



NADAguides

Market Insights

RV Industry

2015 Highlights

Industry Overview

RV Market Update

Lower unemployment, low fuel prices, and low interest rates helped to propel RV sales in 2015 to 374,246 units sold, a 4.9% increase over 2014 according to RVIA. Dealer feedback over the past several months supports the industry consensus that the market is still very robust. Fuel prices dropped dramatically from 2014 to 2015 and are projected to drop slightly in 2016.



Overall, dealers have said this mild winter has kept them busier than normal. Spring is fast approaching and with it we expect the usual inventory buildup. With 2016 off to a spectacular start, used values should also stay healthy.



RV Values

Year-Over-Year Change in Values by Category

2014 Versus 2015 Average Values

The demand for Class B Motorhomes over the past couple of years has resulted in a steady increase in used values which reached its peak over the summer and fall months. Overall, we've seen a healthy increase in towable and motorized units in 2015.

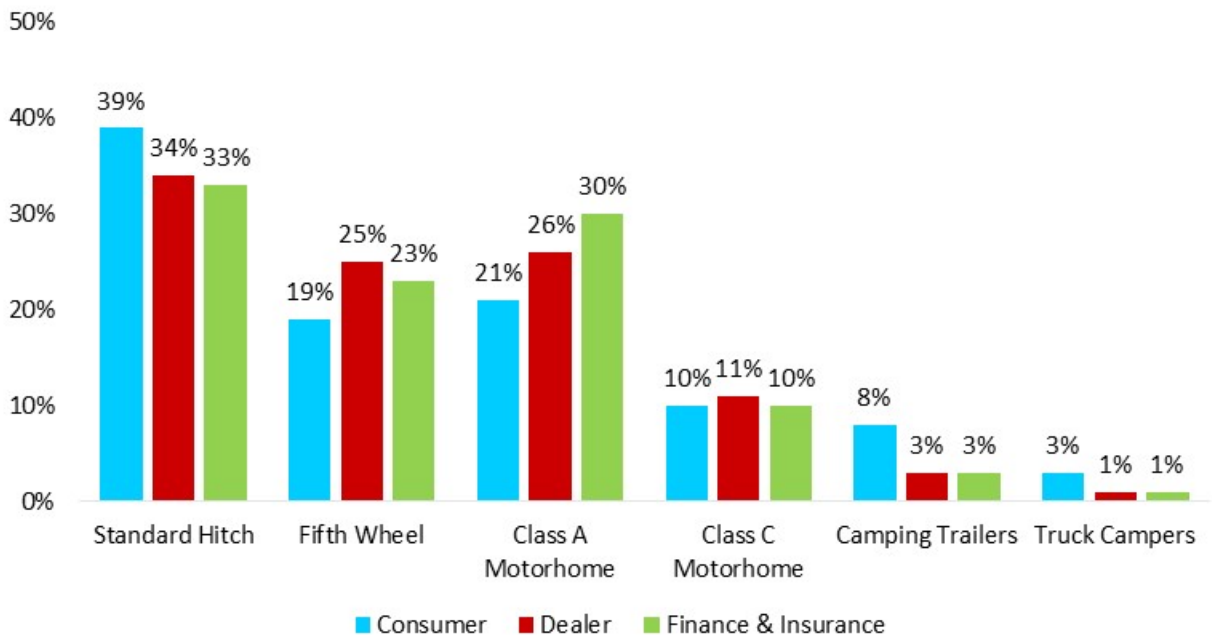
Year-Over-Year Change in Used Retail	
Towable Units	Motorized Units
4.1%	5.2%

Category	Body Type	Used Wholesale Trade-In	Used Retail
Camping Trailer	All	↓ -7.0%	↑ 0.9%
Motorhome	Micro Mini Motorhome (Class C)	↓ -3.7%	↓ -1.3%
Motorhome	Mini Motorhome (Class C)	↑ 2.9%	↑ 7.0%
Motorhome	Motorhome (Class A)	↓ -1.2%	↑ 3.3%
Motorhome	Towing Motorhome (Class A)	↓ -7.2%	↓ -2.6%
Motorhome	Van Motorhome (Class B)	↑ 16.5%	↑ 19.6%
Park Model	All	↑ 0.3%	↑ 5.1%
Travel Trailer	Fifth Wheel	↑ 2.7%	↑ 7.7%
Travel Trailer	Standard Hitch	↓ -0.5%	↑ 4.9%
Truck Camper	All	↓ -4.0%	↑ 2.9%



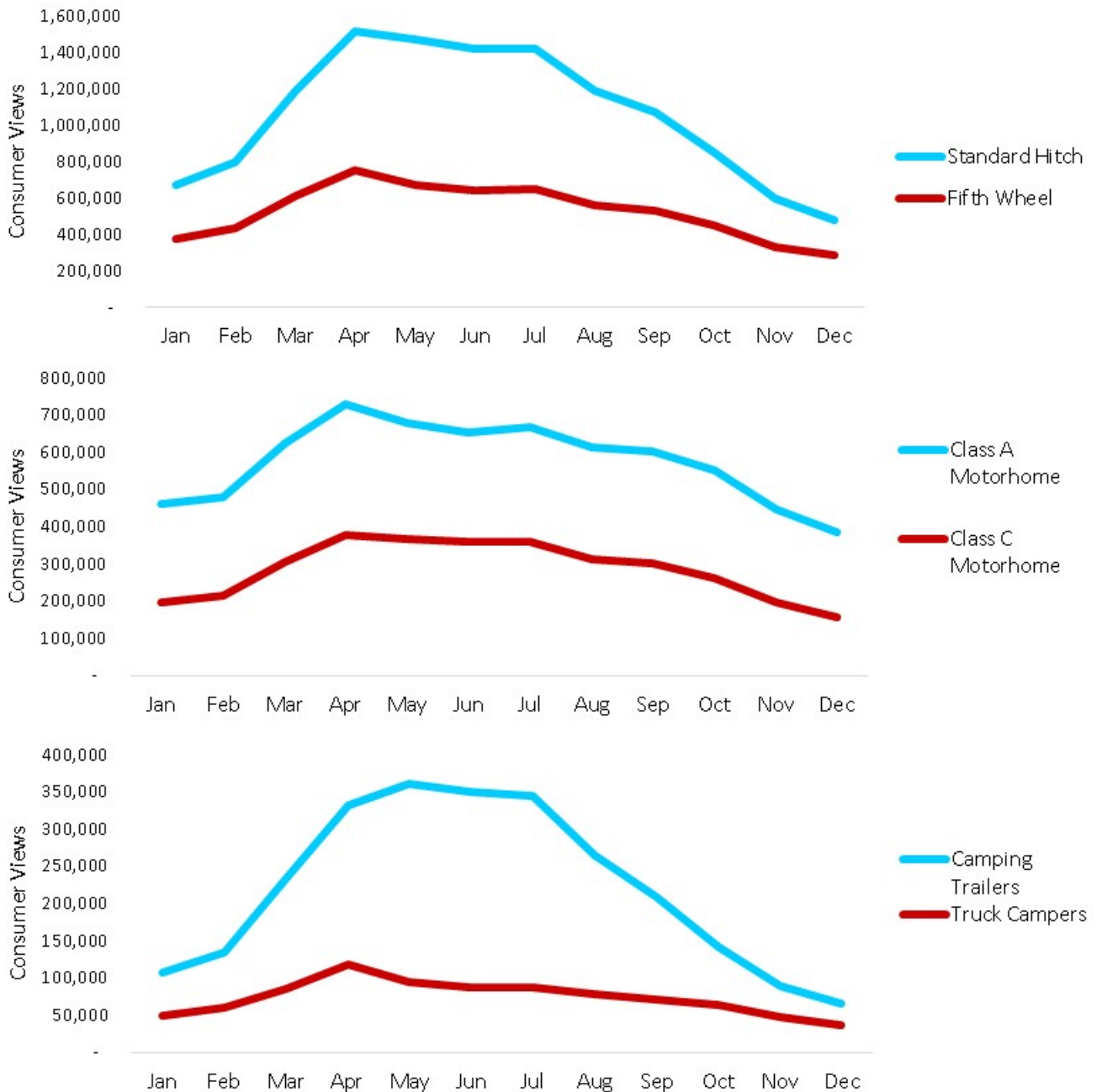
RV Categories

Category Views Among Consumers, Dealers, and Finance & Insurance Institutions in 2015



RV Categories

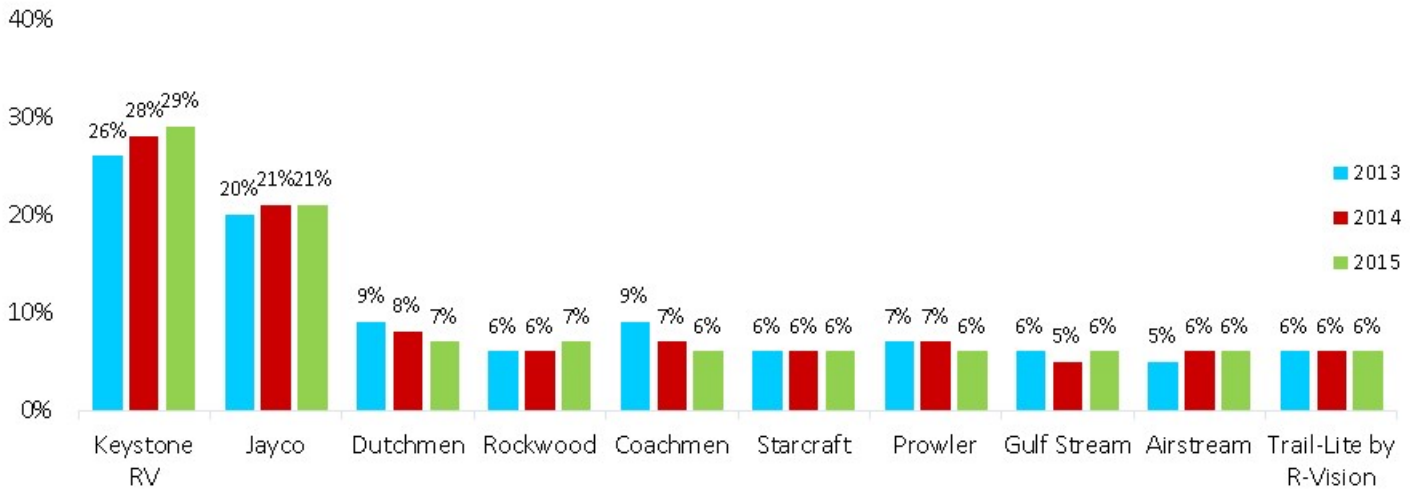
NADAguides.com Category Views by Month in 2015



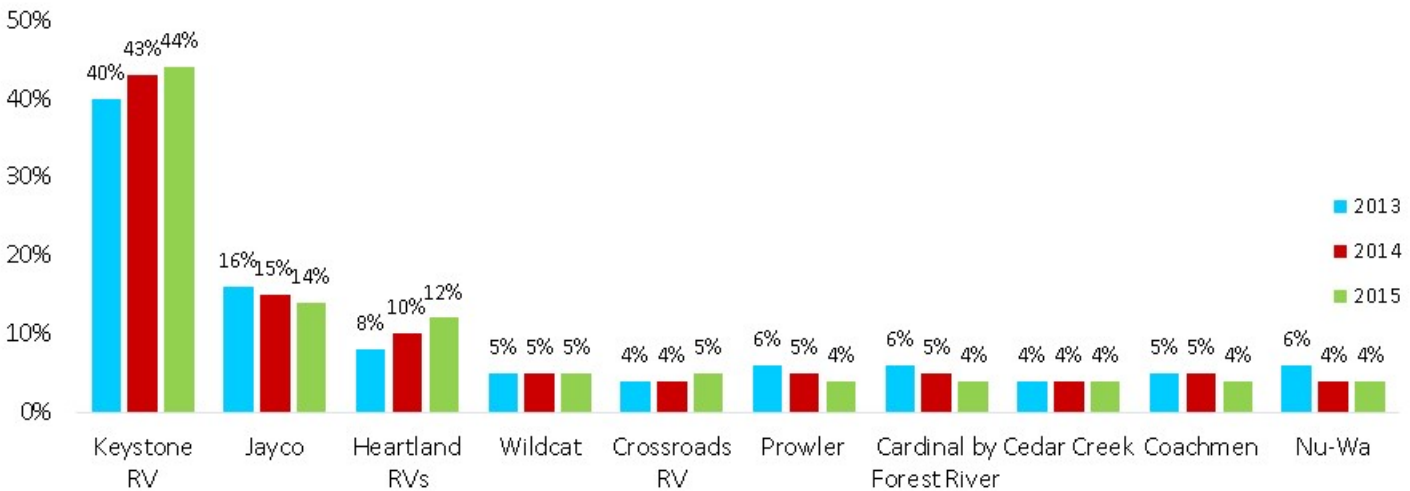
Travel Trailer Brands

NADAGuides.com Top Researched Brands

Standard Hitch Brands



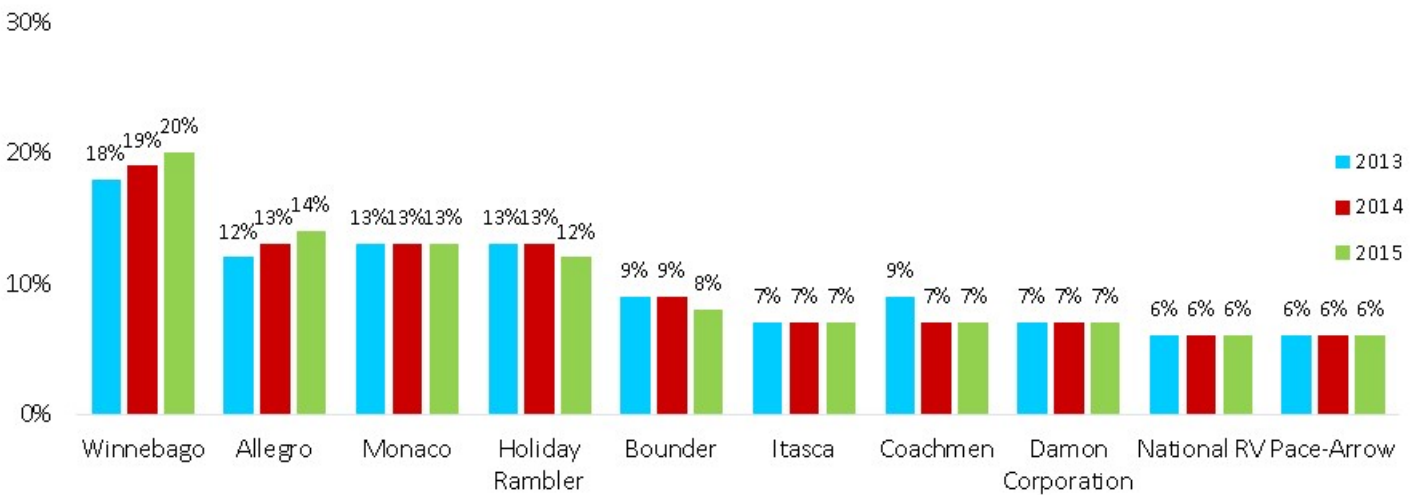
Fifth Wheel Brands



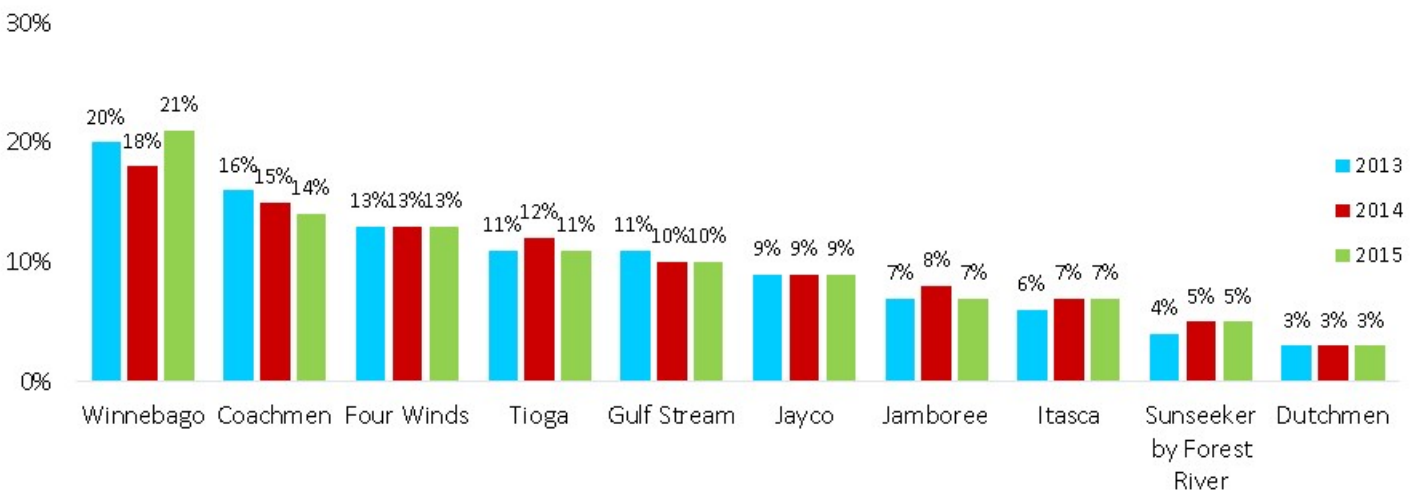
Motorhome Brands

NADAguides.com Top Researched Brands

Class A Brands



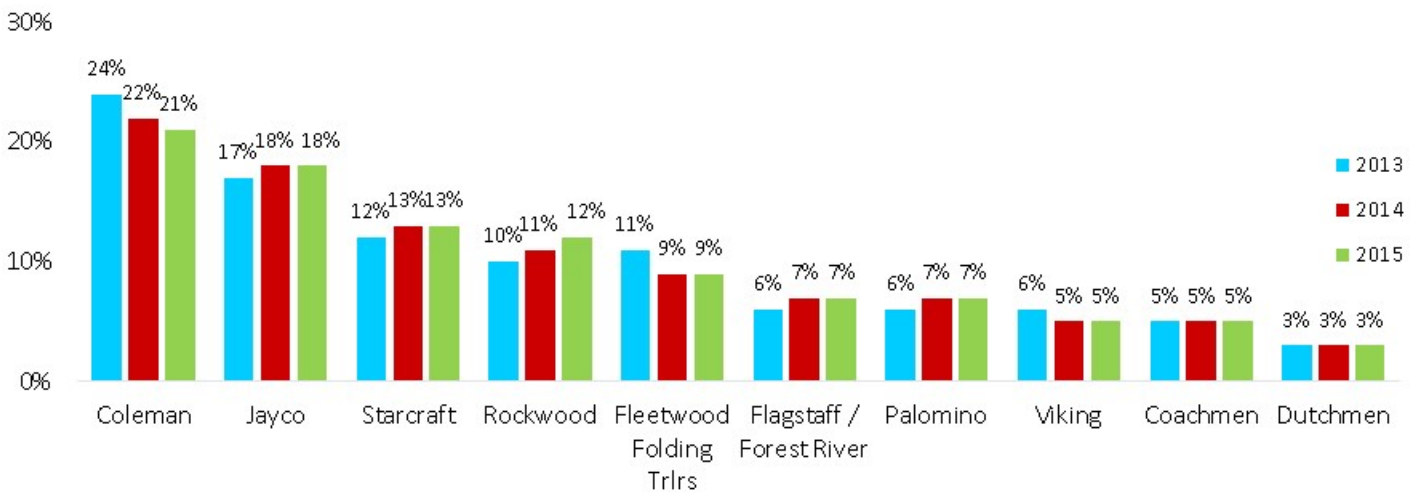
Class C Brands



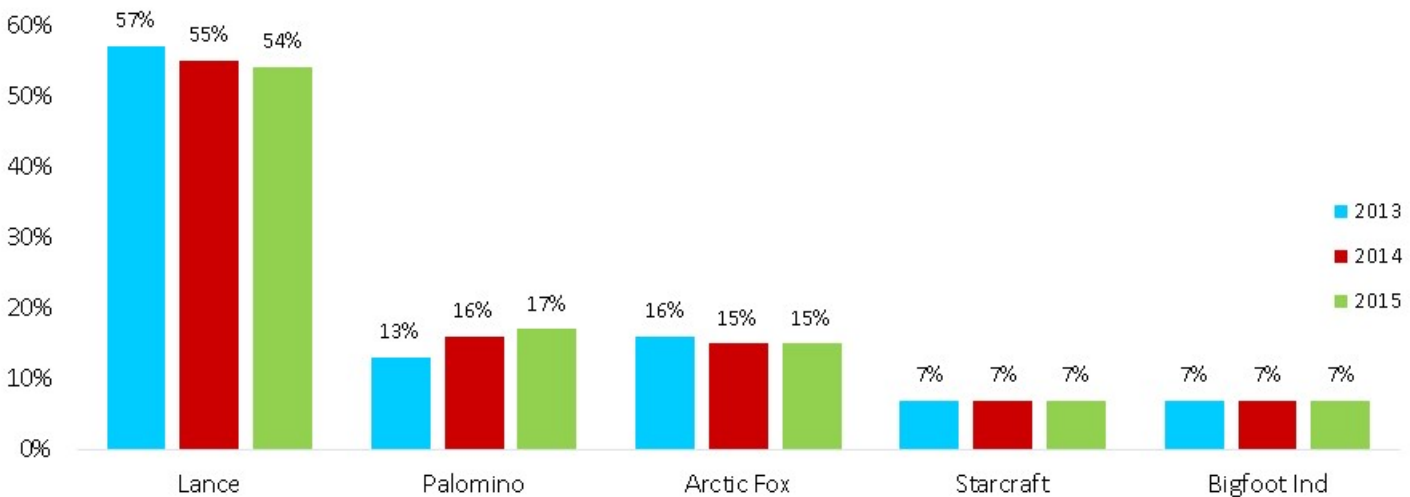
RV Brands

NADAguides.com Top Researched Brands

Camping Trailer Brands



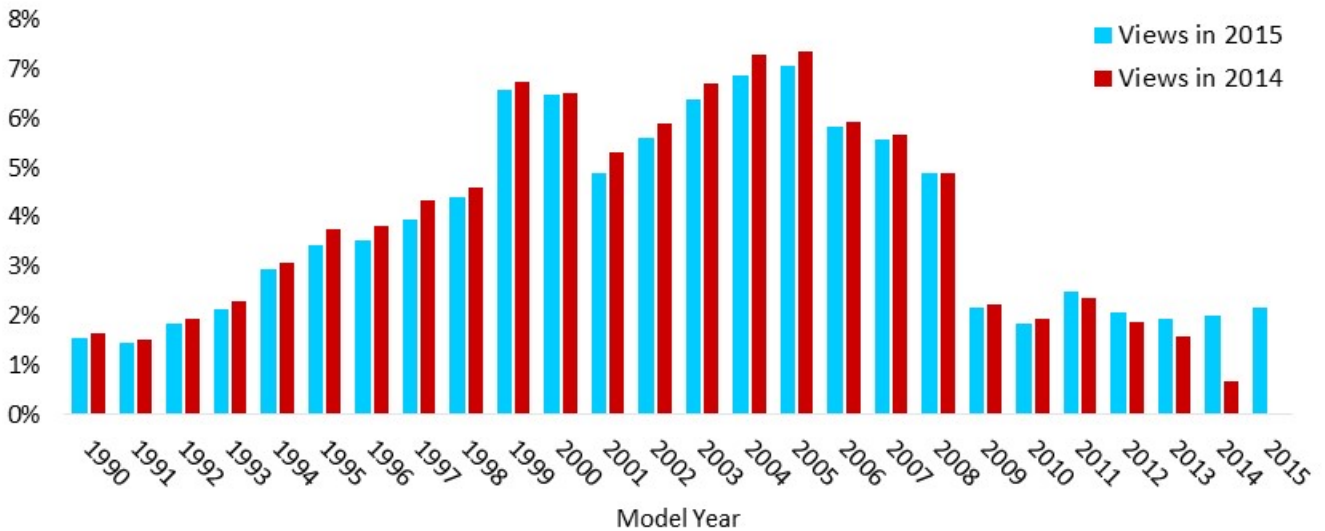
Truck Camper Brands



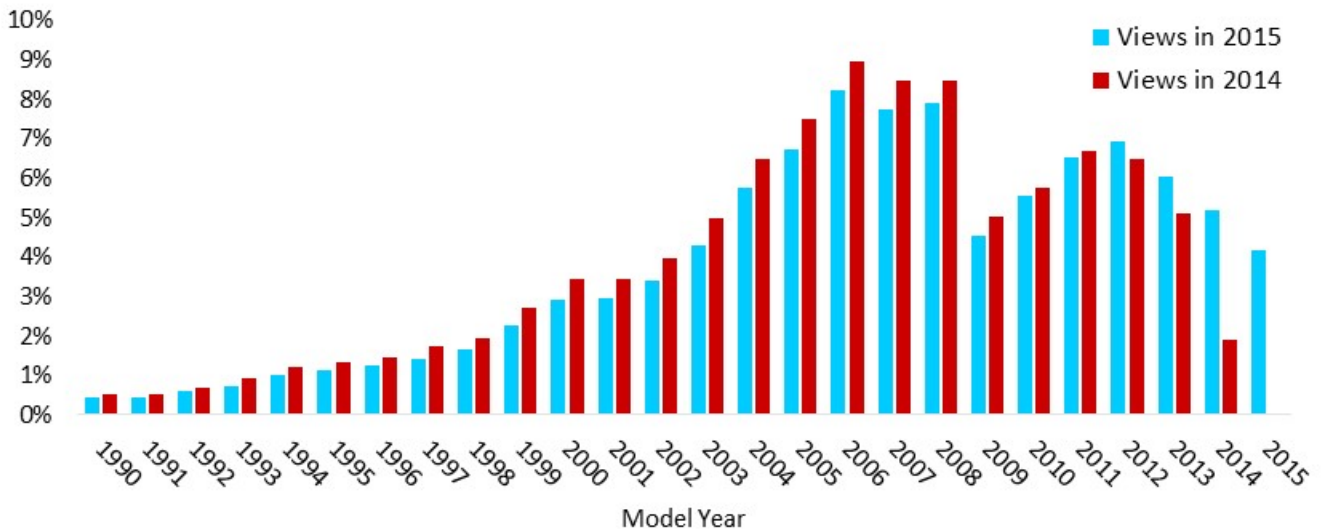
Model Years

NADAguides.com Top Researched Model Years by Category

Class A Motorhome



Standard Hitch Travel Trailer

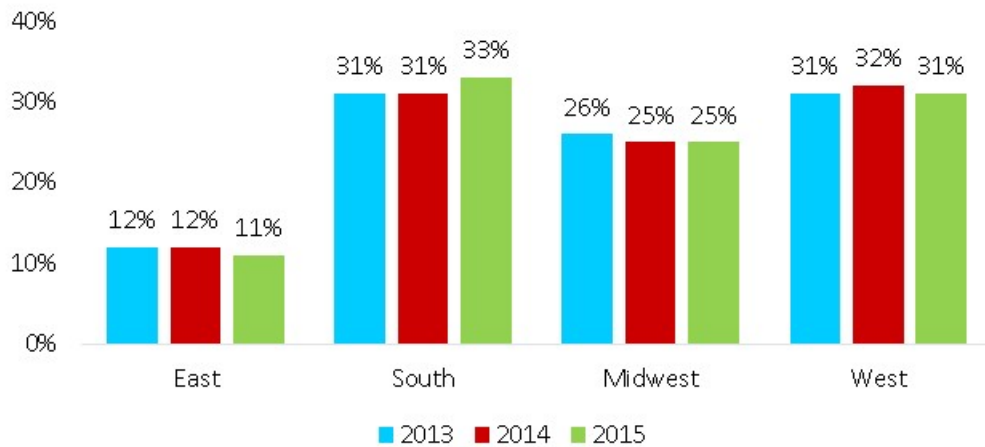


Web Traffic by Region

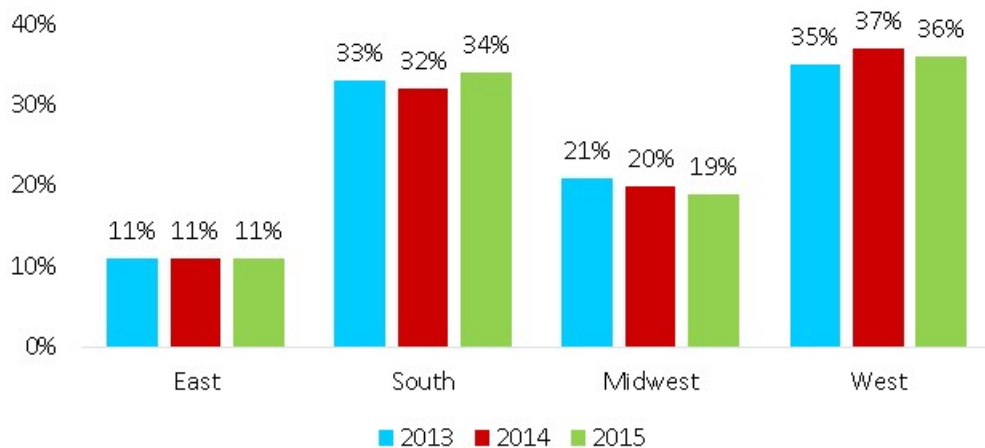
Regional Distribution of NADAguides.com Traffic

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 2015 traffic.

Travel Trailers



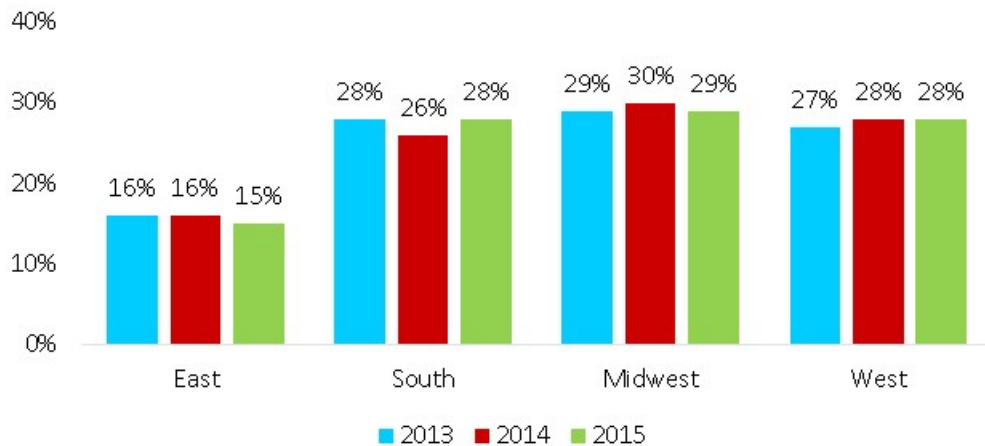
Motorhomes



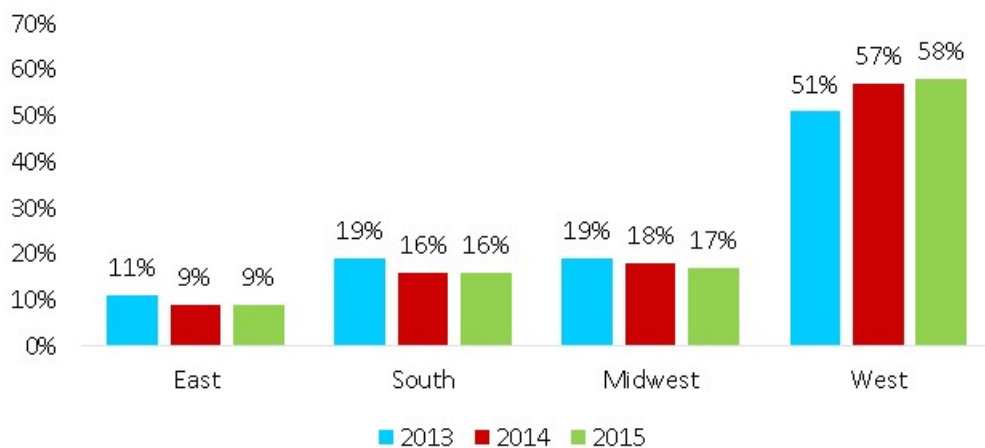
Web Traffic by Region

Regional Distribution of NADAguides.com Traffic

Camping Trailers



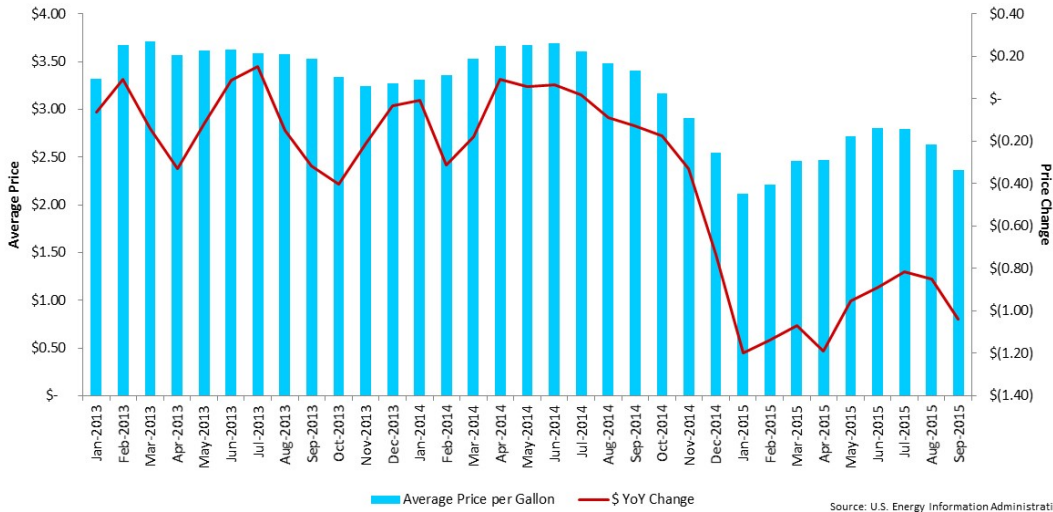
Truck Campers



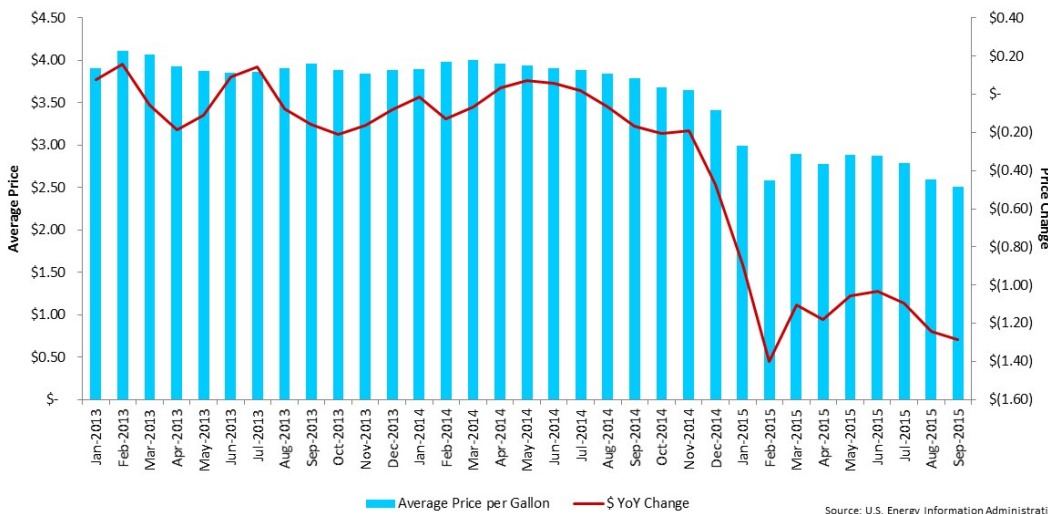
Fuel Price Data

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)

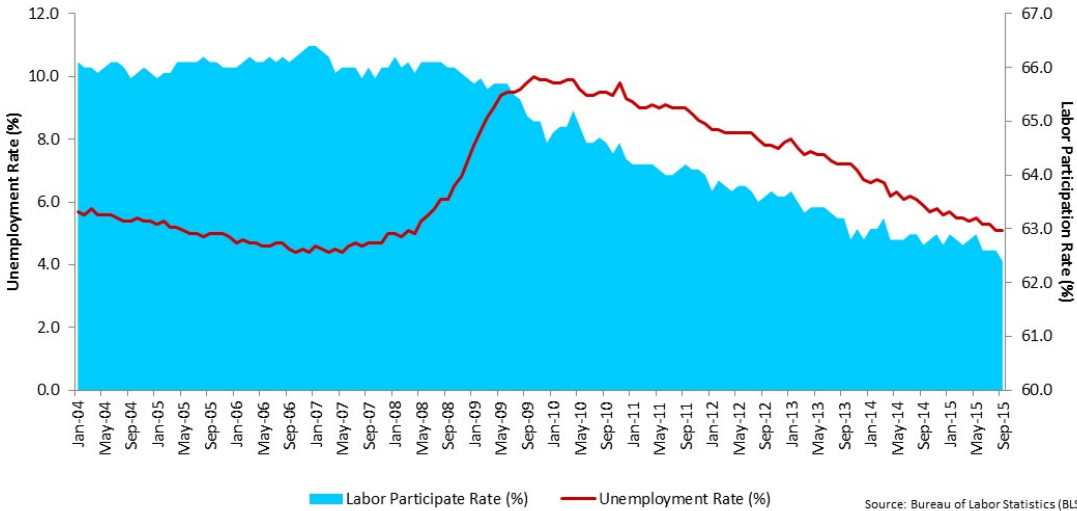


On-Highway Diesel Fuel Prices



Economic Data

Unemployment & Labor Participation Rate (Seasonally Adjusted)



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