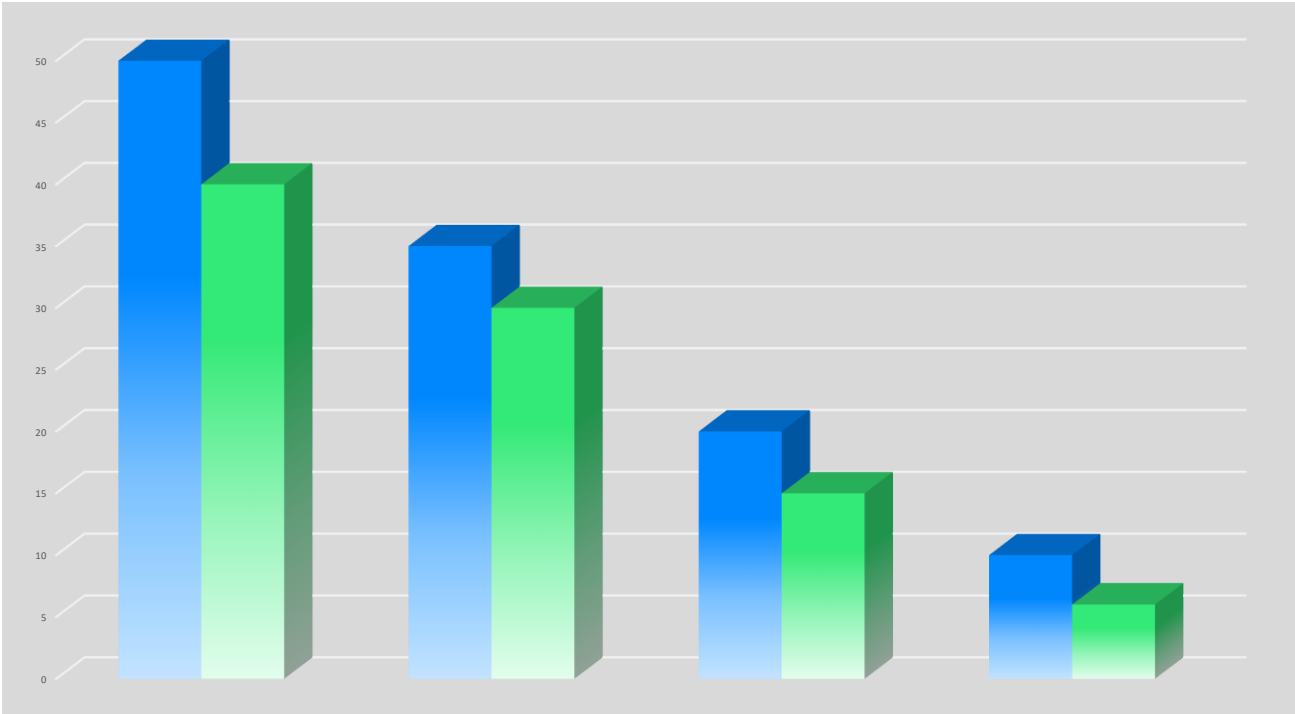


J.D. POWER



Market Insights

RECREATIONAL VEHICLE
Q2 2023



RV Market Industry Overview

RV values remain at or near peak, with some segments showing traditional upward movement going into the spring selling season.

Looking at individual segments, the most recent 10 years of Standard Hitch trailer values averaged 6.8% lower in the first half of 2023 compared to the same period of 2022, while Fifth Wheel units averaged 4.7% lower.

In the Motorhome segment, Class A vehicles averaged 3.1% lower in the first half of 2023 compared to the same period of 2022, while Class C motorhomes averaged 2.1% higher.

Camping Trailer values were 1.3% higher in the first half of 2023 compared to the same period of 2022, and Truck Campers averaged 2.9% higher.

Economic headwinds continue to build, and supply of new and used units continues to normalize. However, with Class C motorhomes, Camping Trailers, and Truck Campers all showing higher values in May-June 2023 compared to year-prior, it is difficult to take an overly pessimistic view of market conditions in the second half of the year. We'll see how the market holds up as summer ends, but as of now it seems macroeconomic conditions would have to worsen fairly notably for a drastic reversal in values to occur.

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

Travel Trailers



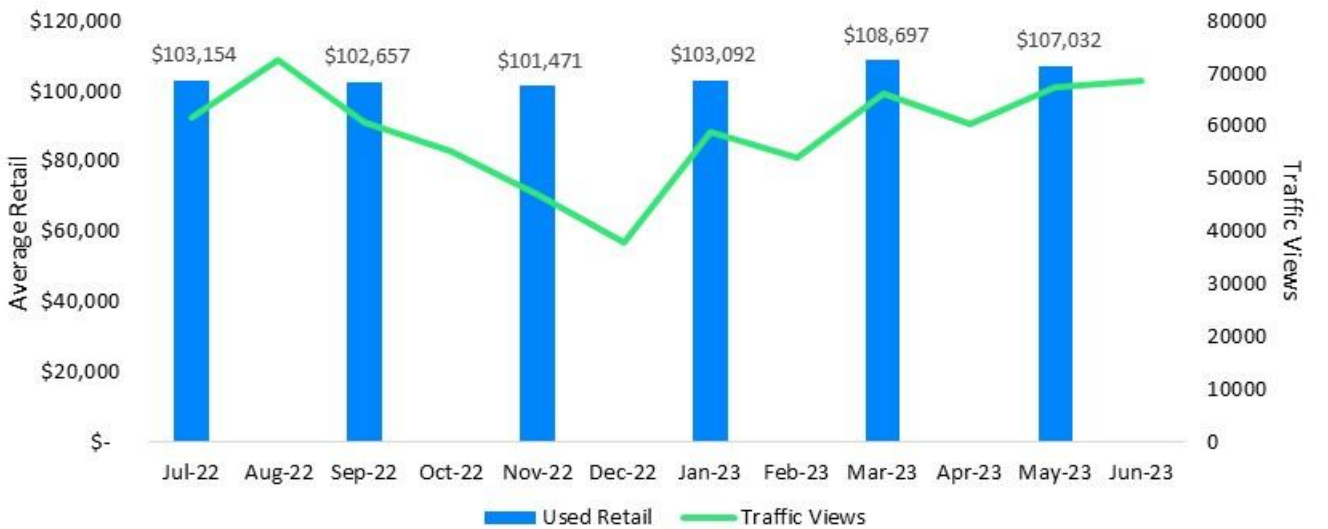
Motorhome Values vs. Traffic

Average Retail Value and Traffic View by Category

Class A



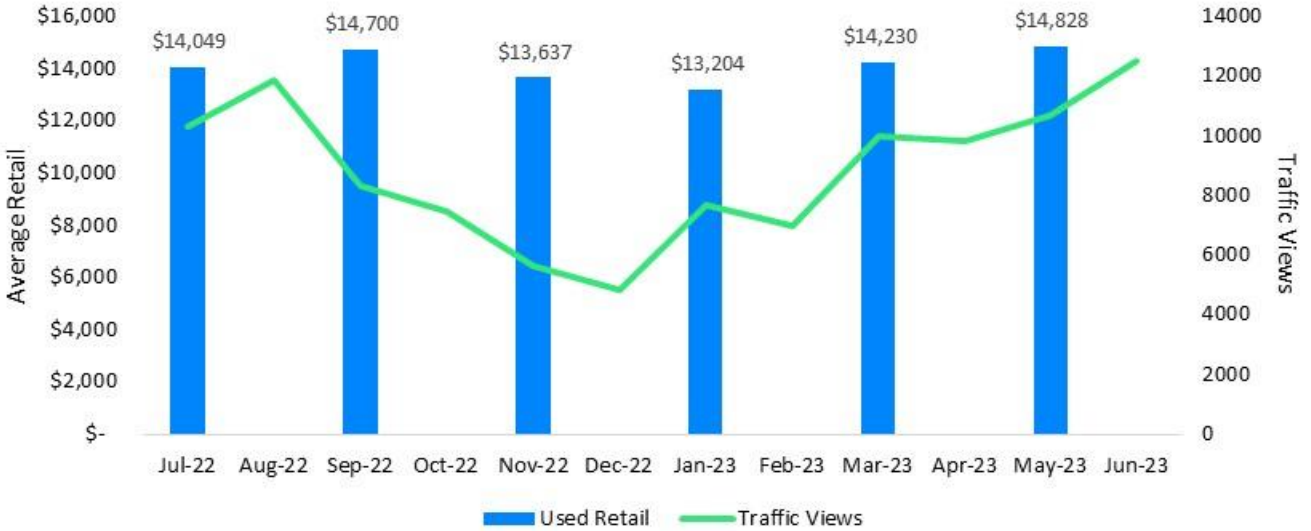
Class C



Camping Trailer & Truck Camper Values vs. Traffic

Average Retail Value and Traffic View by Category

Camping Trailer

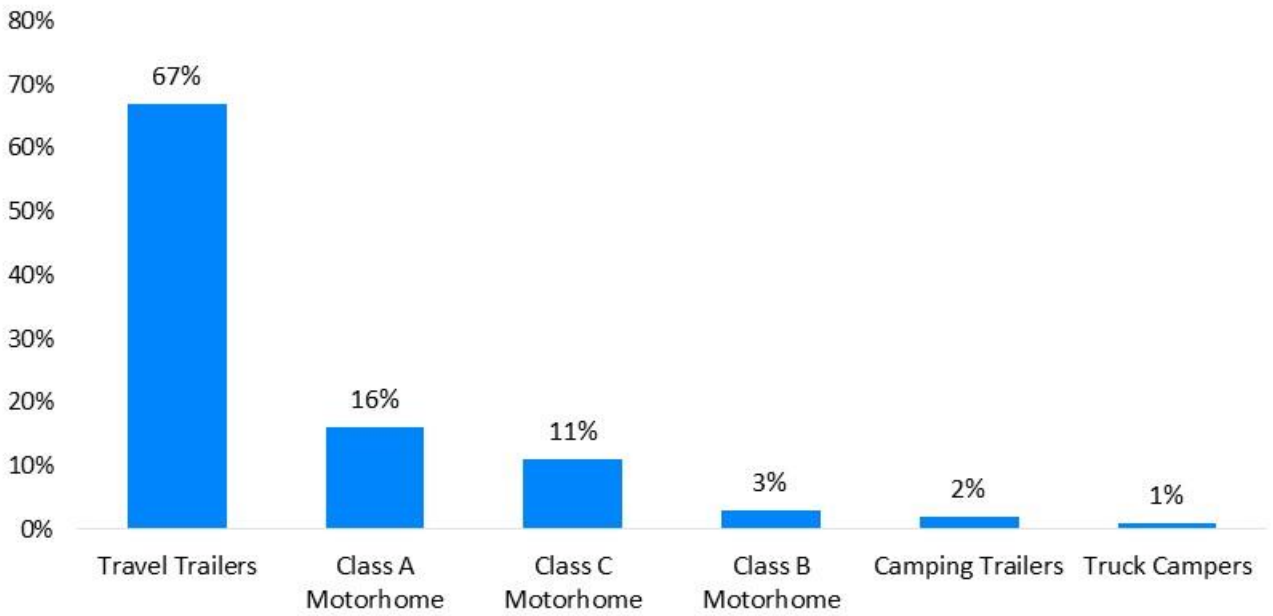


Truck Camper



RV Categories

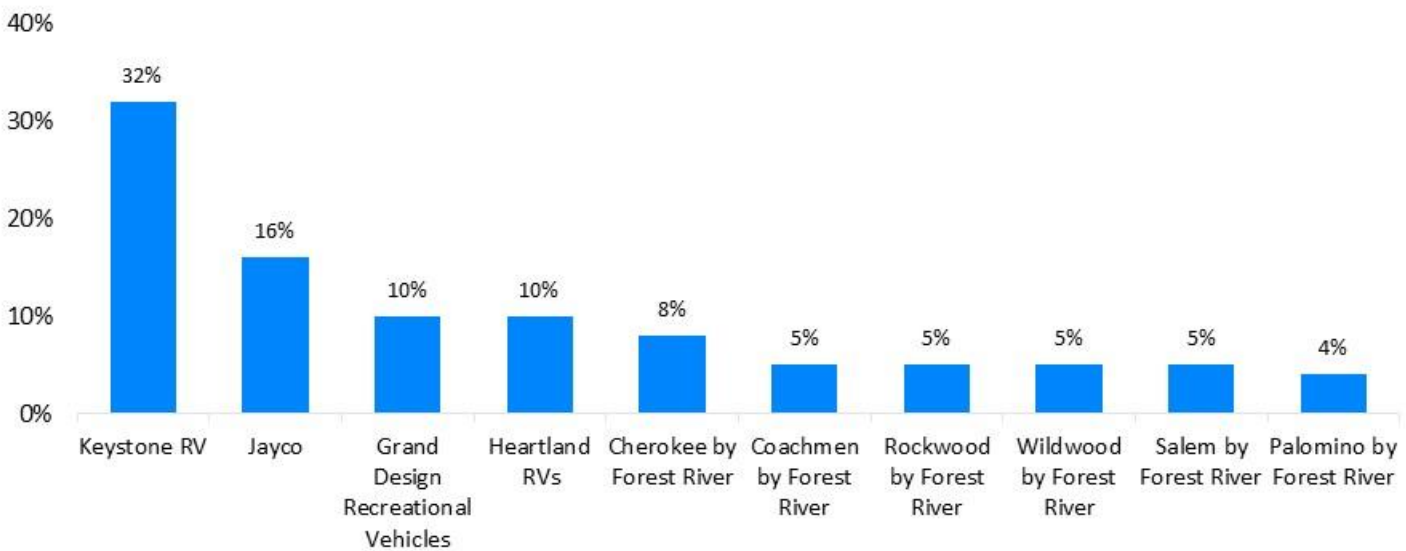
Views in 2023



Travel Trailer Brands

Top Researched Brands in 2023

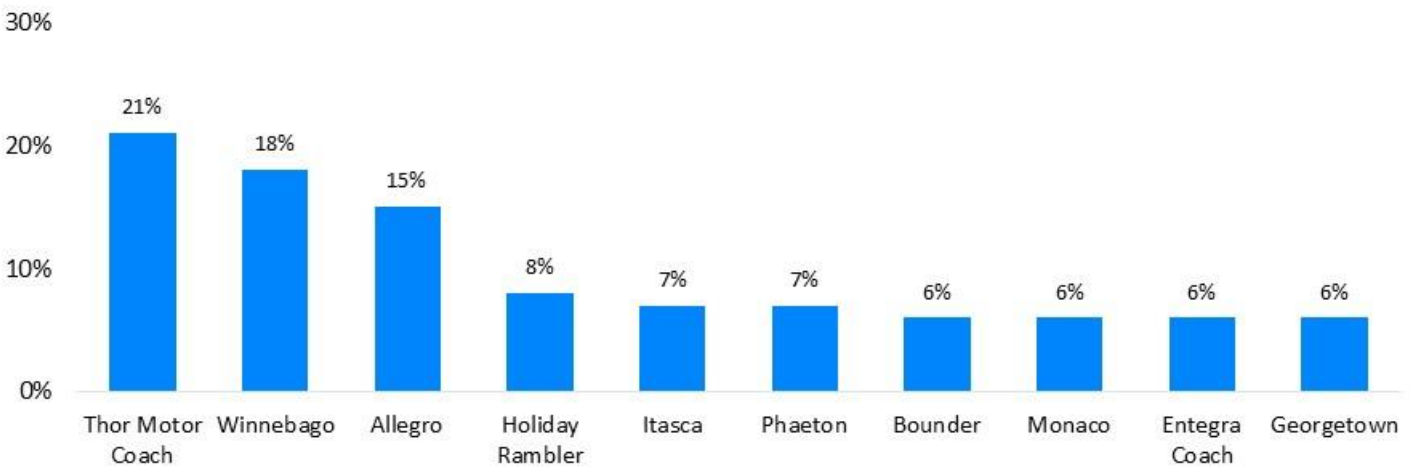
Travel Trailer Brands



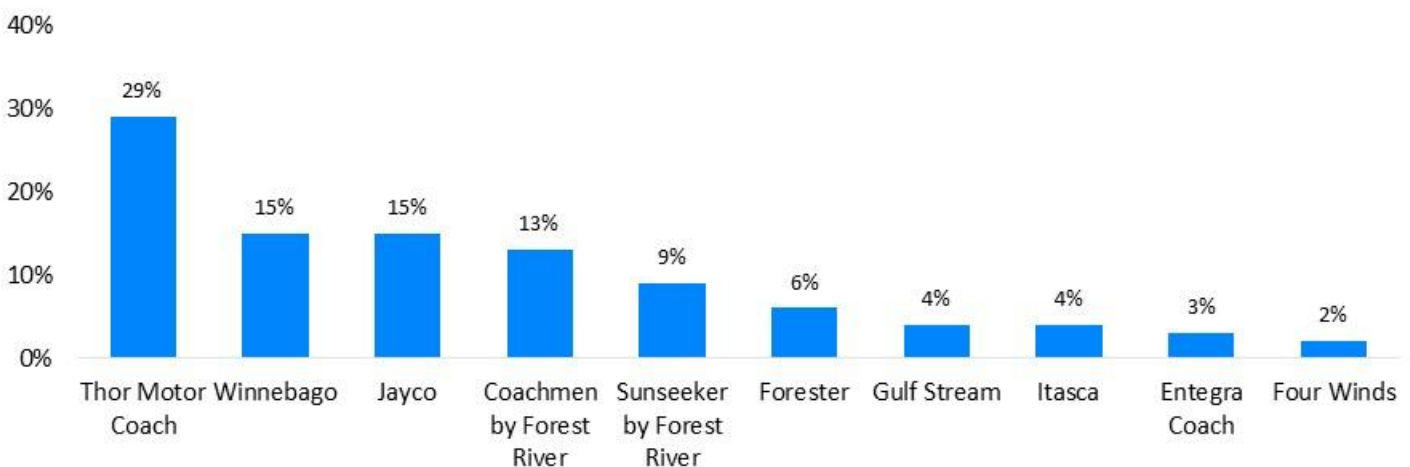
Motorhome Brands

Top Researched Brands in 2023

Class A Brands



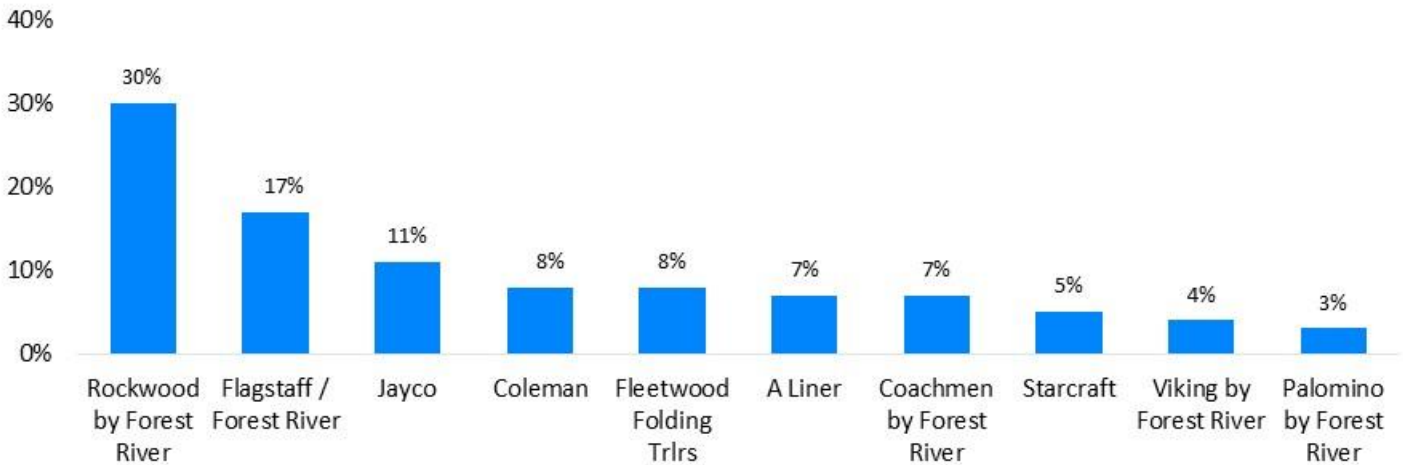
Class C Brands



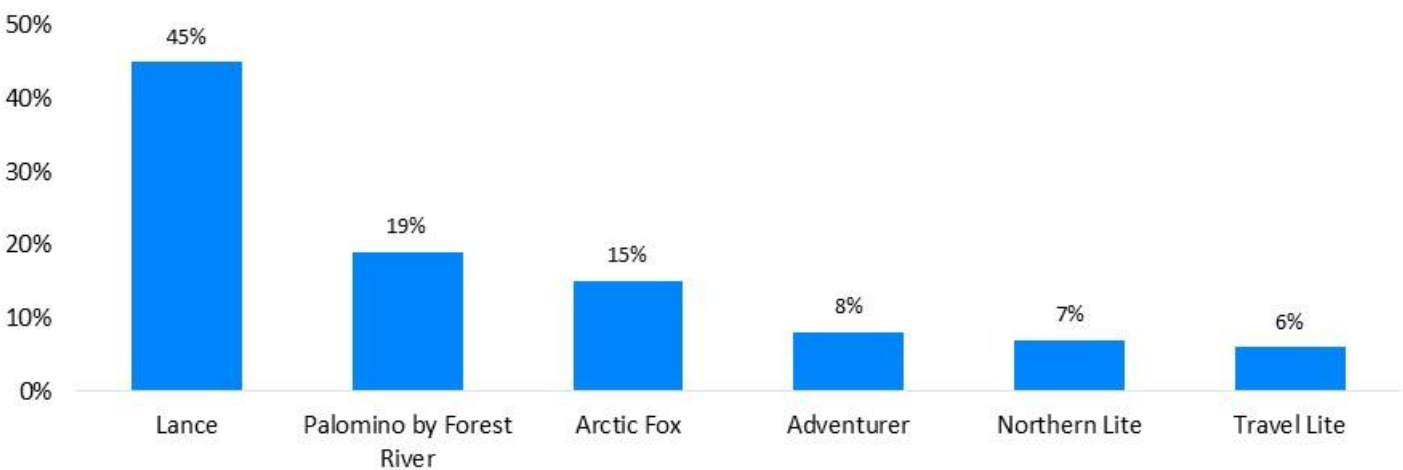
Camping Trailer & Truck Camper Brands

Top Researched Brands in 2023

Camping Trailer Brands



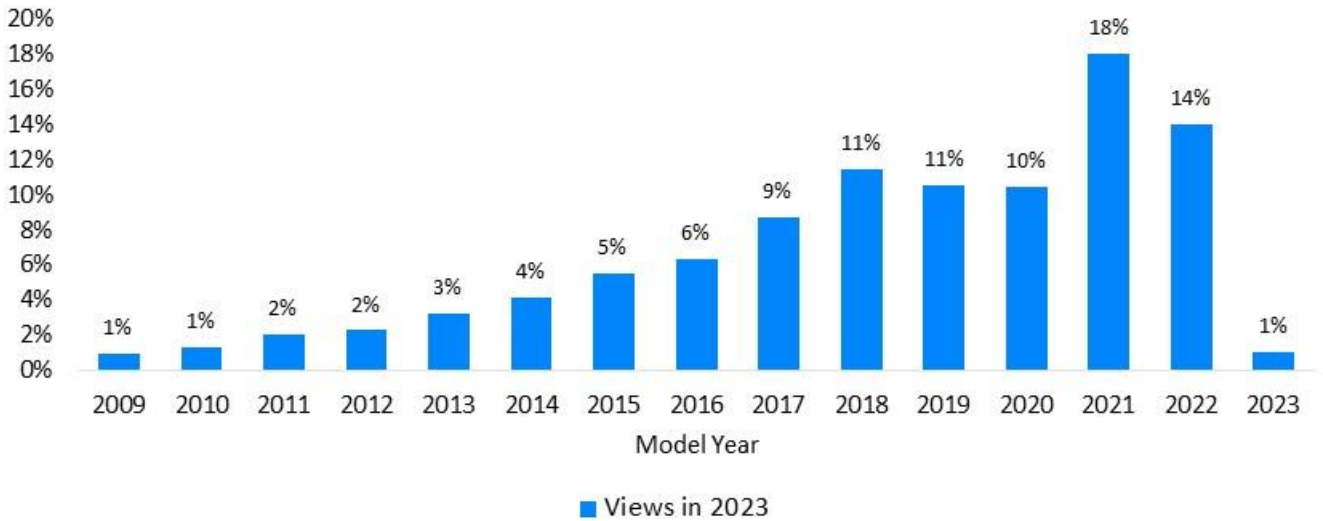
Truck Camper Brands



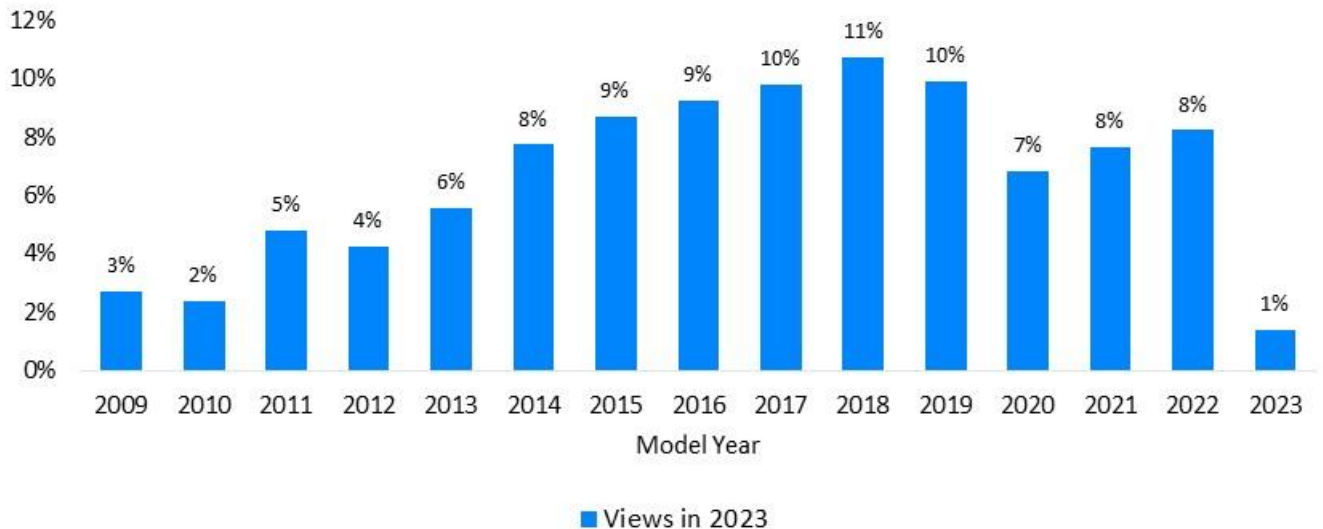
Model Years

Top Researched Model Years by Category

Travel Trailer



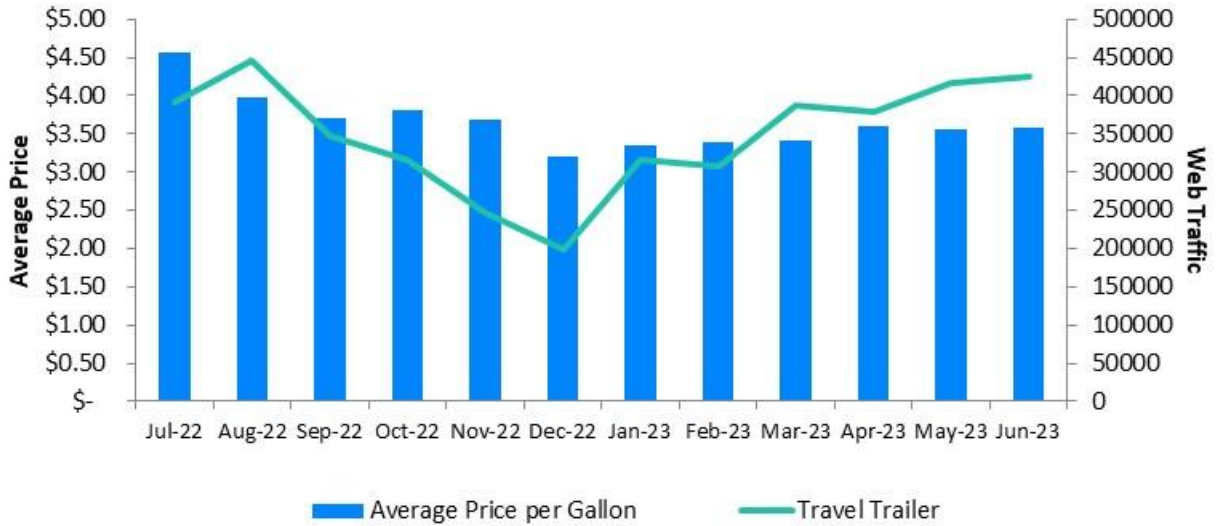
Class A Motorhome



Fuel Price Data

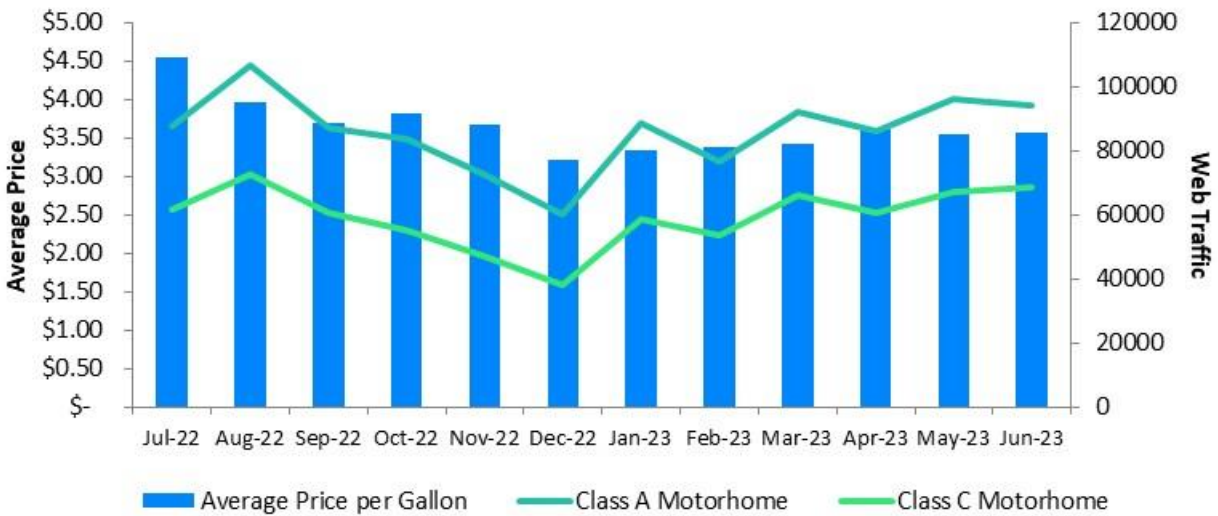
Regular Grade Gasoline Prices vs. Traffic by Category

Travel Trailer



Source: U.S. Energy Information Administration

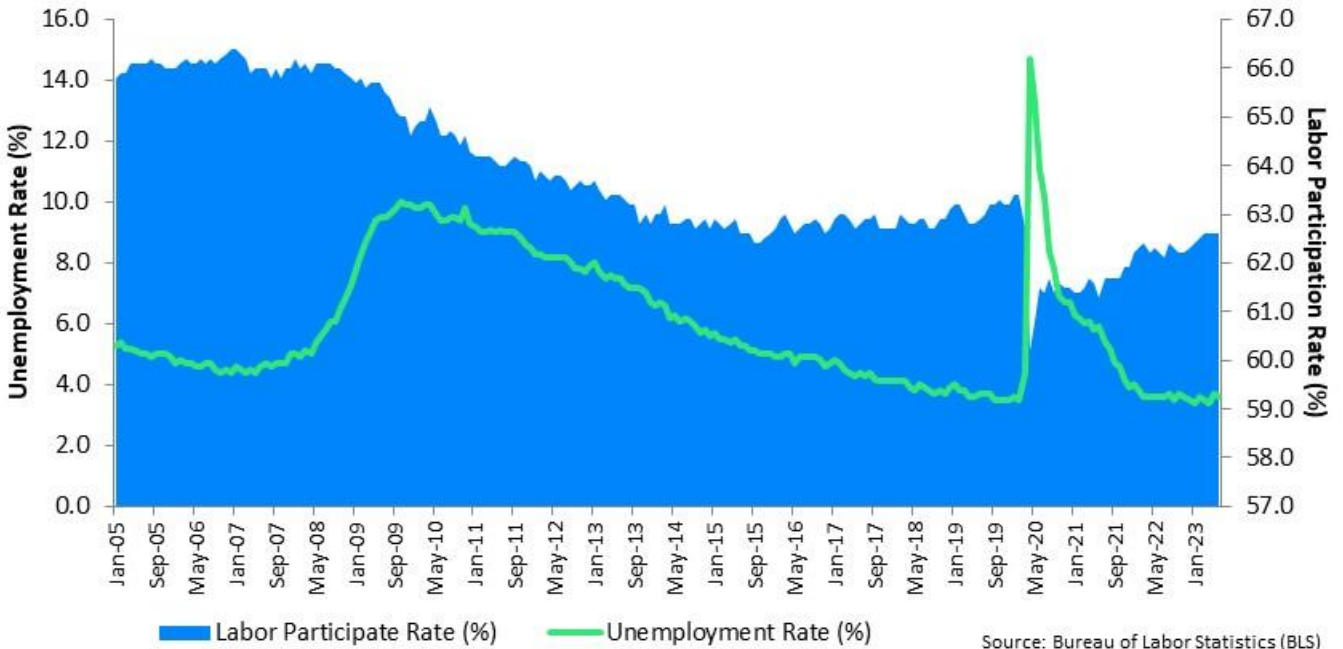
Motorhomes



Source: U.S. Energy Information Administration

Economic Data

Unemployment & Labor Participation Rate (Seasonally Adjusted)



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