



NADAguides

Market Insights

RV Industry

Q3 2015

Industry Overview

RV Market Update

The general sentiment in the RV industry is the market is still very strong. Inventory turn-over rate showed improvements over the summer, which is an indicator that the market still remains healthy.



We are anticipating the usual slowdown for the colder months that lie ahead but a stable economy, low interest rates, lower fuel prices, coupled with improved consumer confidence have dealers feeling upbeat. We will be watching inventory levels as we enter the slowdown period going from fall into winter, as this can be a major factor affecting depreciation of used values.



RV Values

Edition-Over-Edition Change in Values by Category

July-August 2015 Edition Versus September-October 2015 Edition

Third quarter valuations show a slight decline heading into late fall and early winter, with towables outpacing motorized units, -2.3% to -1.7% respectively.

Edition-Over-Edition Change in Used Retail

Towable Units

-2.3%

Motorized Units

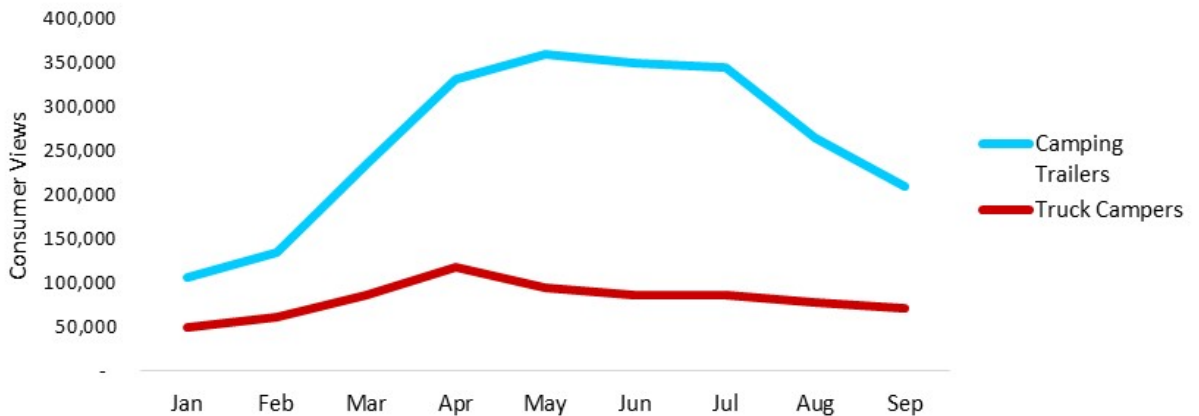
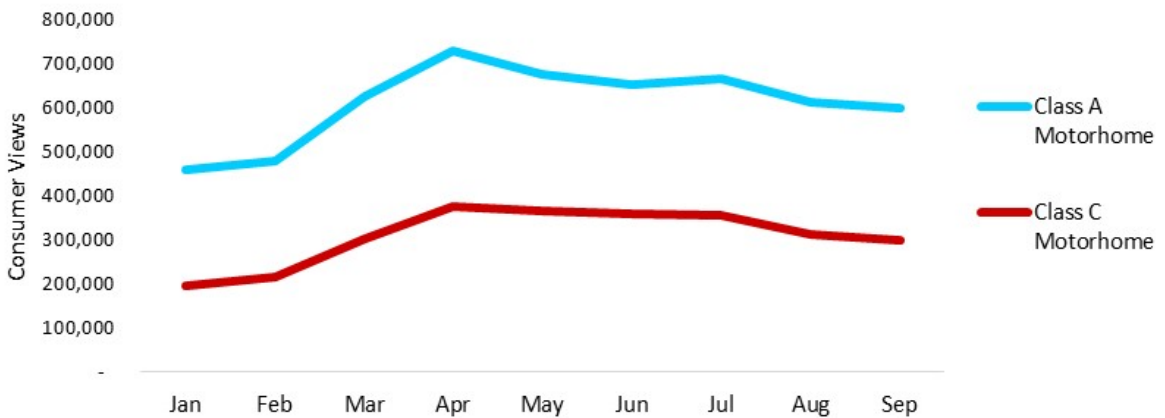
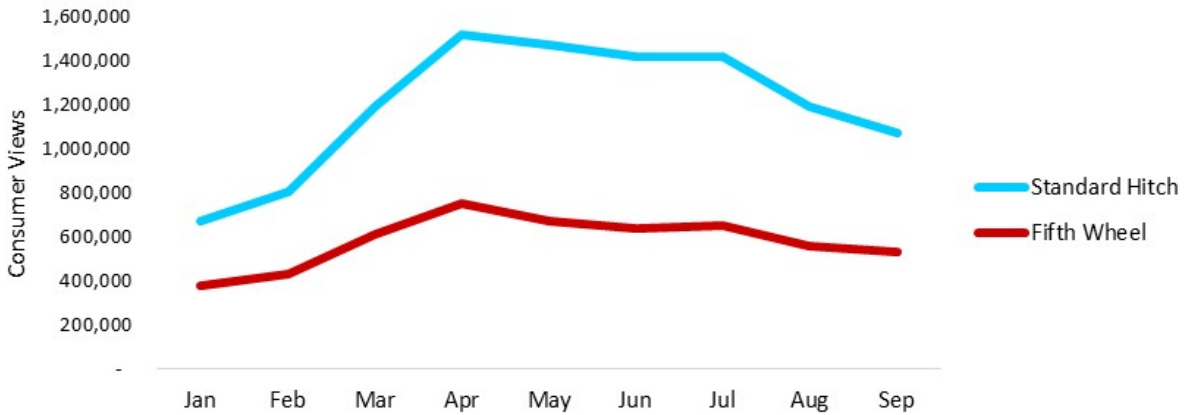
-1.7%

Category	Body Type	Used Wholesale Trade-In	Used Retail
Camping Trailer	All	↓ -3.0%	↓ -2.2%
Motorhome	Micro Mini Motorhome (Class C)	↓ -0.1%	↓ -2.3%
Motorhome	Mini Motorhome (Class C)	↓ -2.3%	↓ -1.5%
Motorhome	Motorhome (Class A)	↓ -3.8%	↓ -2.9%
Motorhome	Towing Motorhome (Class A)	↓ -4.4%	↓ -3.4%
Motorhome	Van Motorhome (Class B)	↑ 1.0%	↑ 1.4%
Park Model	All	↓ -1.7%	↓ -2.6%
Tow Vehicle	All	↑ 2.0%	↑ 3.0%
Travel Trailer	Fifth Wheel	↓ -3.0%	↓ -2.2%
Travel Trailer	Standard Hitch	↓ -2.7%	↓ -2.6%
Truck Camper	All	↓ -3.2%	↓ -2.2%



RV Categories

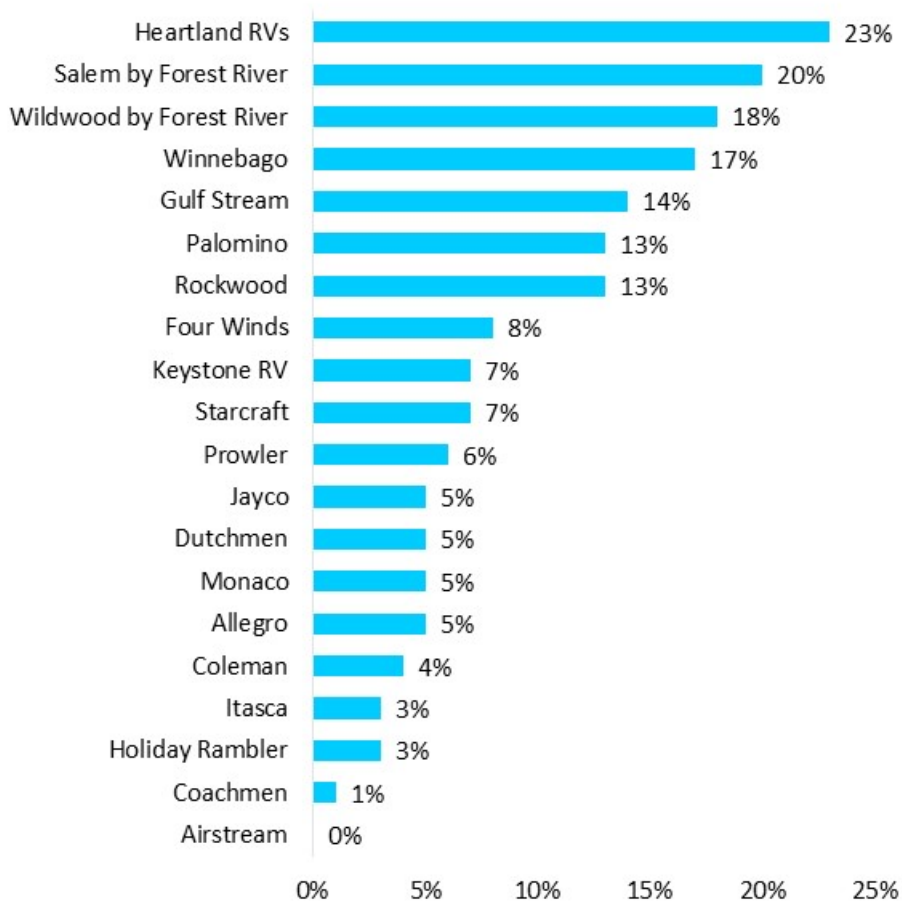
NADAguides.com Category Views by Month in 2015



RV Brands

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

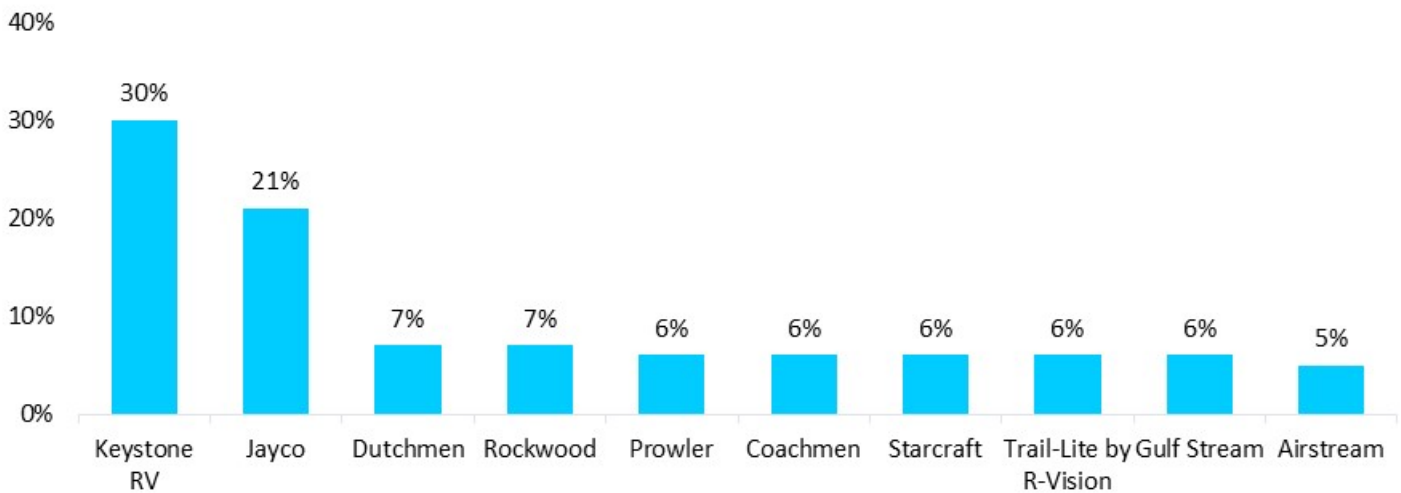
The figures below are based on consumer RV traffic on NADAguides.com and are calculated by comparing the percentage change of consumer interest, for the top 20 researched manufacturers, January-September 2014 as compared to January-September 2015.



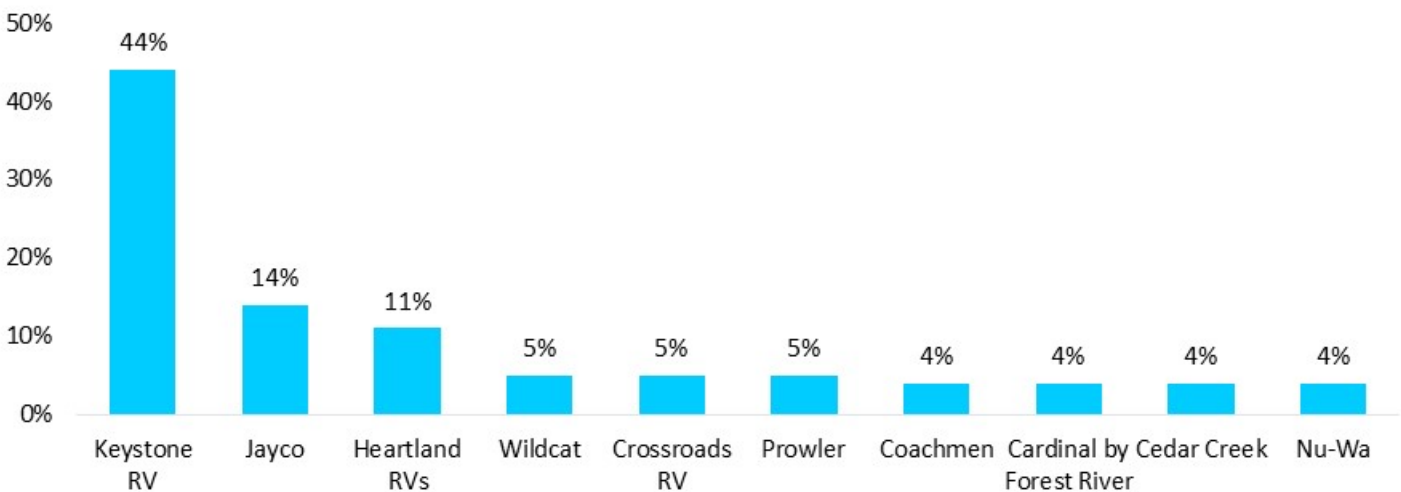
Travel Trailer Brands

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

Standard Hitch Brands



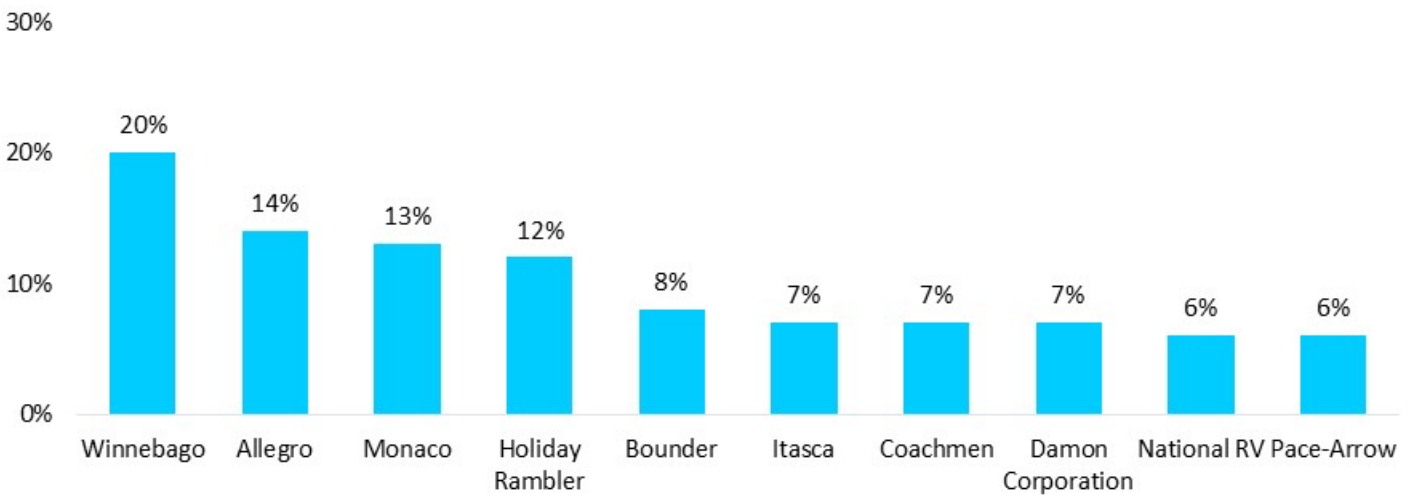
Fifth Wheel Brands



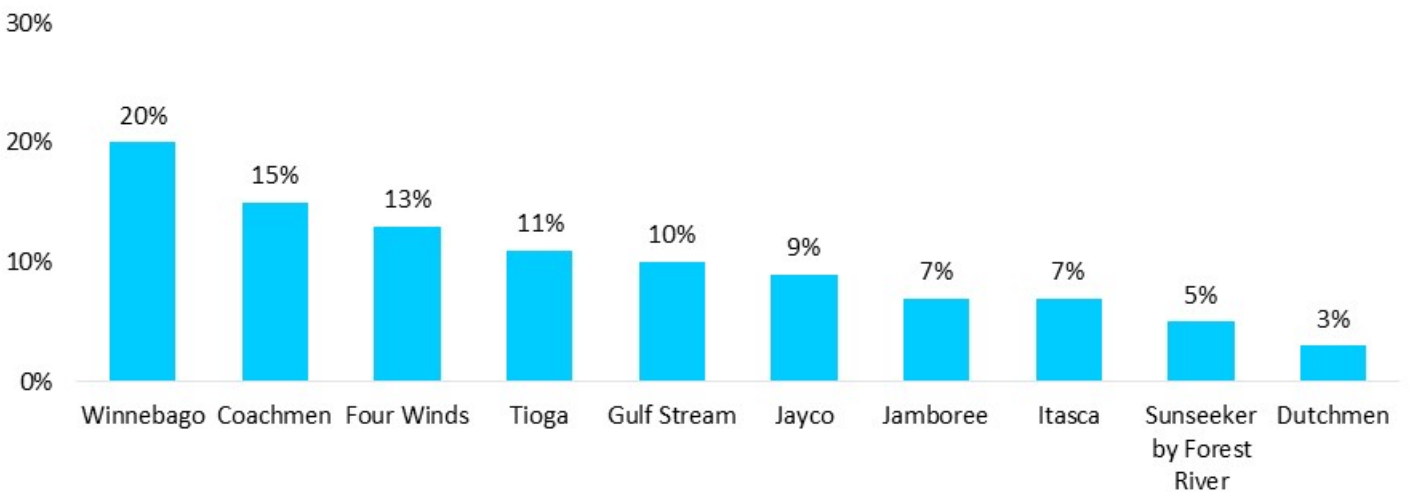
Motorhome Brands

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

Class A Brands



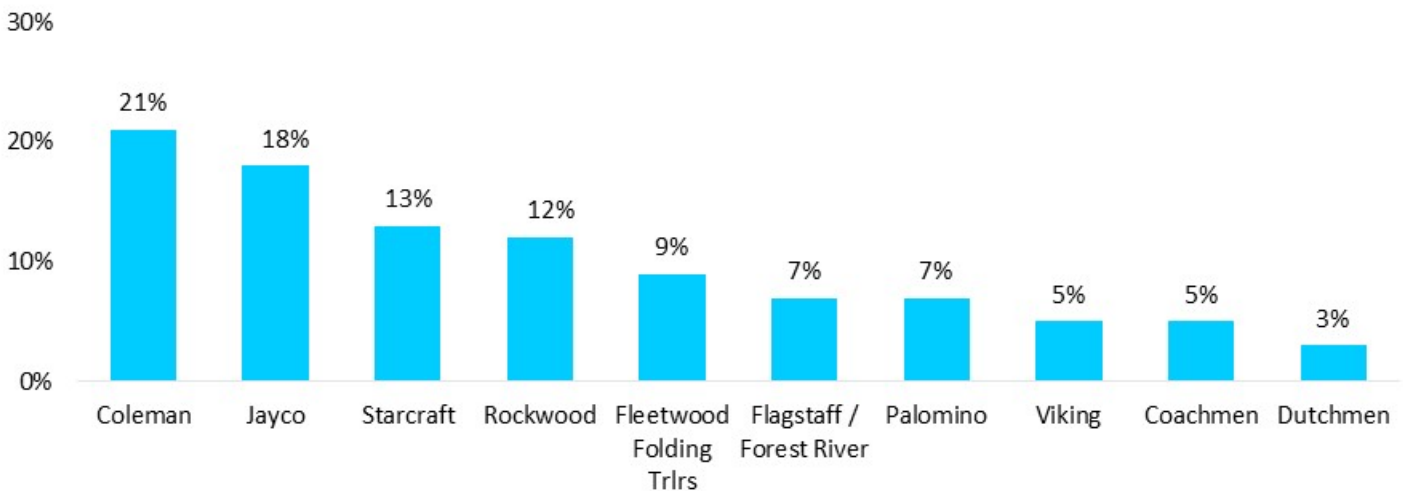
Class C Brands



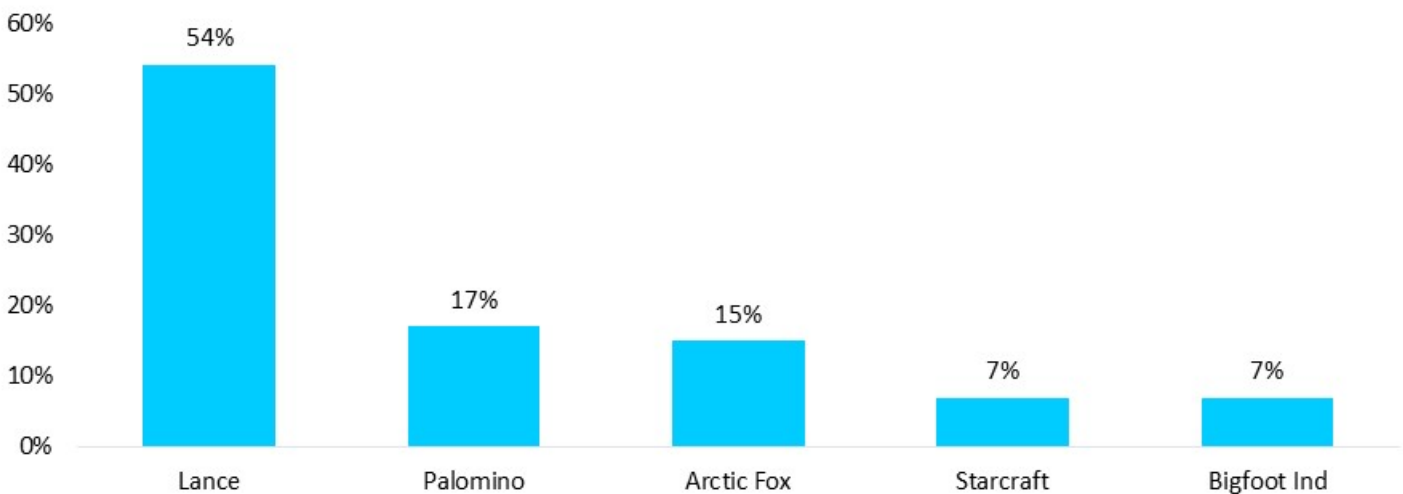
RV Brands

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

Camping Trailer Brands



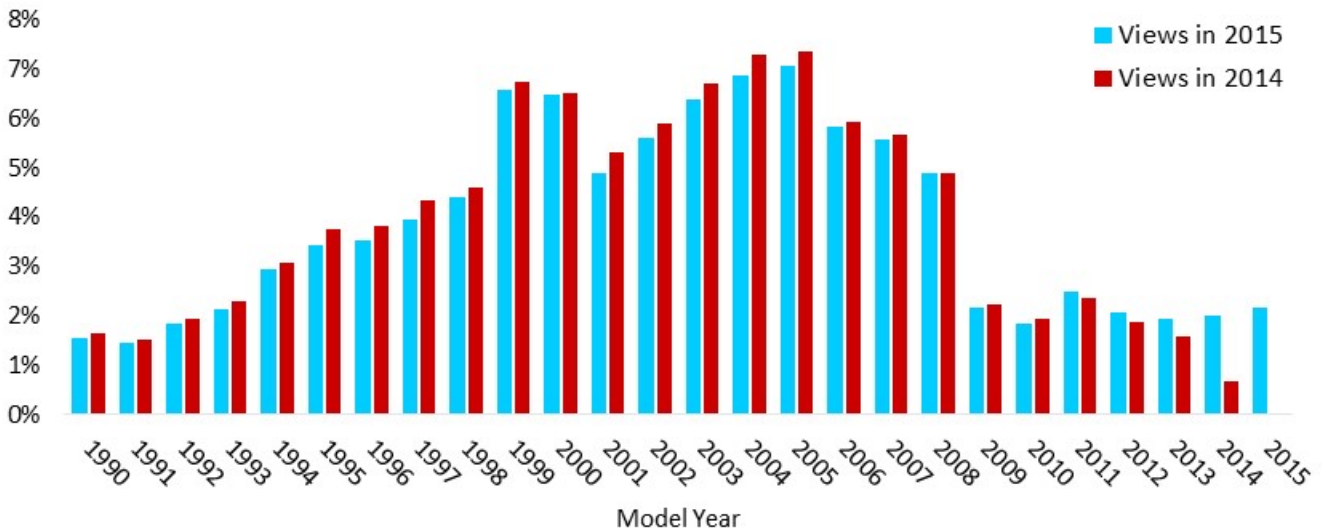
Truck Camper Brands



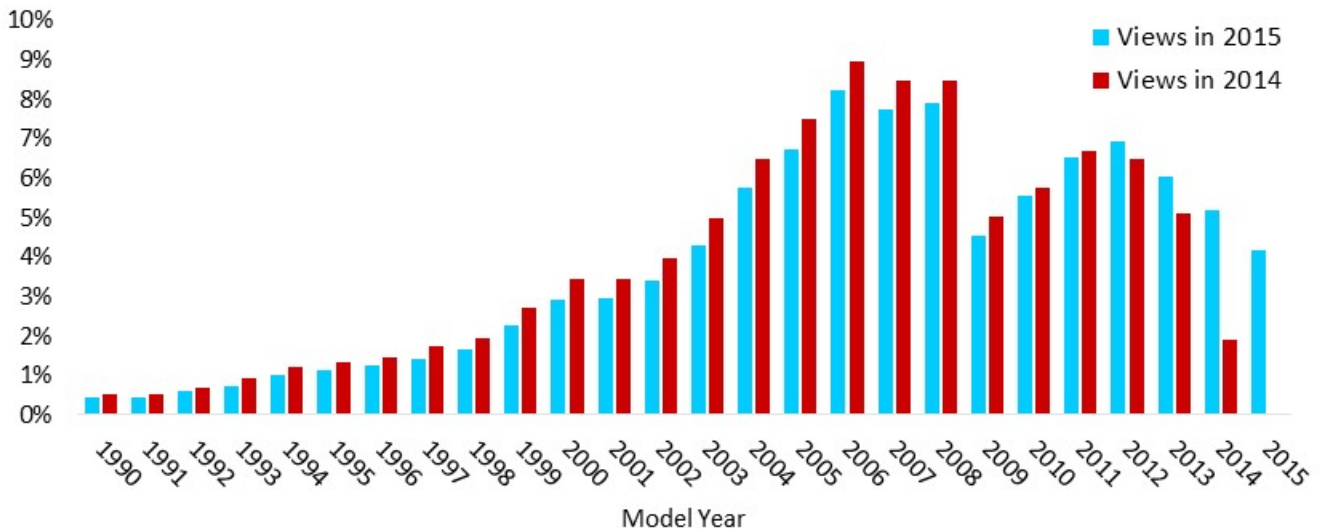
Model Years

NADAguides.com Top Researched Model Years by Category

Class A Motorhome



Standard Hitch Travel Trailer

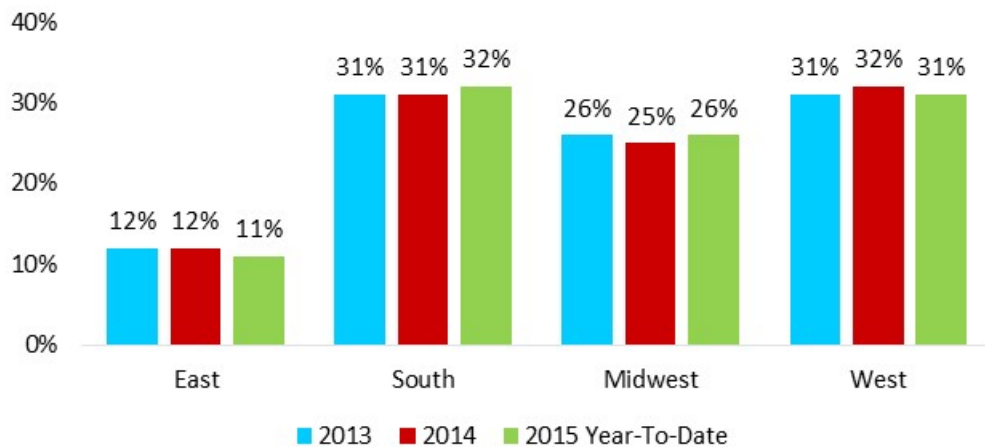


Web Traffic by Region

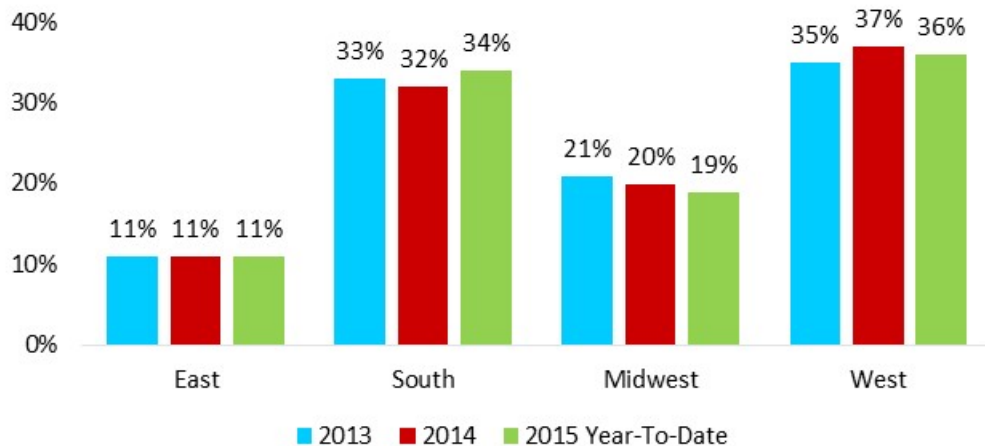
Regional Distribution of NADAguides.com Traffic in 2015

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 2013 and 2014 are offered as a comparison to the year-to-date 2015 traffic.

Travel Trailers



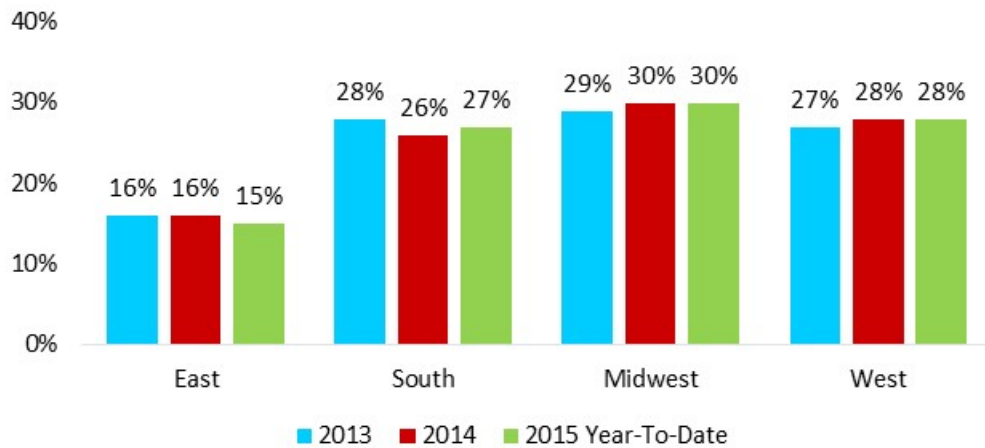
Motorhomes



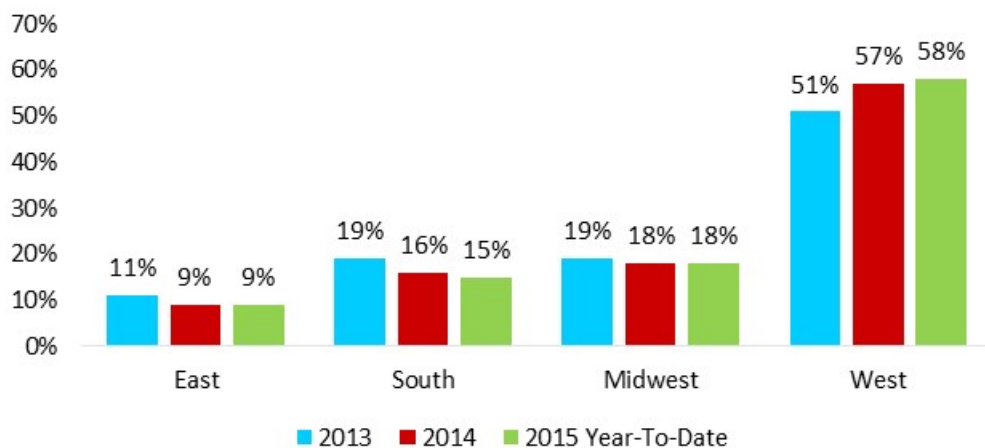
Web Traffic by Region

Regional Distribution of NADAguides.com Traffic in 2015

Camping Trailers



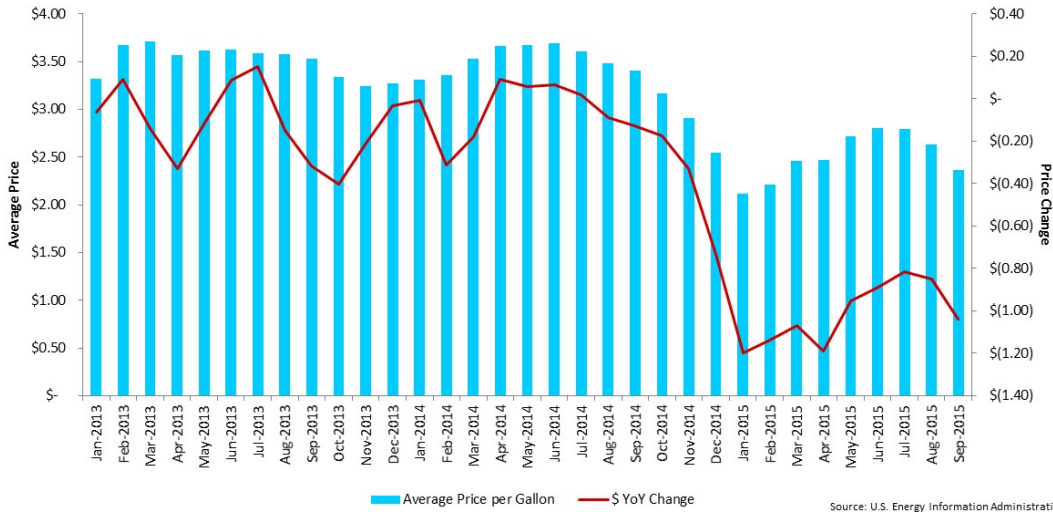
Truck Campers



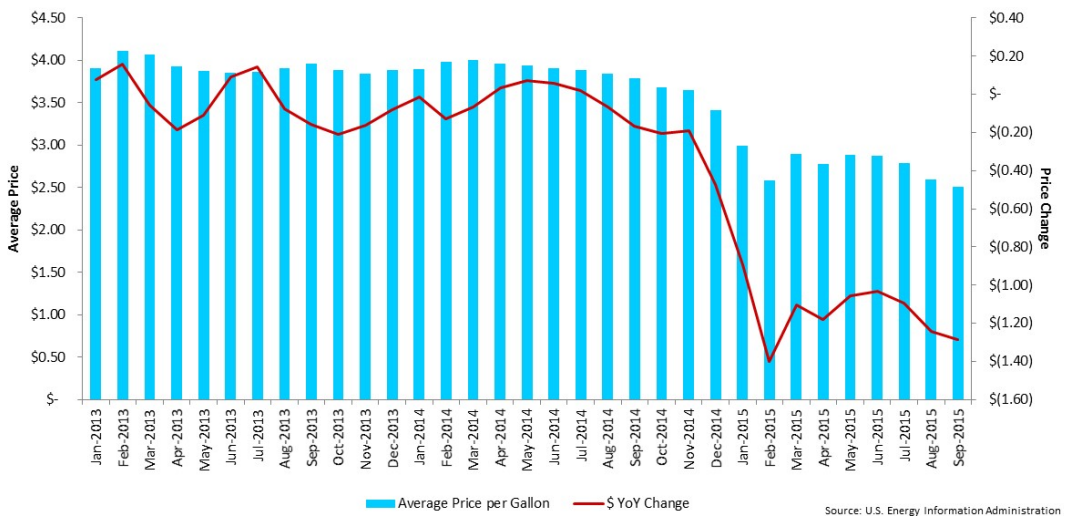
Fuel Price Data

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

Regular Grade Gasoline Prices (All Formulations)

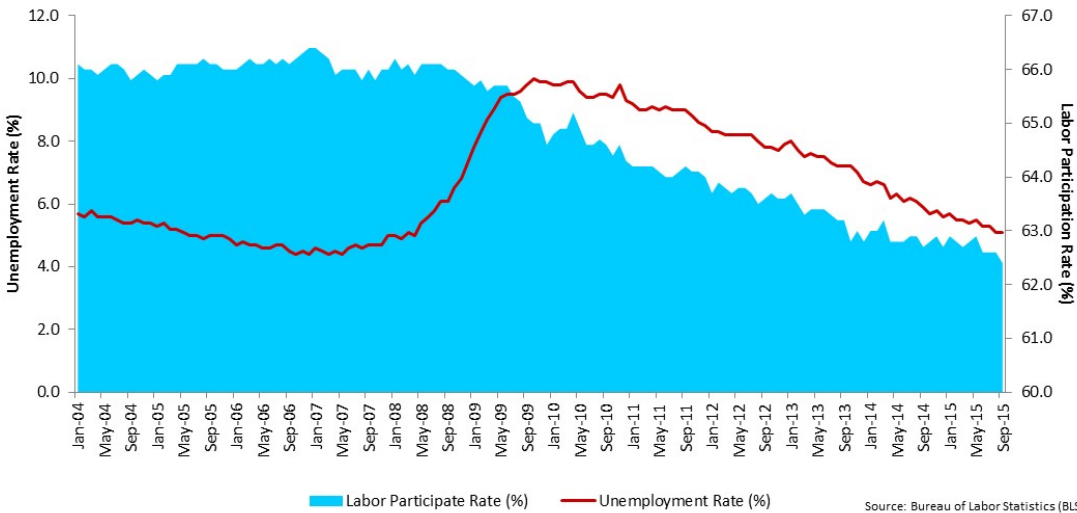


On-Highway Diesel Fuel Prices



Economic Data

Unemployment & Labor Participation Rate (Seasonally Adjusted)



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National Appraisal Guides, Inc.

PO Box 7800

Costa Mesa, CA 92628

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

Fax (714) 556-8715

