

J.D. POWER

MARKET INSIGHTS



RECREATIONAL VEHICLE
Q3 2023

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RV MARKET INDUSTRY OVERVIEW

RV values softened in the summer, reflecting more difficult trade dynamics and higher interest rates. Looking at individual segments, the most recent 10 years of Standard Hitch trailer values averaged 5.5% lower in the 10 months of 2023 compared to the same period of 2022. Fifth Wheel units averaged 1.2% higher in that period, although the pullback in the most recent period puts values on par with 2022. In the Motorhome segment, Class A vehicles averaged 2.5% lower in the first 10 months of 2023 compared to the same period of 2022, while Class C motorhomes averaged 1.9% higher. However, the most recent value period shows Class C values similar to 2022. Camping Trailer values were 1.5% lower in the first 10 months of 2023 compared to the same period of 2022, and are now back at 2021 levels. Truck Campers averaged 1.8% higher in that period, but are below the 2022 level in the most recent valuation period.

RV values are still relatively strong, but the market has clearly cooled somewhat in the second half of 2023. Equity challenges combined with a tougher finance environment means dealers are working harder for each sale. Conditions should feel more like 2019 than 2021.

TRAVEL TRAILERS VALUES

AVERAGE RETAIL VALUE BY CATEGORY – LAST 10 MODEL YEARS

STANDARD HITCH



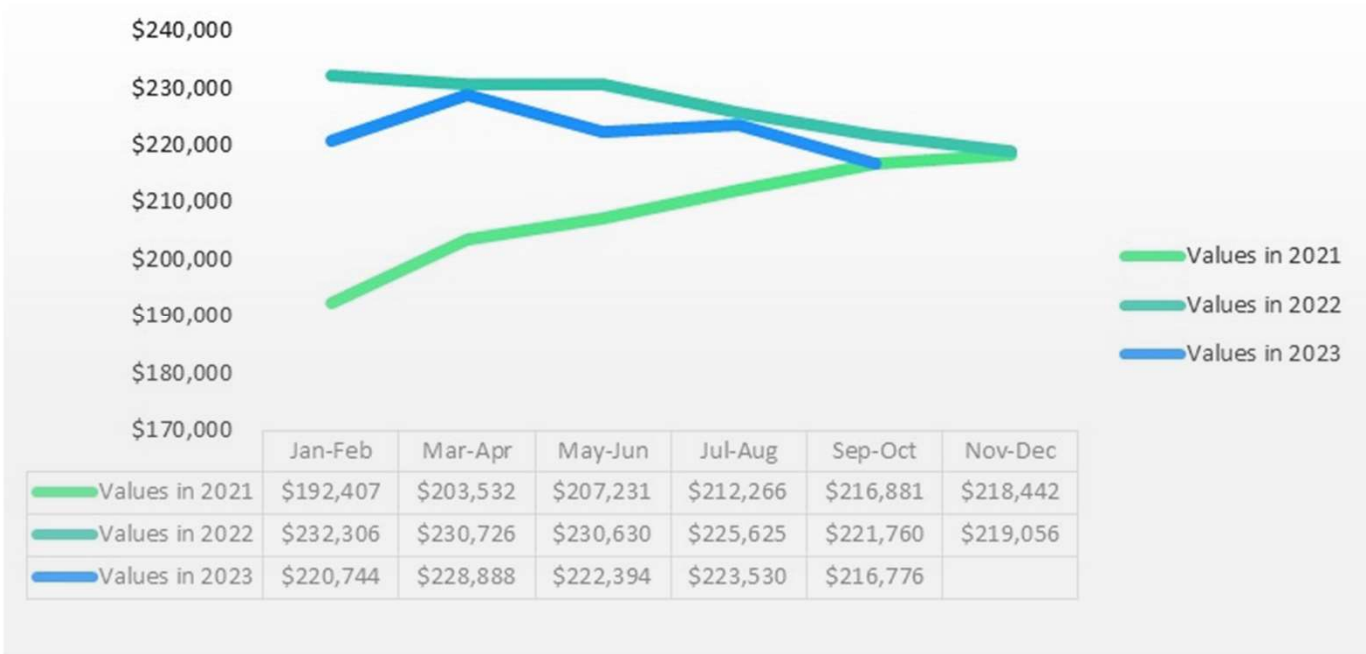
FIFTH WHEEL



MOTORHOME VALUES

AVERAGE RETAIL VALUE BY CATEGORY – LAST 10 MODEL YEARS

CLASS A



CLASS C



CAMPING TRAILER & TRUCK CAMPER VALUES

AVERAGE RETAIL VALUE BY CATEGORY – LAST 10 MODEL YEARS

CAMPING TRAILER



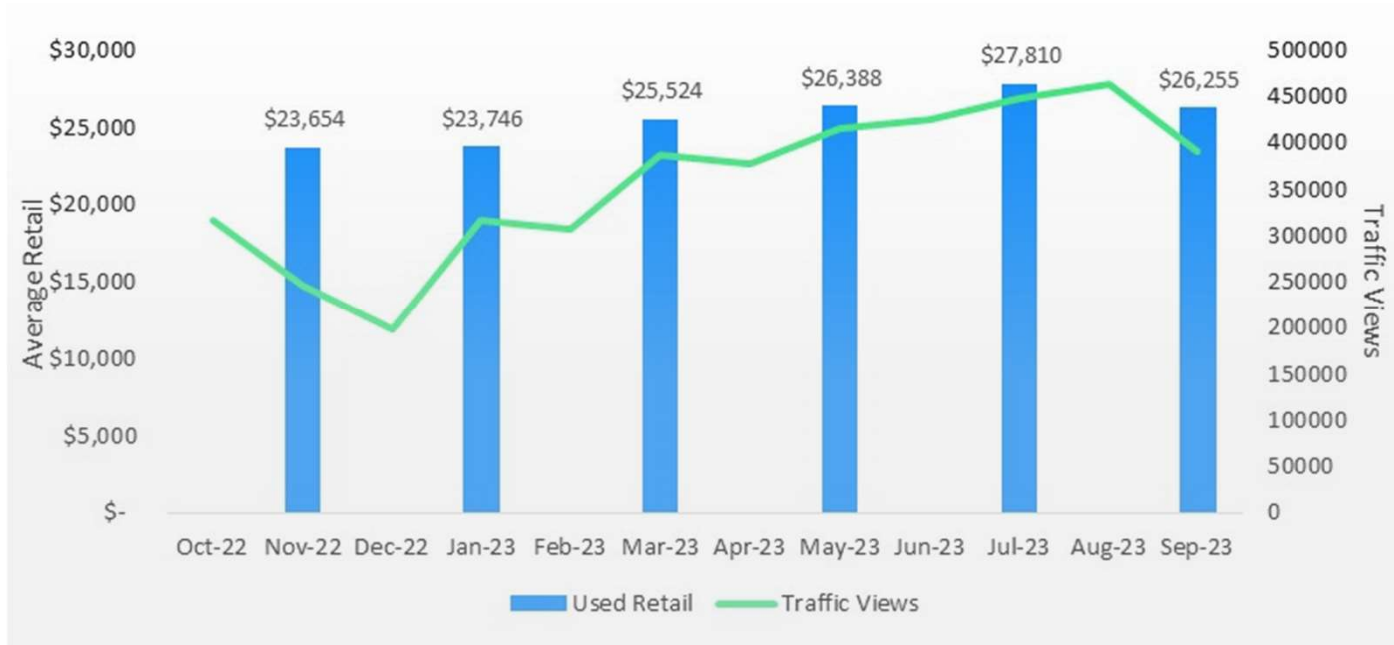
TRUCK CAMPER



TRAVEL TRAILERS VALUES VS. TRAFFIC

AVERAGE RETAIL VALUE AND TRAFFIC VIEWS BY CATEGORY

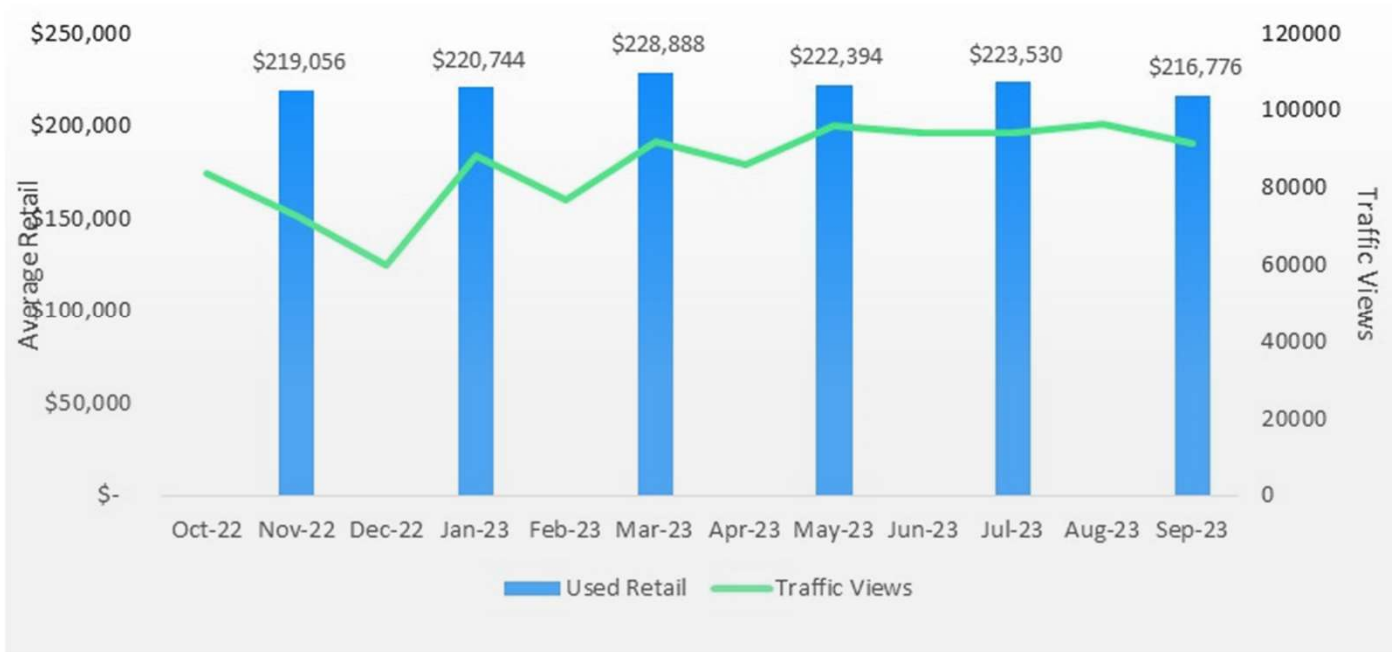
TRAVEL TRAILERS



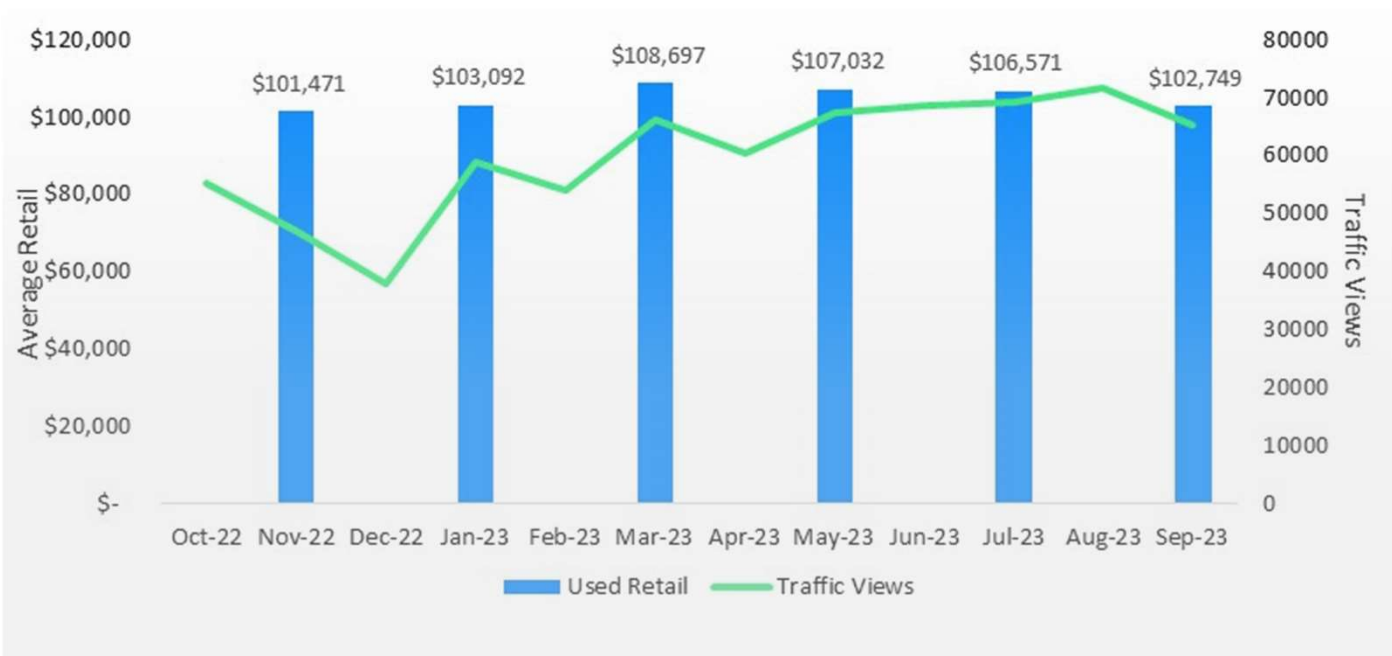
MOTORHOME VALUES VS. TRAFFIC

AVERAGE RETAIL VALUE AND TRAFFIC VIEWS BY CATEGORY

CLASS A



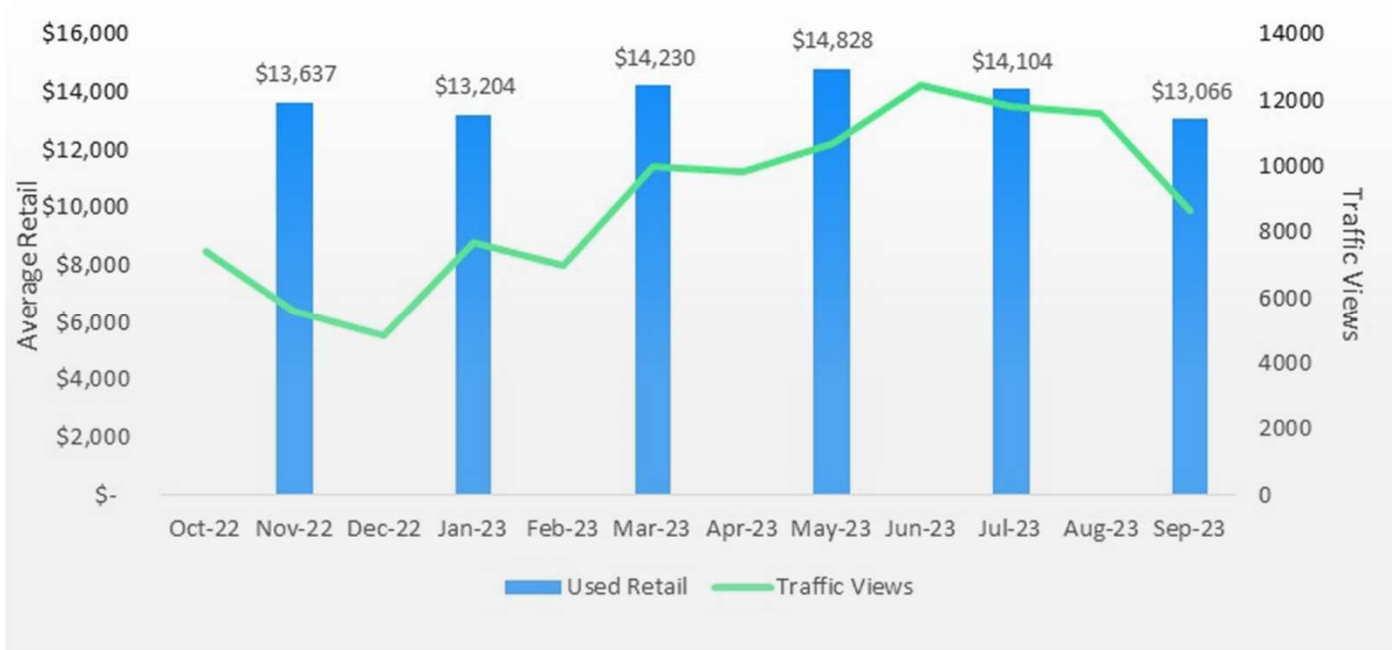
CLASS C



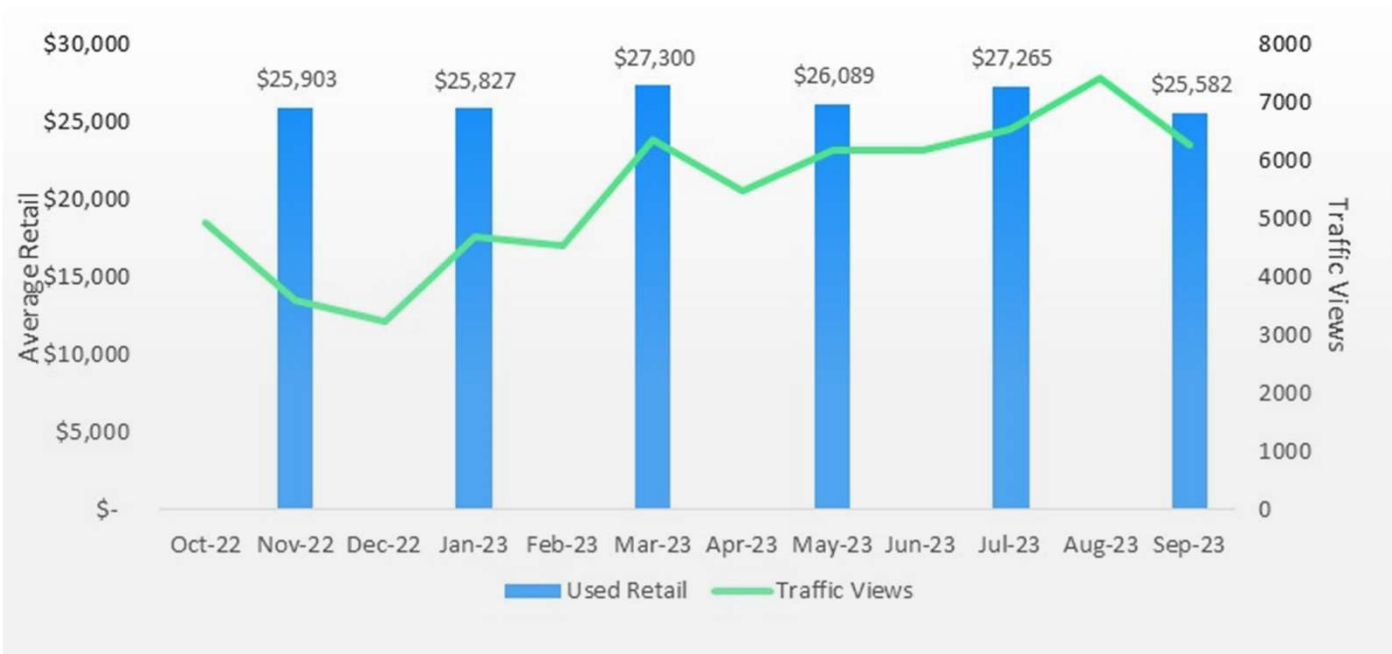
CAMPING TRAILER & TRUCK CAMPER VALUES VS. TRAFFIC

AVERAGE RETAIL VALUE AND TRAFFIC VIEWS BY CATEGORY

CAMPING TRAILER

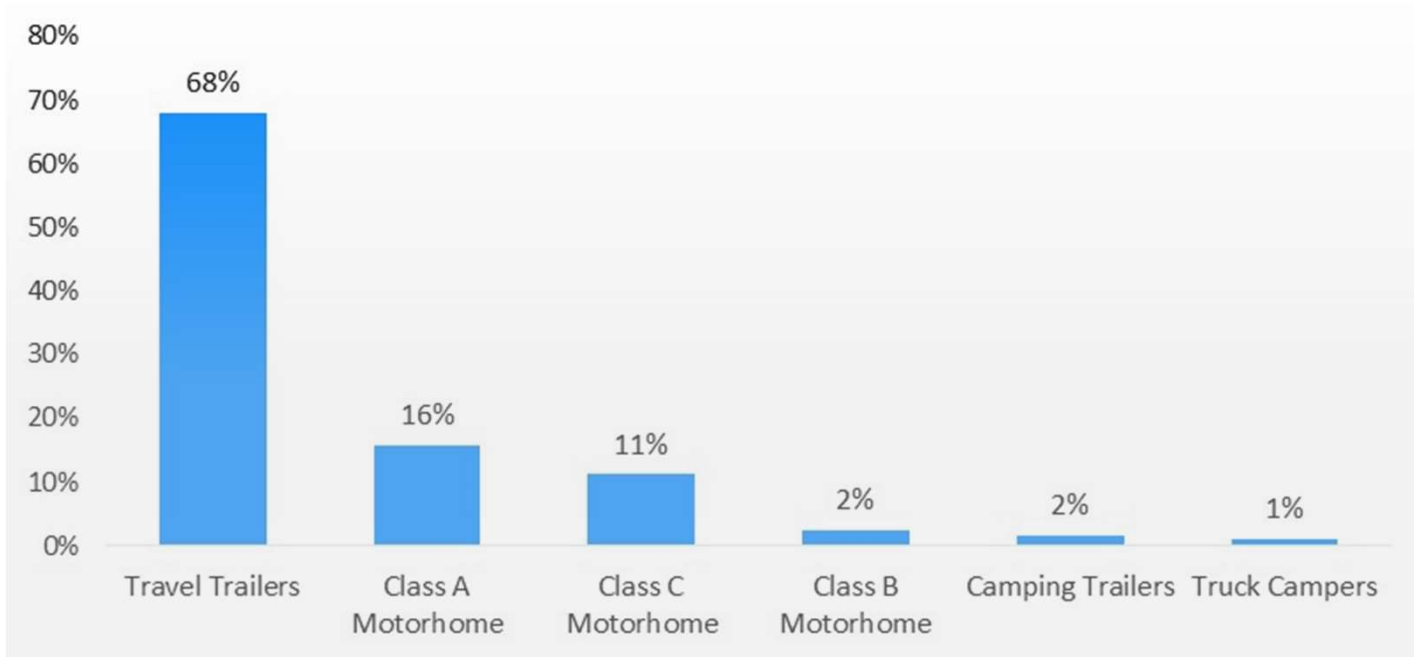


TRUCK CAMPER



RV CATEGORIES

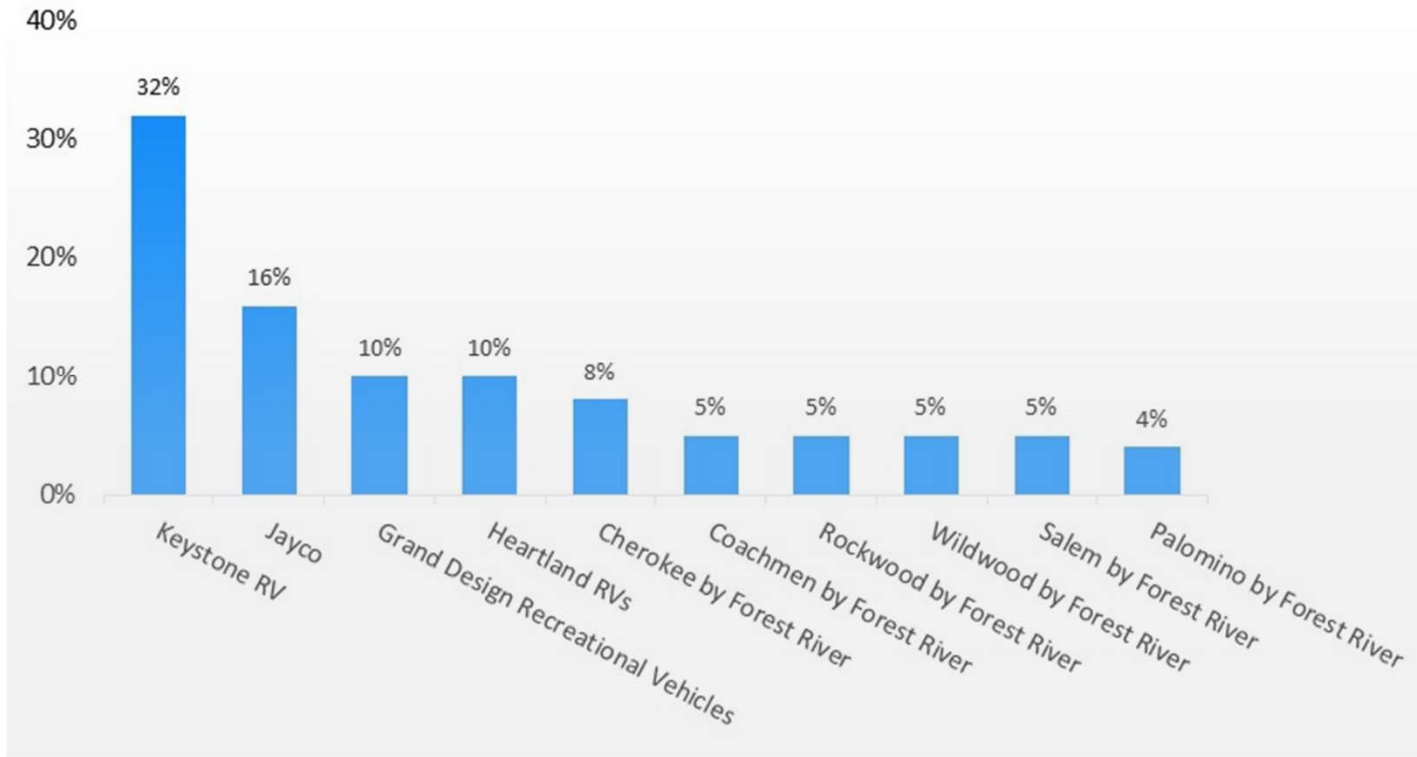
VIEWS IN 2023



TRAVEL TRAILER BRANDS

TOP RESEARCHED BRANDS IN 2023

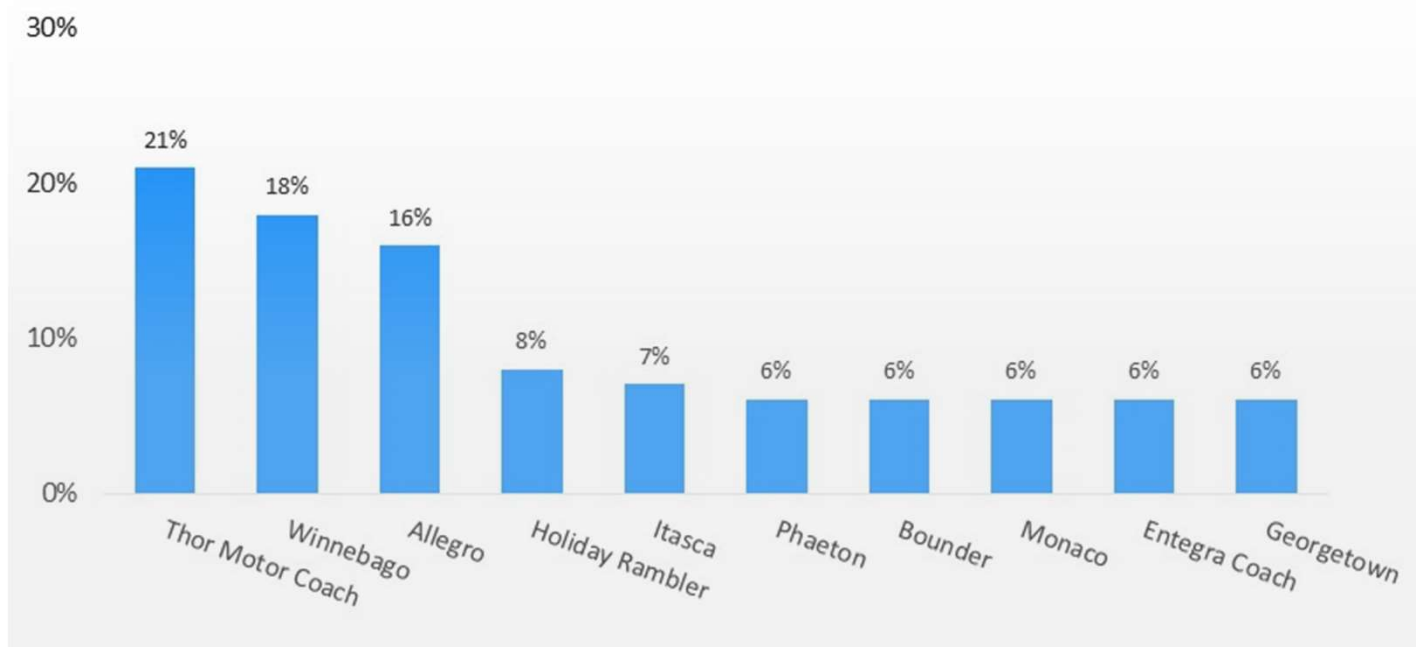
TRAVEL TRAILERS



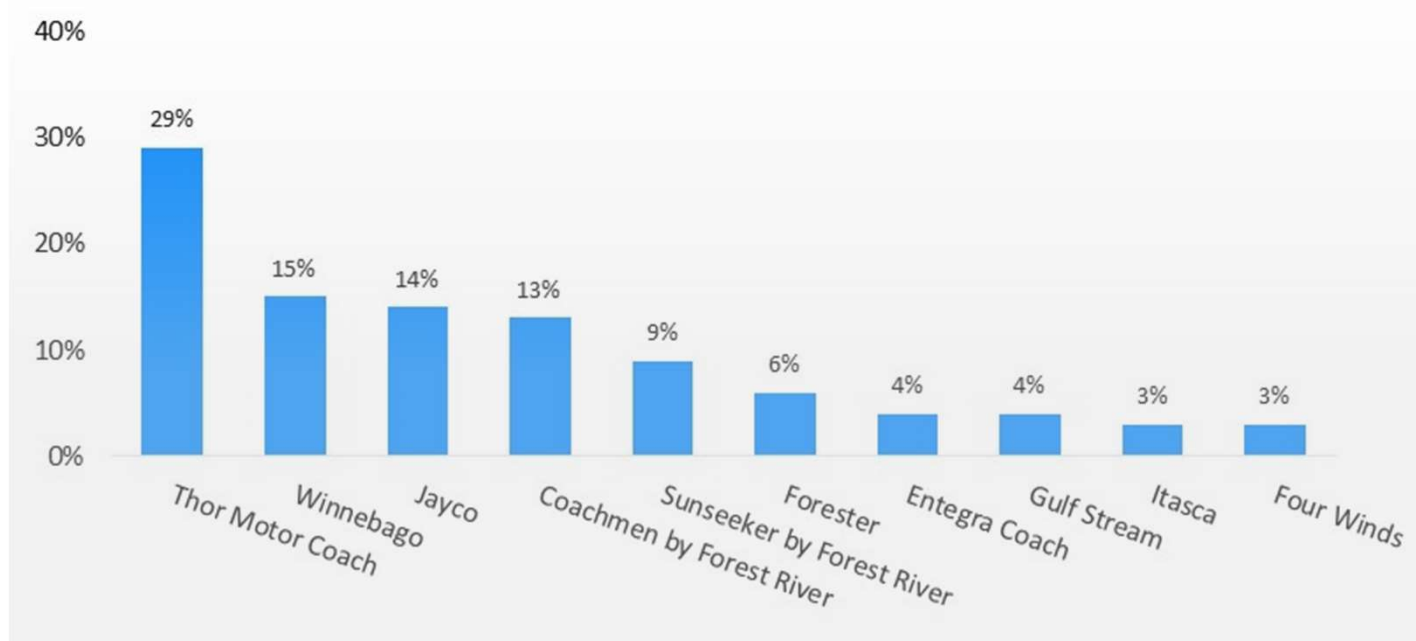
MOTORHOME BRANDS

TOP RESEARCHED BRANDS IN 2023

CLASS A



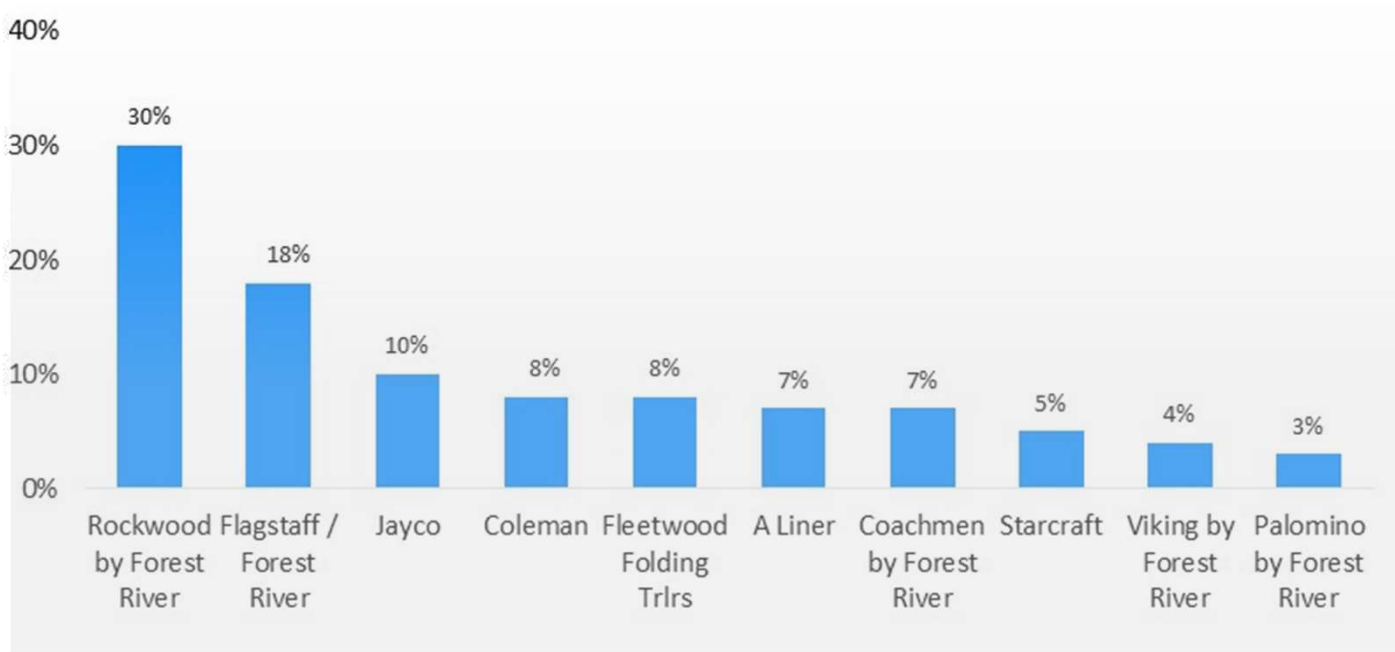
CLASS C



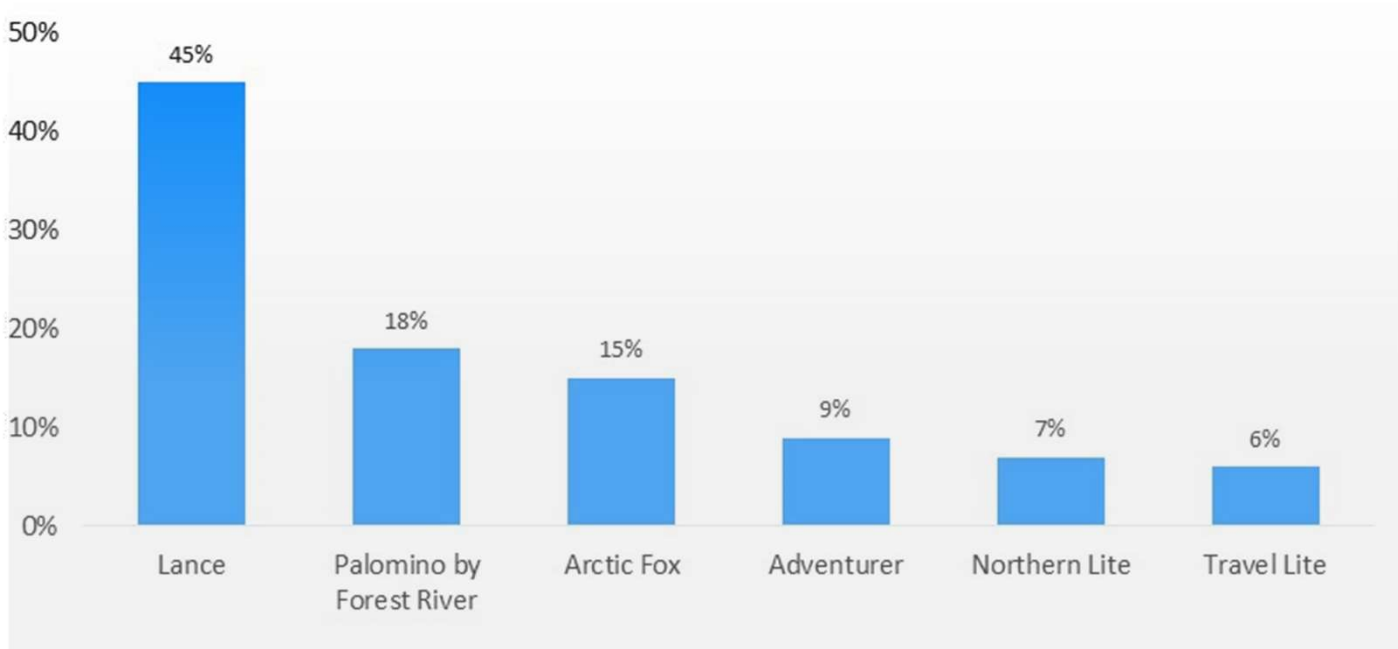
CAMPING TRAILER & TRUCK CAMPER BRANDS

TOP RESEARCHED MODEL YEARS BY CATEGORY

CAMPING TRAILERS



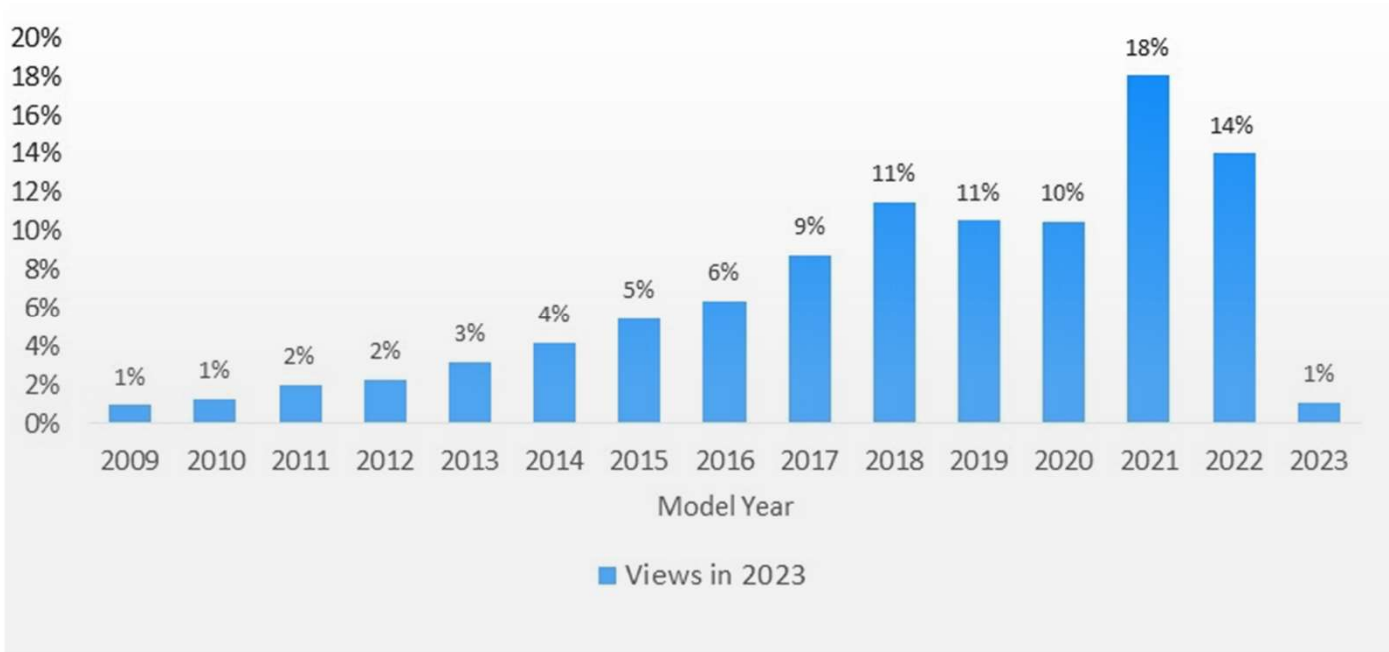
TRUCK CAMPERS



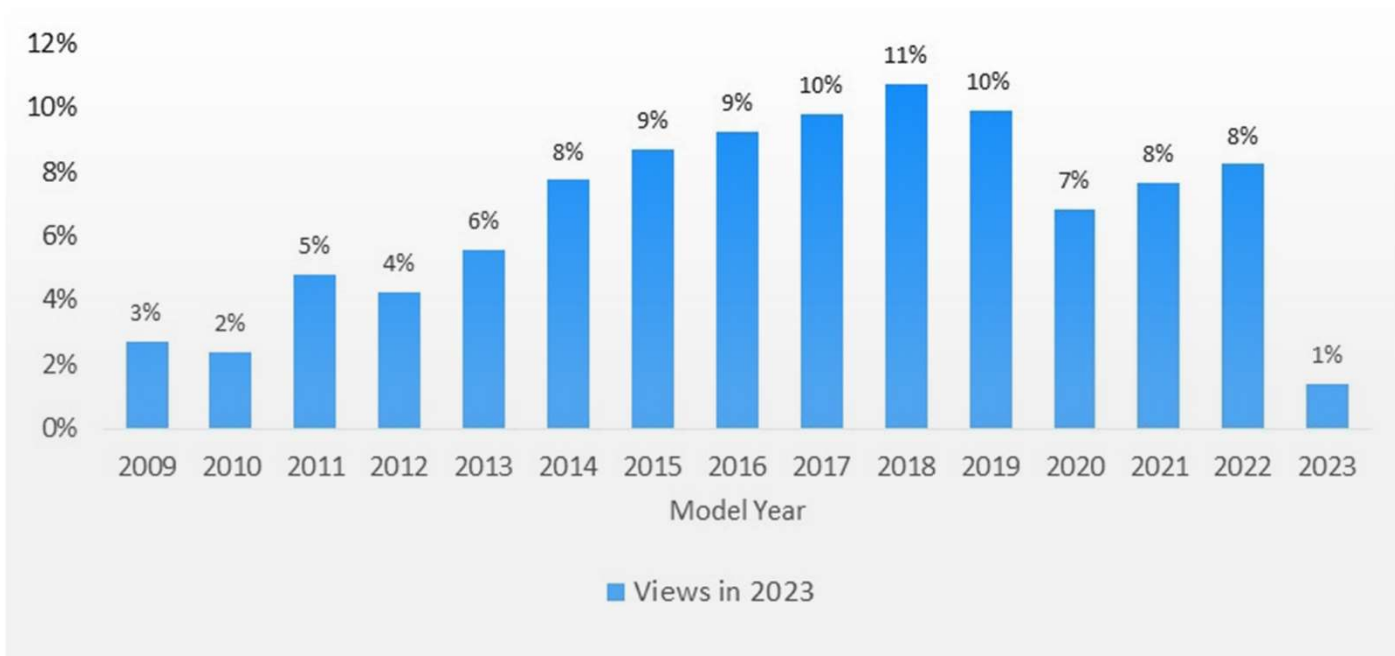
MODEL YEARS

TOP RESEARCHED MODEL YEARS BY CATEGORY

TRAVEL TRAILERS

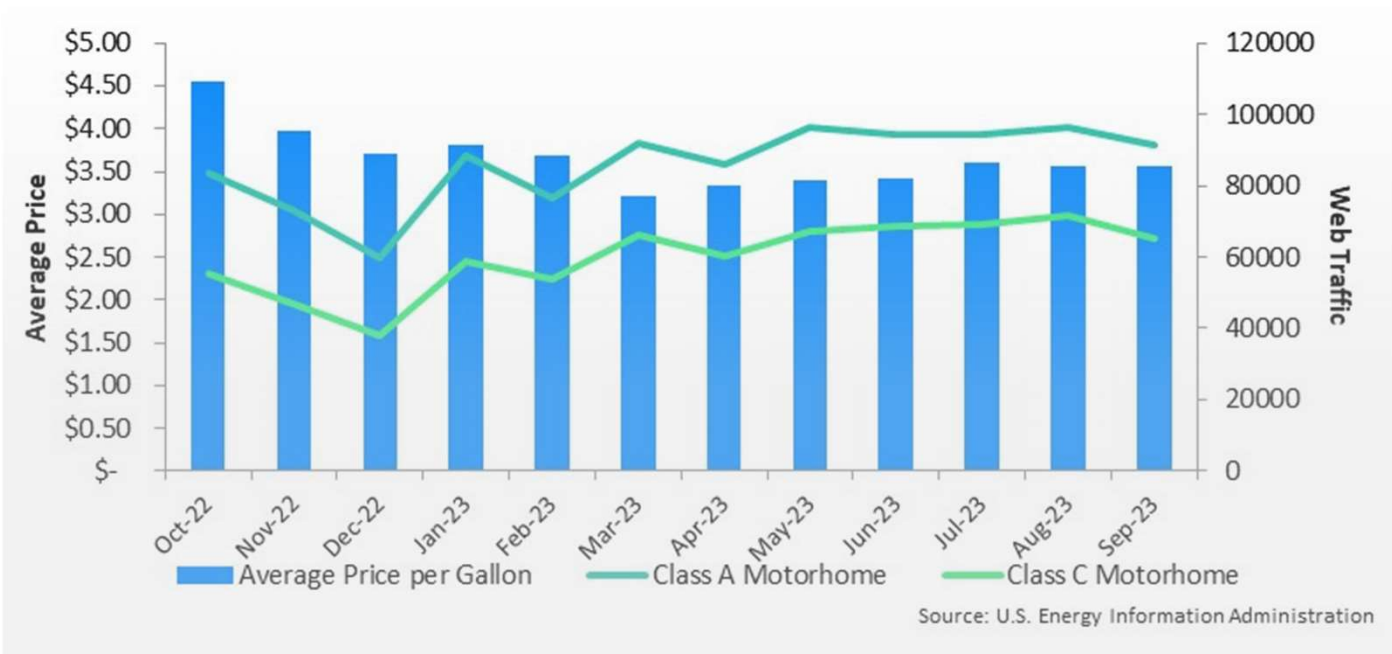


CLASS A MOTORHOMES



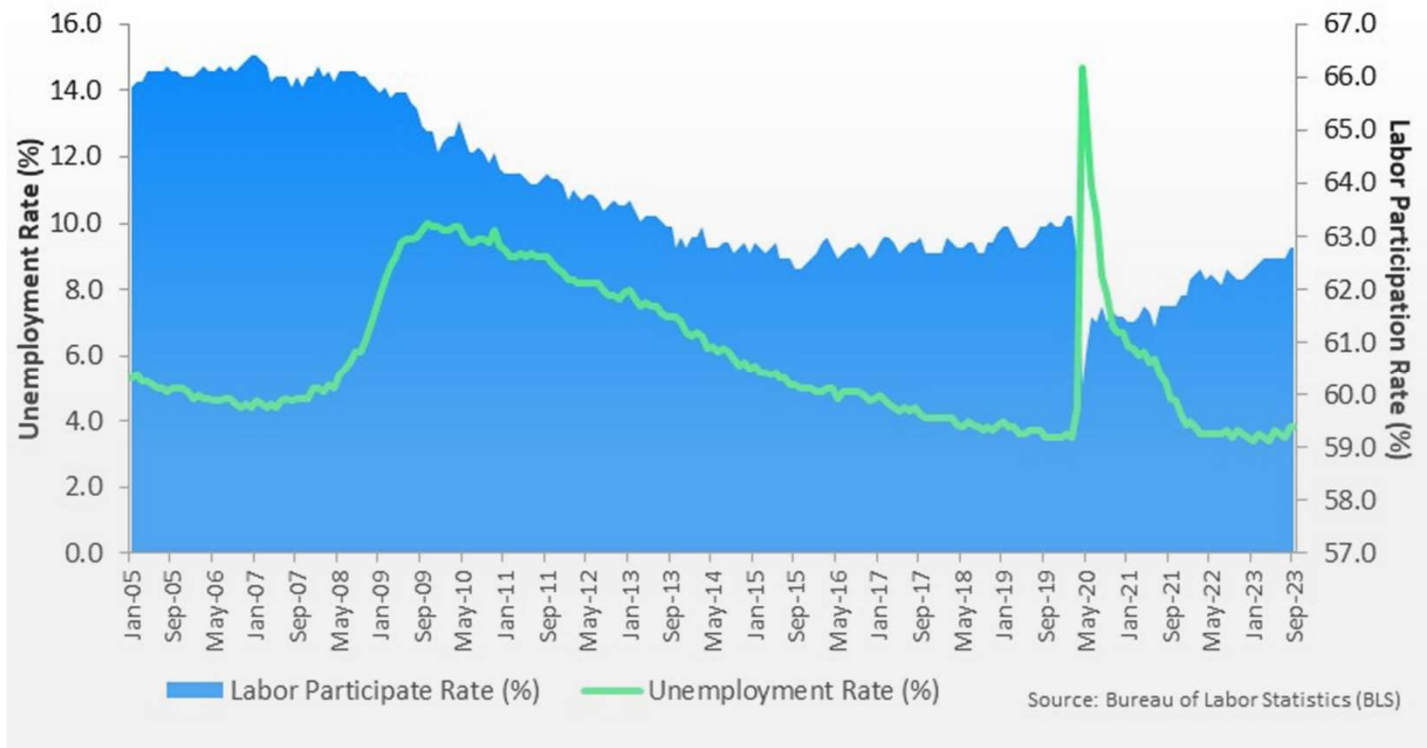
FUEL PRICE DATA

REGULAR GRADE GASOLINE PRICES VS. COMMERCIAL TRAFFIC BY CATEGORY



ECONOMIC DATA

UNEMPLOYMENT & LABOR PARTICIPATION RATE (SEASONALLY ADJUSTED)



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