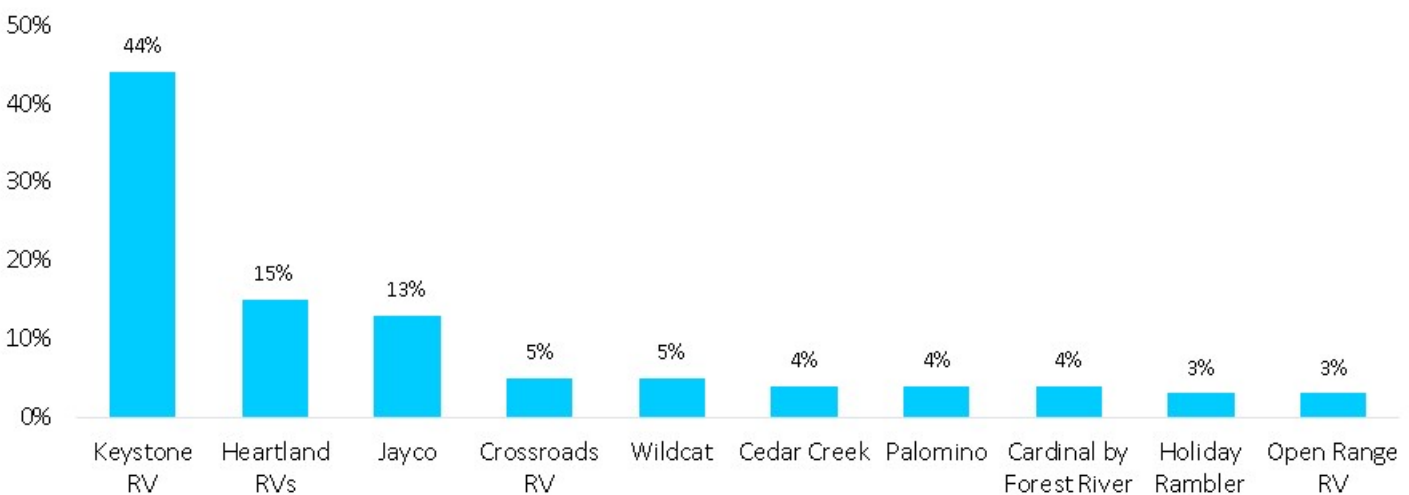
Travel Trailer Brands

NADAguides.com Top Researched Brands in 2017 Q1

Standard Hitch Brands



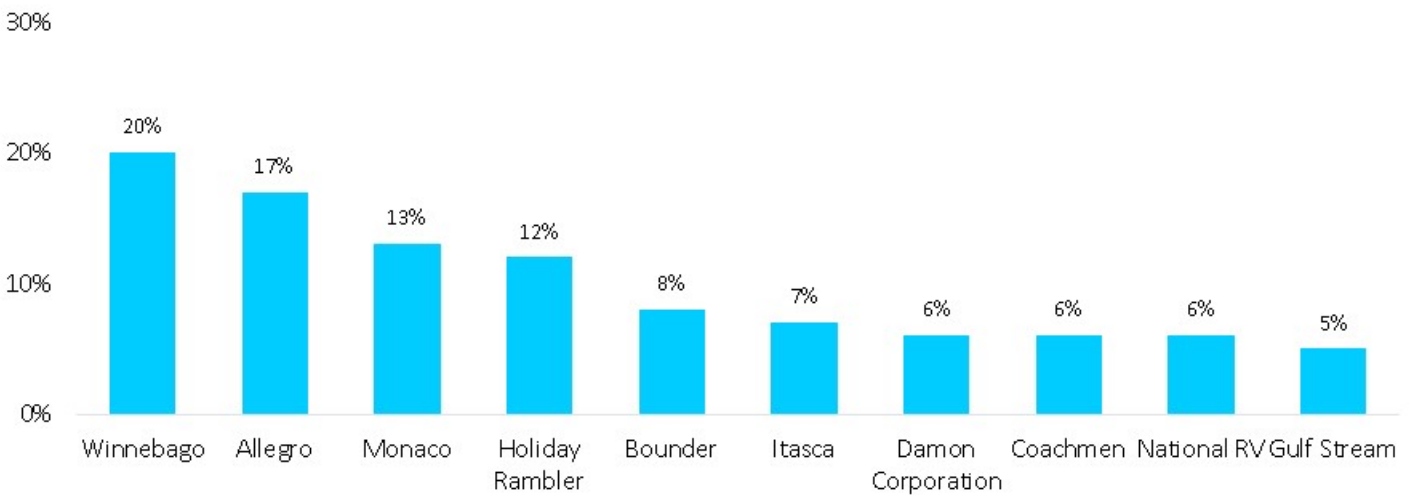
Fifth Wheel Brands



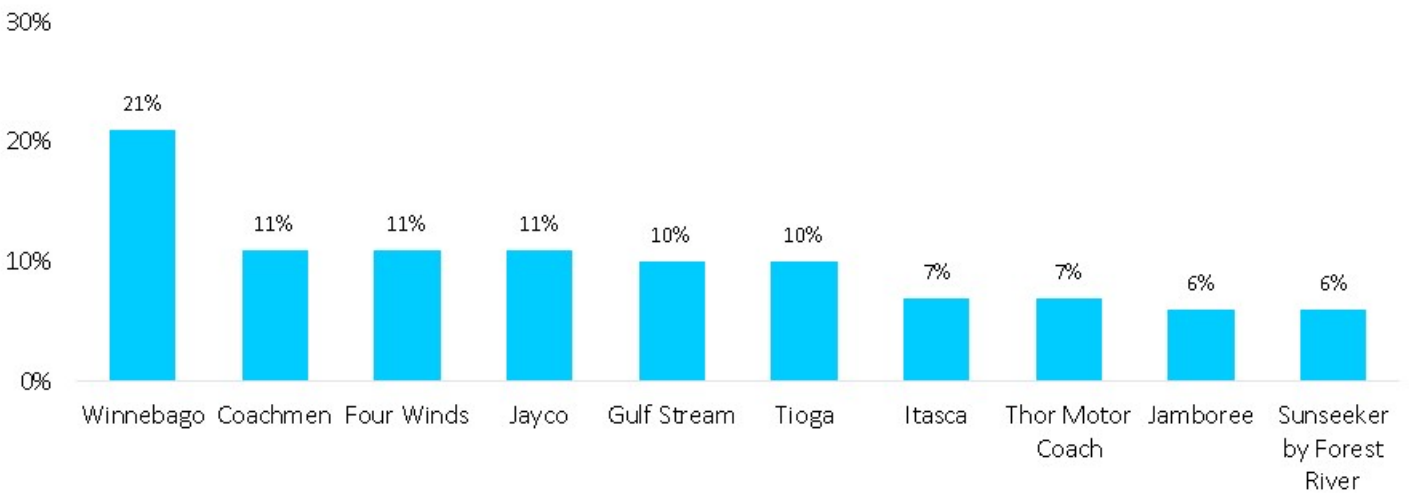
Motorhome Brands

NADAguides.com Top Researched Brands in 2017 Q1

Class A Brands



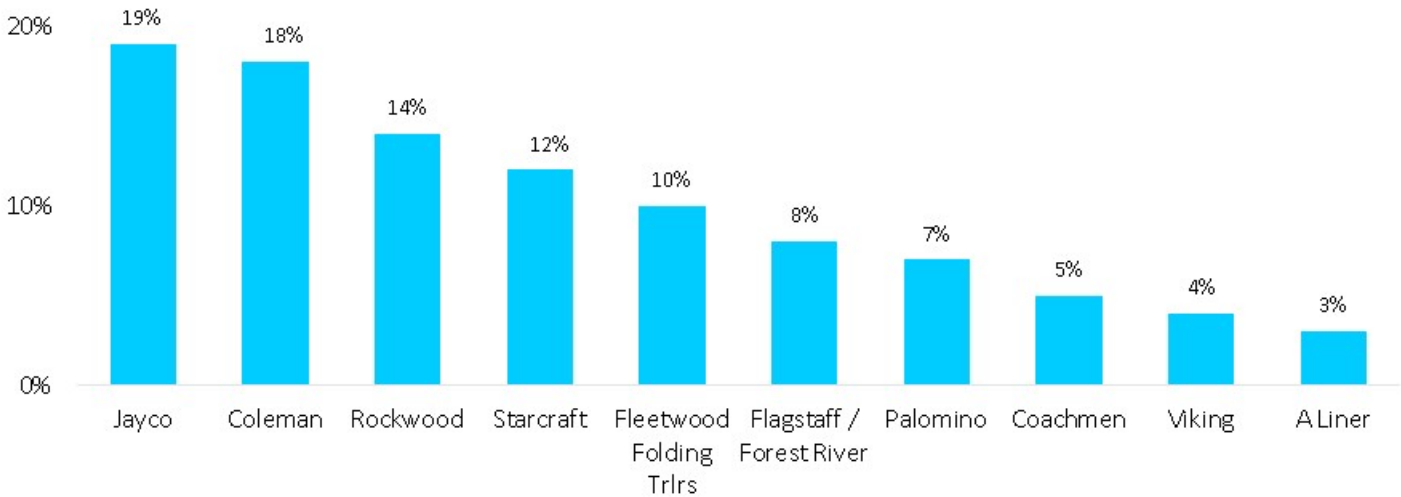
Class C Brands



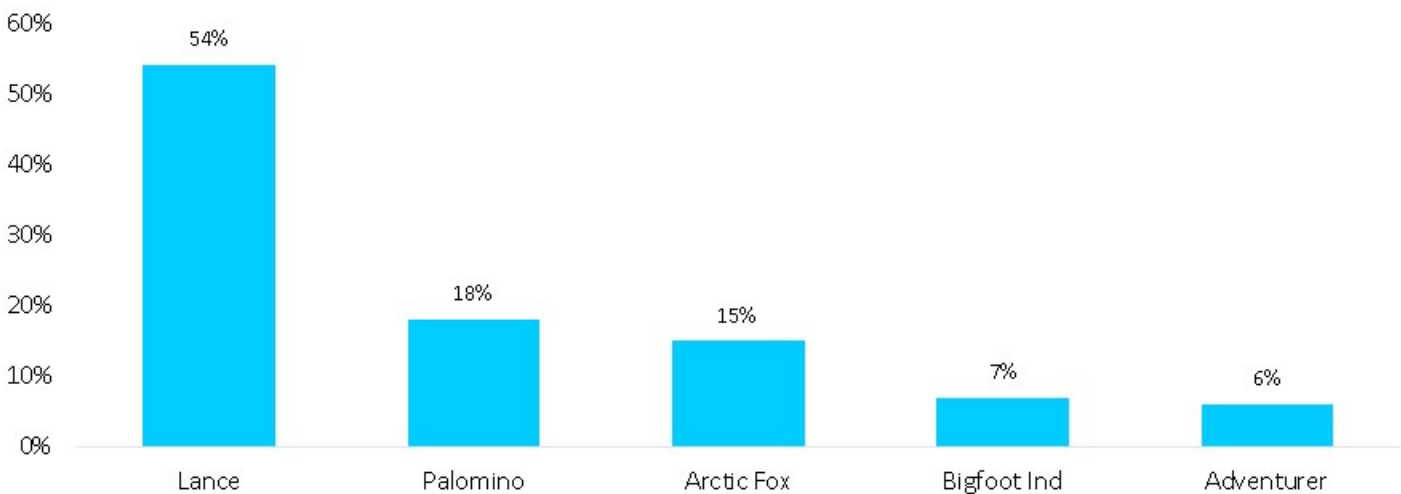
Camping Trailer & Truck Camper Brands

NADAguides.com Top Researched Brands in 2017 Q1

Camping Trailer Brands



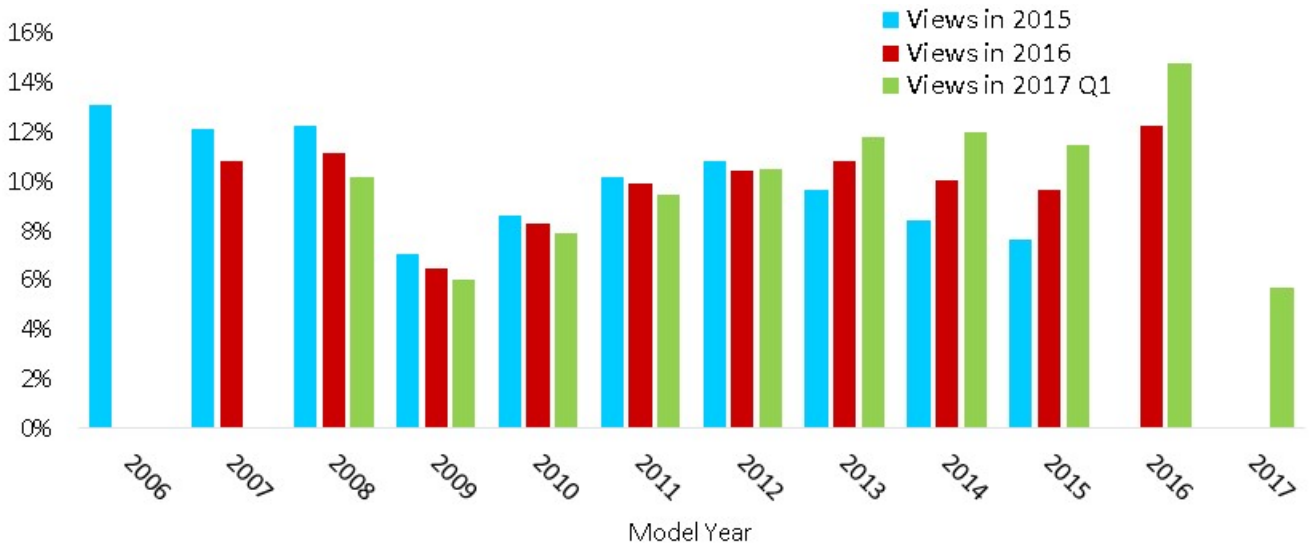
Truck Camper Brands



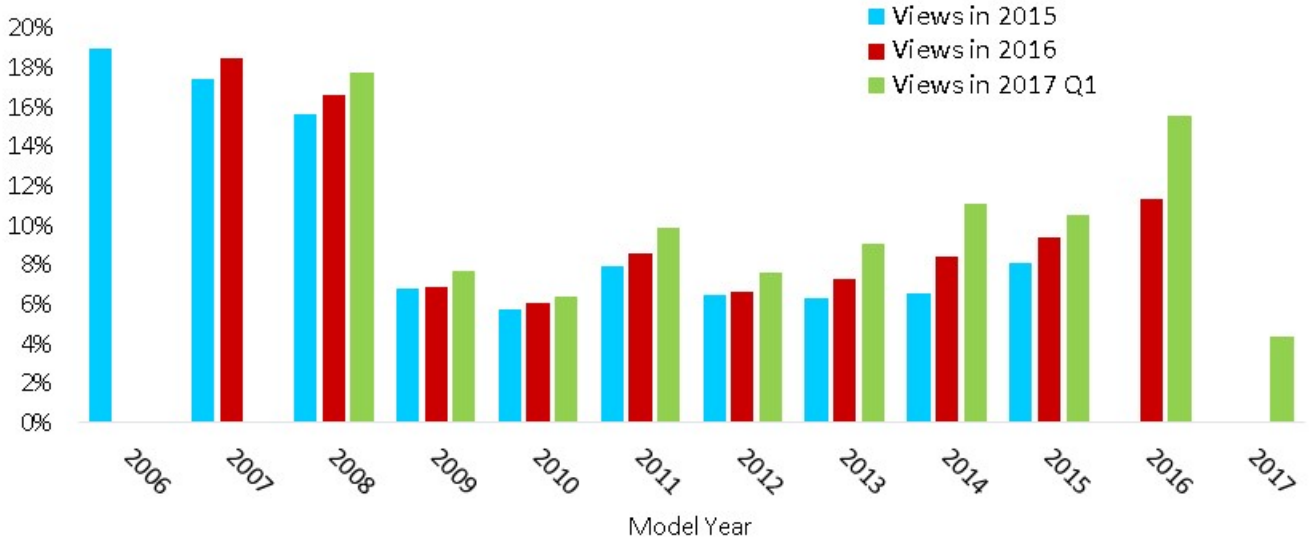
Model Years

NADAguides.com Top Researched Model Years by Category

Standard Hitch Travel Trailer



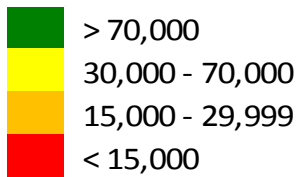
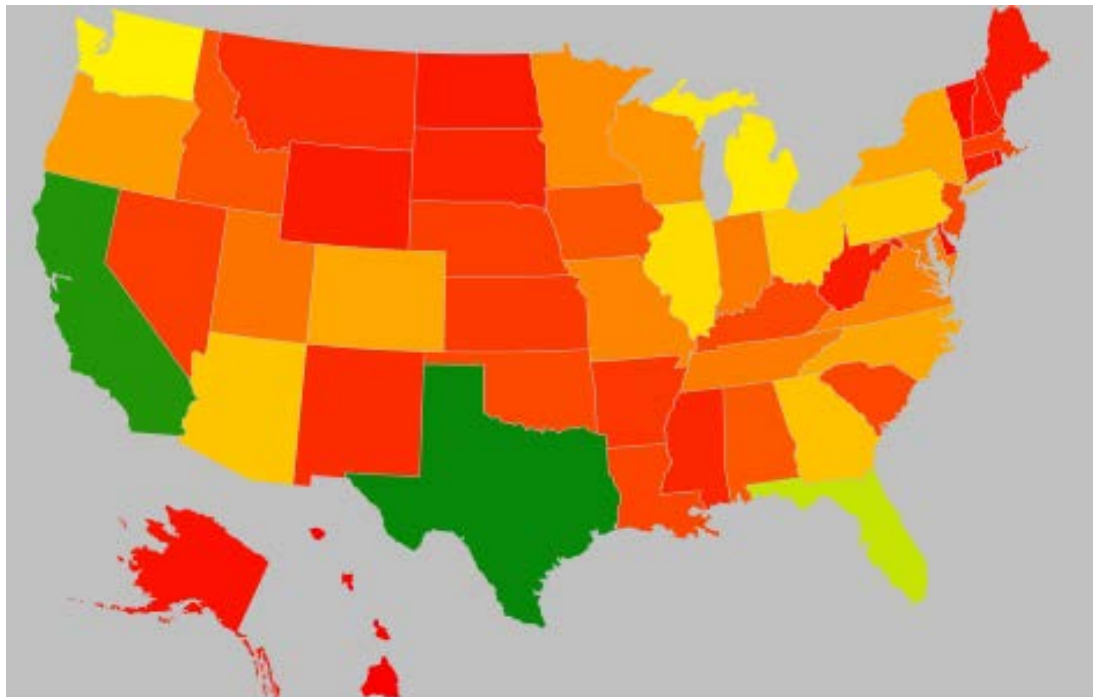
Class A Motorhome



Web Traffic by State

NADAguides.com Traffic by State in 2017 Q1

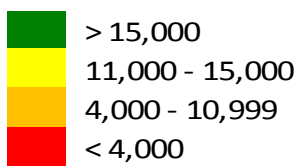
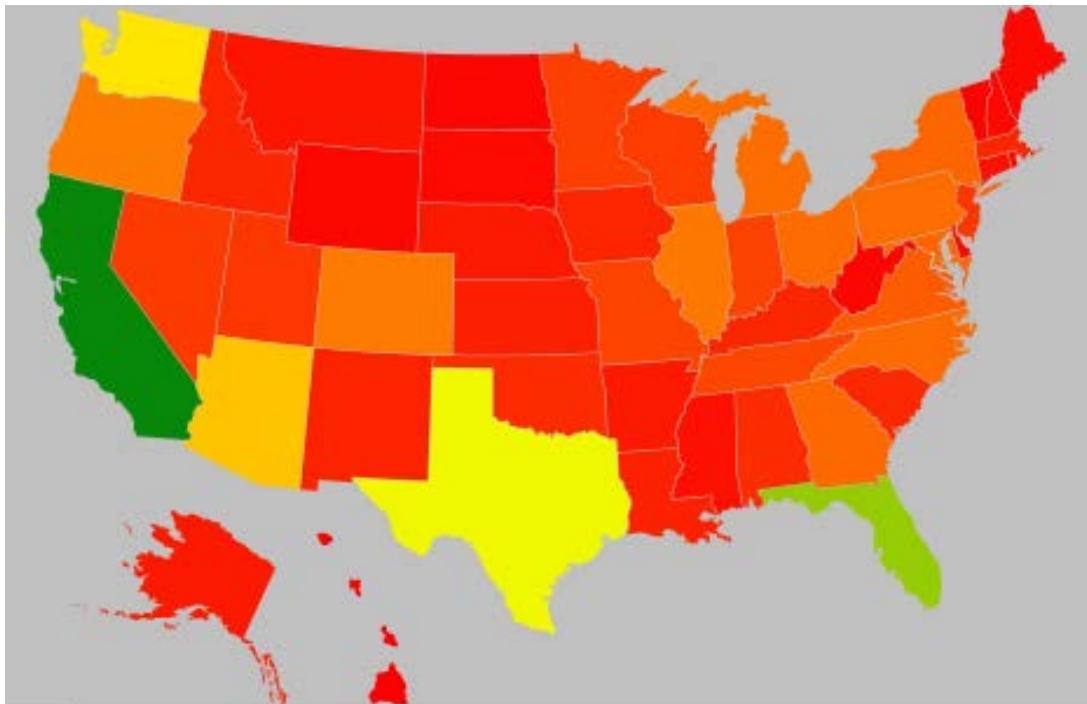
Travel Trailers



Web Traffic by State

NADAguides.com Traffic by State in 2017 Q1

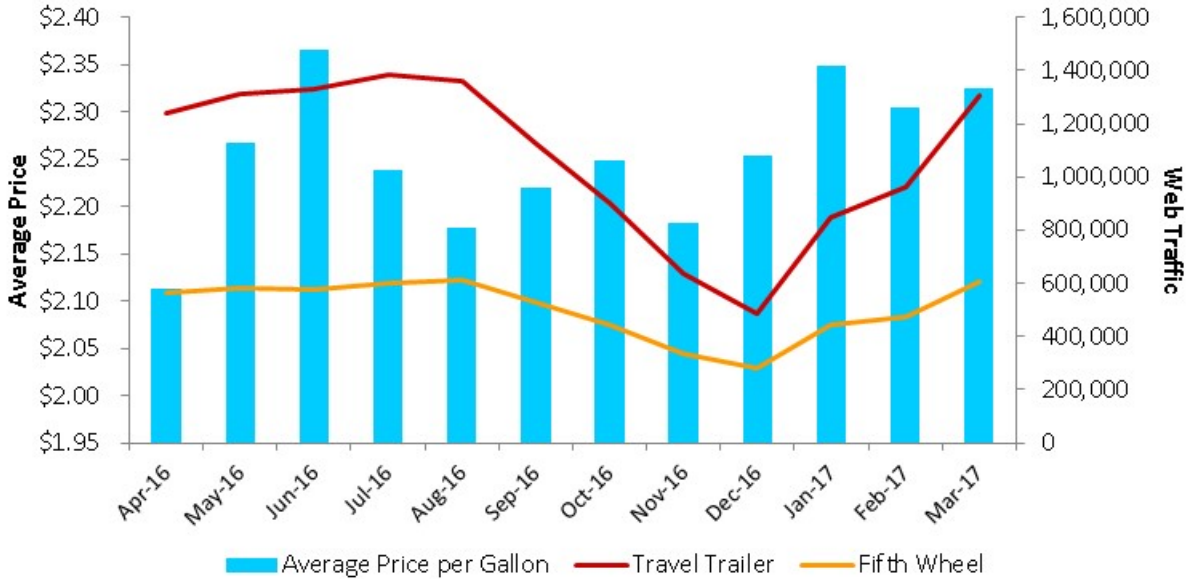
Class C Motorhomes



Fuel Price Data

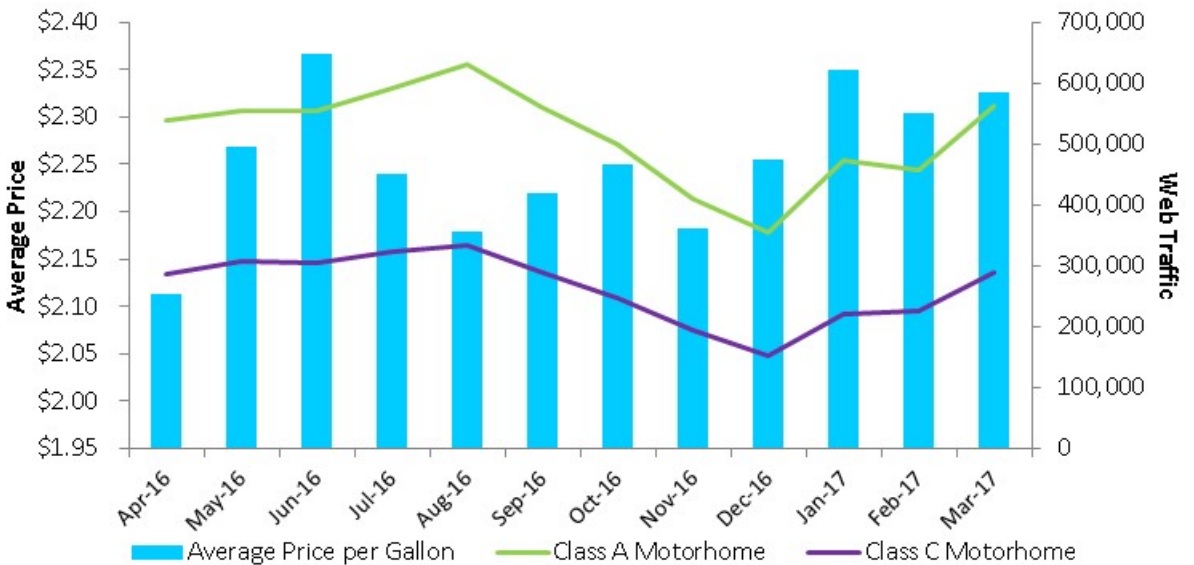
Regular Grade Gasoline Prices vs. Consumer Traffic by Category

Travel Trailer / Fifth Wheel



Source: U.S. Energy Information Administration

Motorhomes

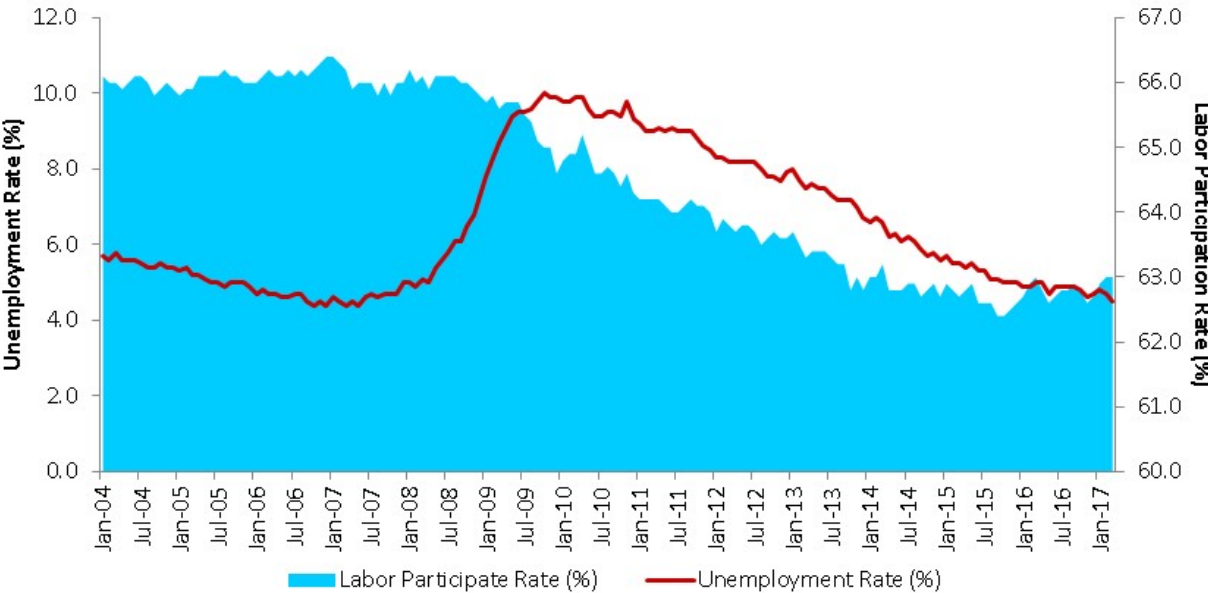


Source: U.S. Energy Information Administration



Economic Data

Unemployment & Labor Participation Rate (Seasonally Adjusted)



Source: Bureau of Labor Statistics (BLS)



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