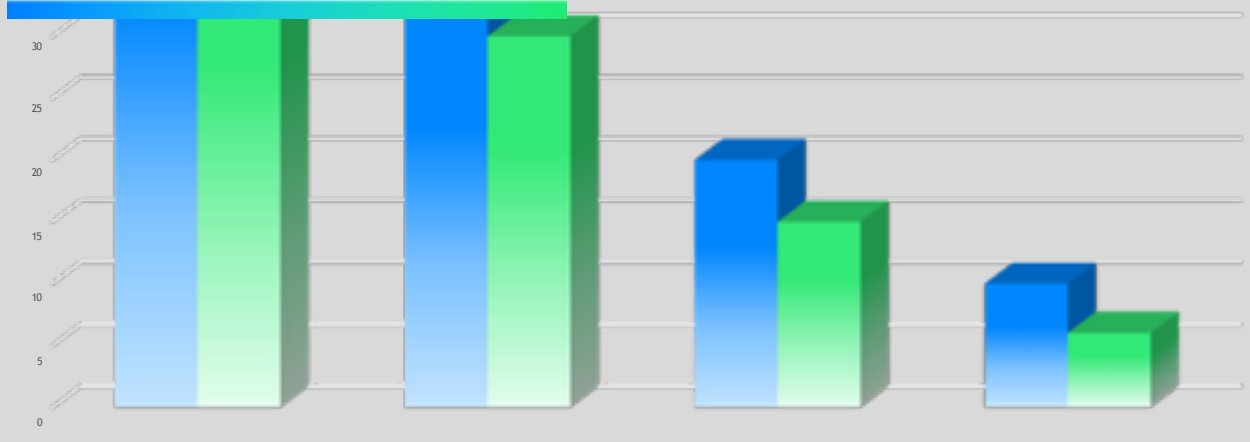


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Market Insights

RECREATIONAL VEHICLE
Q2 2022

RV Market Industry Overview

All segments of the RV market have moved off their respective peaks, but pricing is still strong by historical standards.

Looking at individual segments, the most recent 10 years of Class A motorhome values averaged 16.0% higher pricing in the first half of 2022 compared to the same period of 2021. Class C motorhomes averaged 21.9% higher over the same period. In trailer segments, standard hitch units averaged 25.7% higher pricing in the first half of 2022 compared to the same period of 2021. Fifth-wheel units averaged 13.8% higher pricing over the same period, camping trailers averaged 29.1% higher, and truck campers averaged 19.1% higher.

All segments have crested the peak in pricing, we'll see year-over-year parity followed by mildly negative comparisons going forward. Large-scale economic changes are causing markets for discretionary and luxury items to mature, but a tight supply should help keep pricing healthy going forward.

Travel Trailer Values

Average Retail Value by Category – Values for the Last 10 Model Years

Standard Hitch



Fifth Wheel



Motorhome Values

Average Retail Value by Category – Values for the Last 10 Model Years

Class A



Class C



Camping Trailer & Truck Camper Values

Average Retail Value by Category – Values for the Last 10 Model Years

Camping Trailer



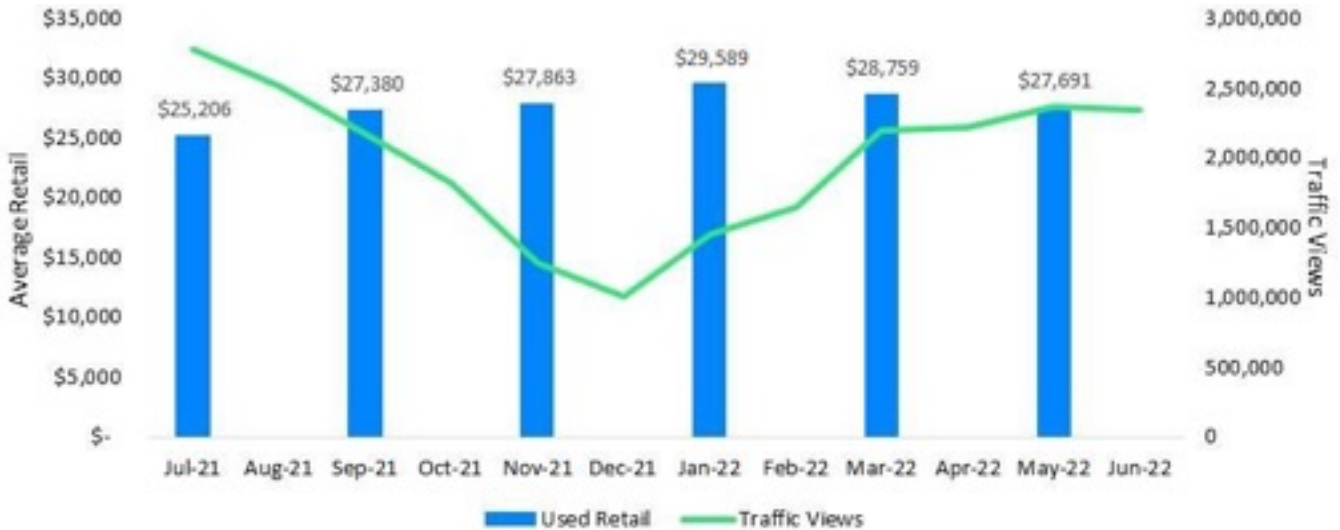
Truck Camper



Travel Trailer Values vs. Traffic

Average Retail Value and Traffic View by Category

Standard Hitch



Fifth Wheel



Motorhome Values vs. Traffic

Average Retail Value and Traffic View by Category

Class A



Class C



Camping Trailer & Truck Camper Values vs. Traffic

Average Retail Value and Traffic View by Category

Camping Trailer

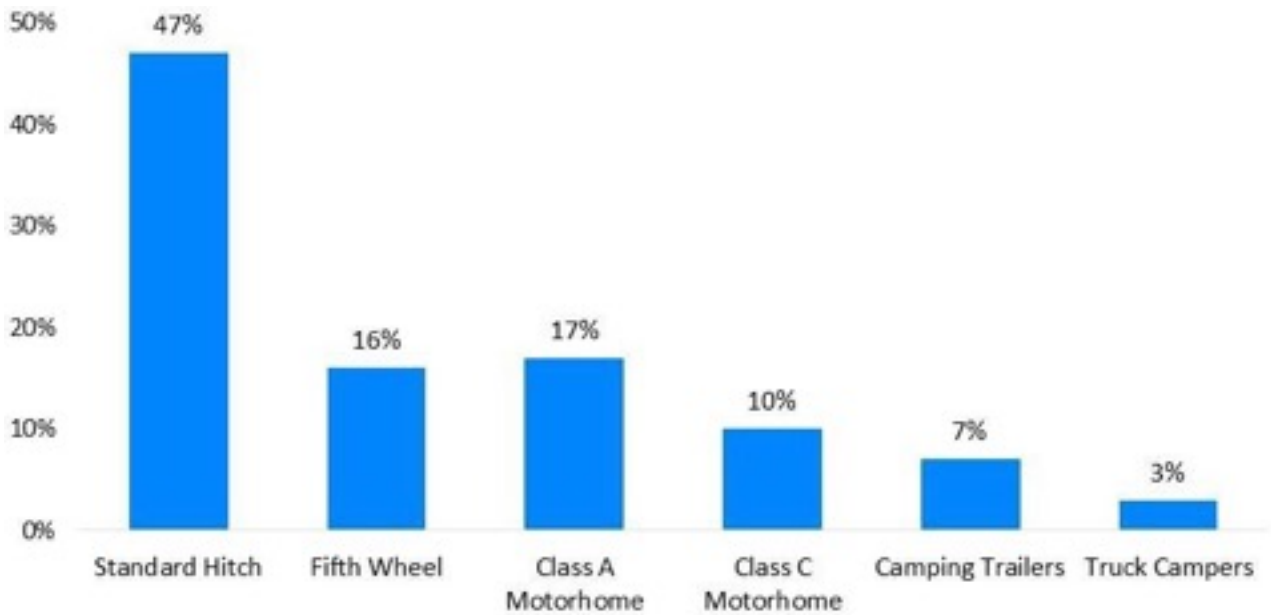


Truck Camper



RV Categories

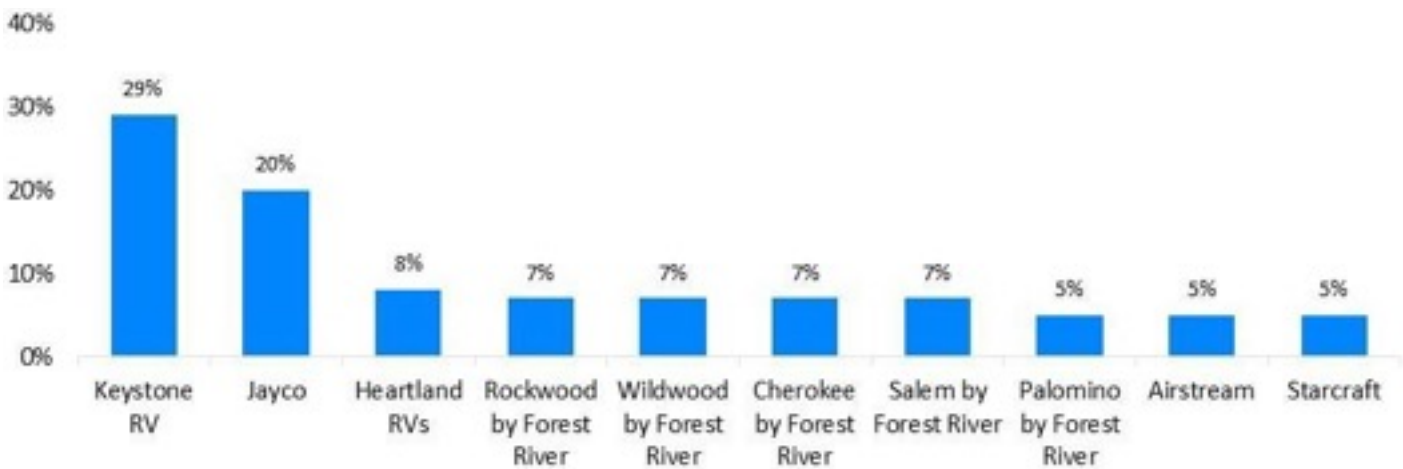
Views in 2022 Q1-Q2



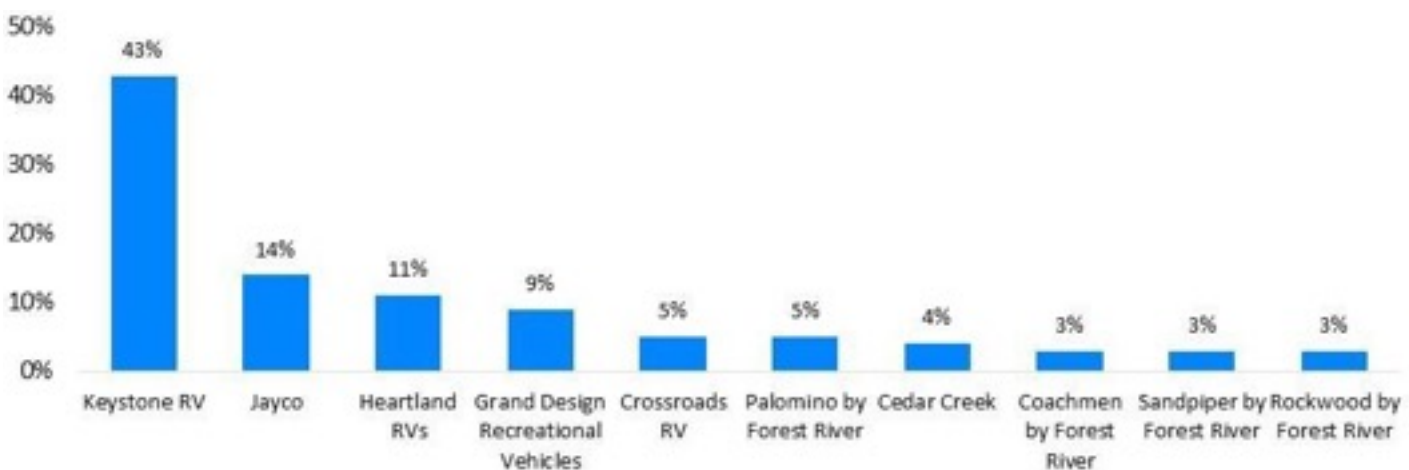
Travel Trailer Brands

Top Researched Brands in 2022 Q1-Q2

Standard Hitch Brands



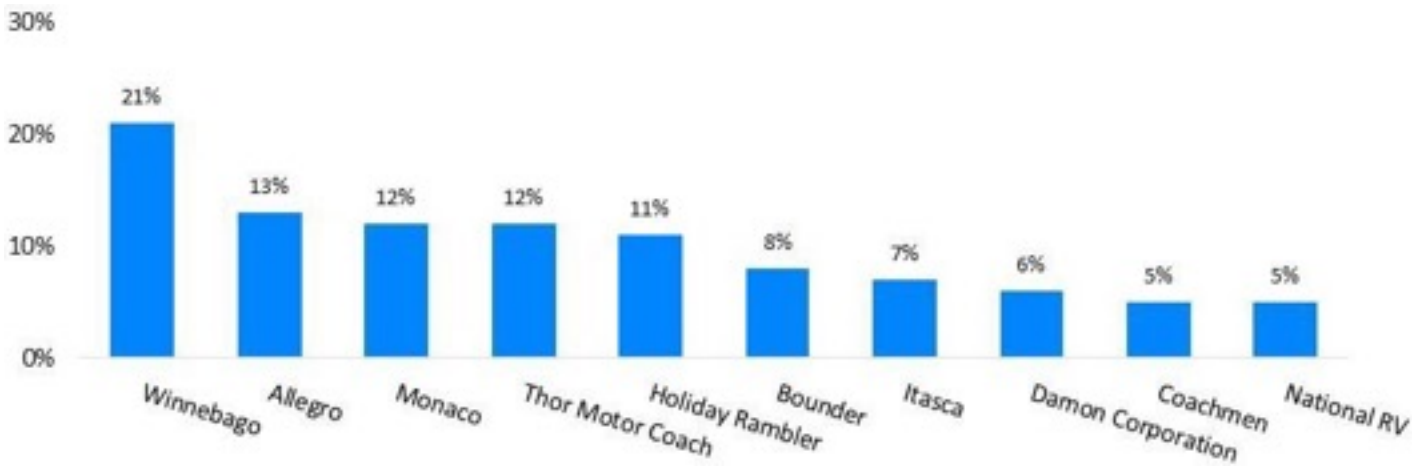
Fifth Wheel Brands



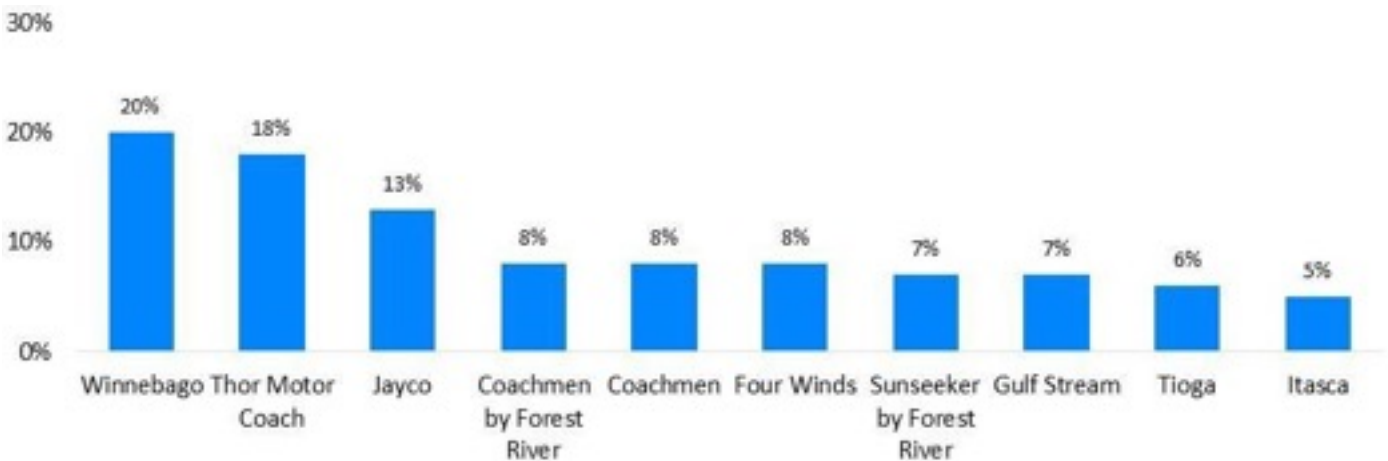
Motorhome Brands

Top Researched Brands in 2022 Q1-Q2

Class A Brands



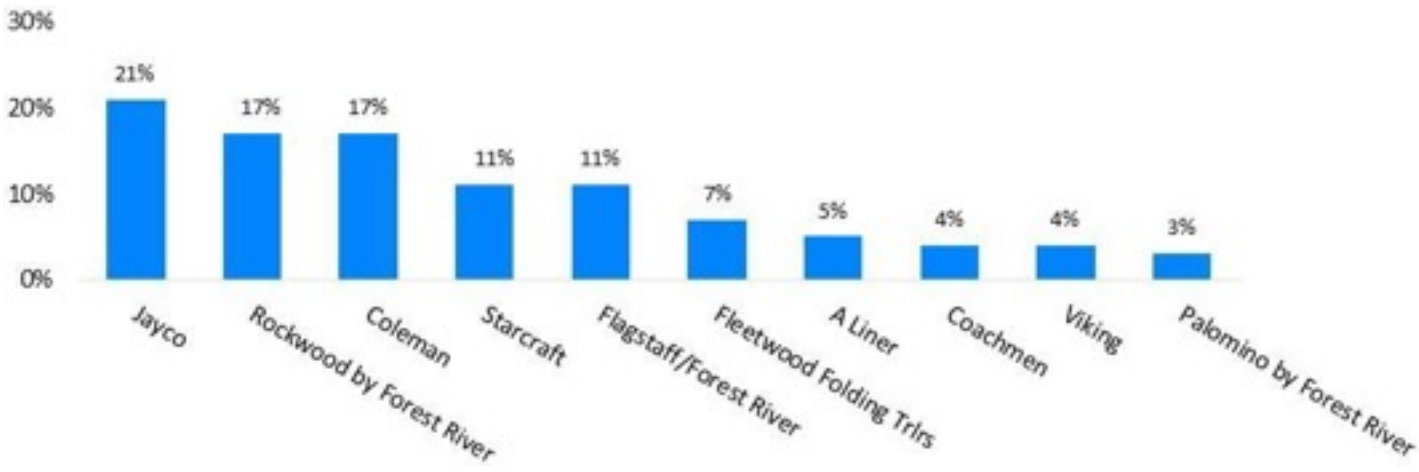
Class C Brands



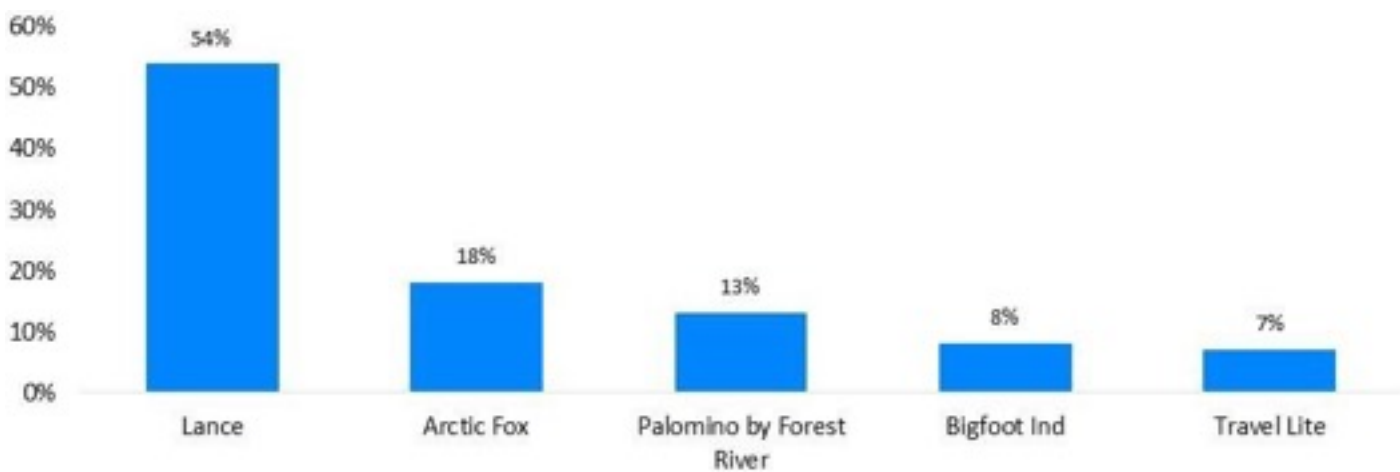
Camping Trailer & Truck Camper Brands

Top Researched Brands in 2022 Q1-Q2

Camping Trailer Brands



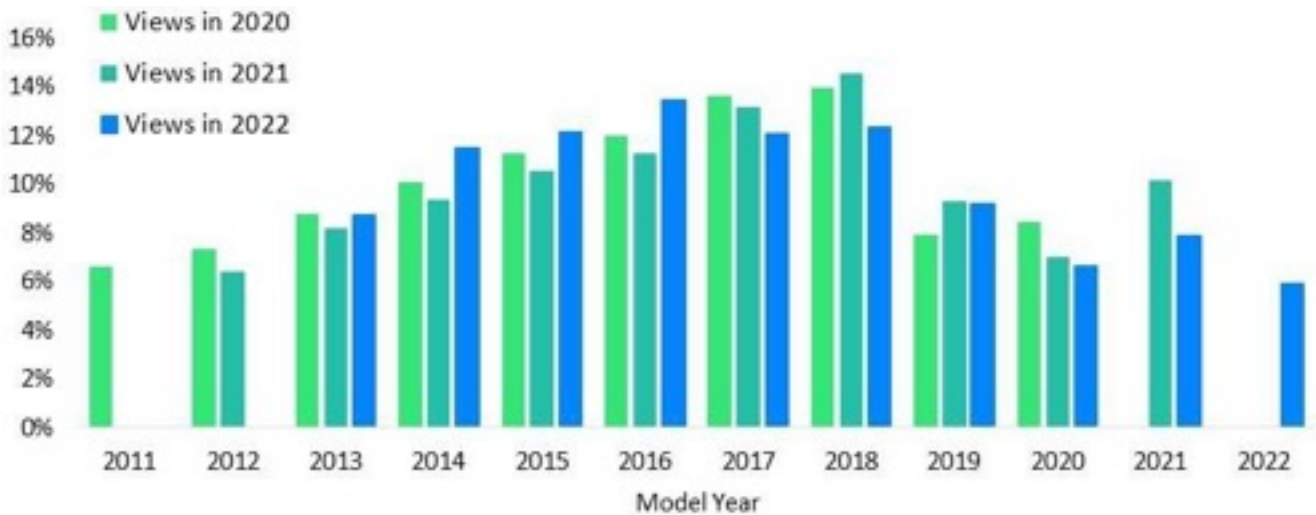
Truck Camper Brands



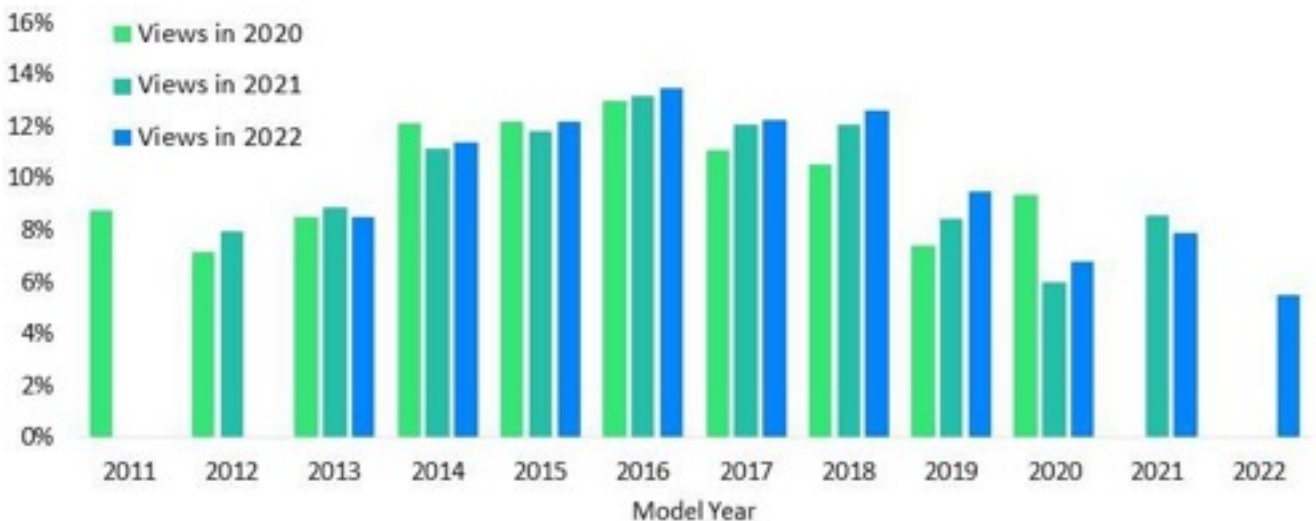
Model Years

Top Researched Model Years by Category

Standard Hitch Travel Trailer



Class A Motorhome



Web Traffic by State

Traffic by State in 2022 Q1-Q2

Travel Trailers



- > 200,000
- 100,000 - 200,000
- 40,000 - 99,999
- < 40,000

Web Traffic by State

Traffic by State in 2022 Q1-Q2

Class C Motorhomes



- > 60,000
- 25,000 - 60,000
- 10,000 - 24,999
- < 10,000

Fuel Price Data

Regular Grade Gasoline Prices vs. Consumer Traffic by Category

Travel Trailer / Fifth Wheel

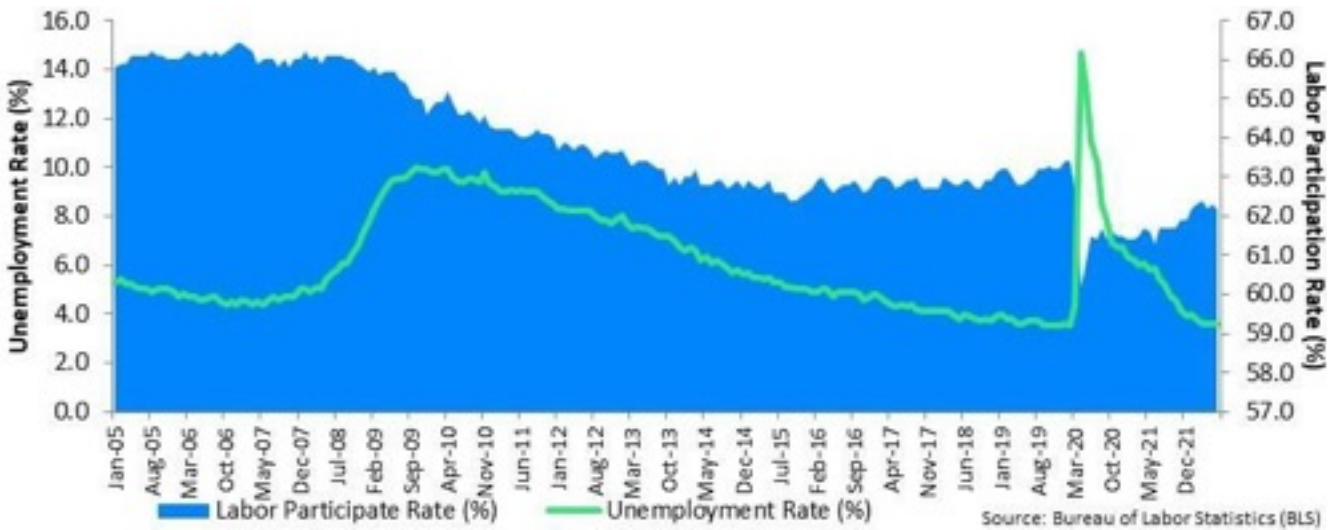


Motorhomes



Economic Data

Unemployment & Labor Participation Rate (Seasonally Adjusted)



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(800) 966-6232

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