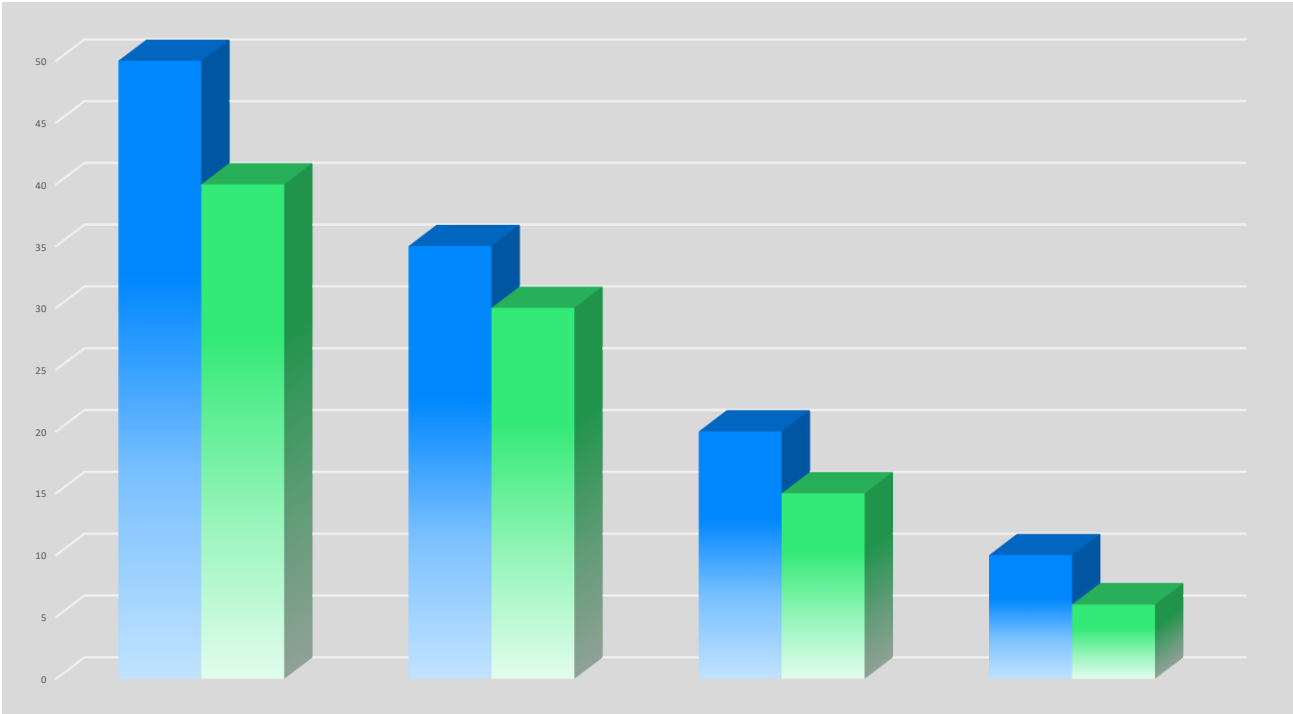


J.D. POWER



Market Insights

RECREATIONAL VEHICLE
Q3 2021

RV Market Industry Overview

The strong year-over-year price gains in all segments of the RV market increased even more in the 3rd quarter. Road trips are still an extremely popular vacation choice, and new vehicles are still hard to find.

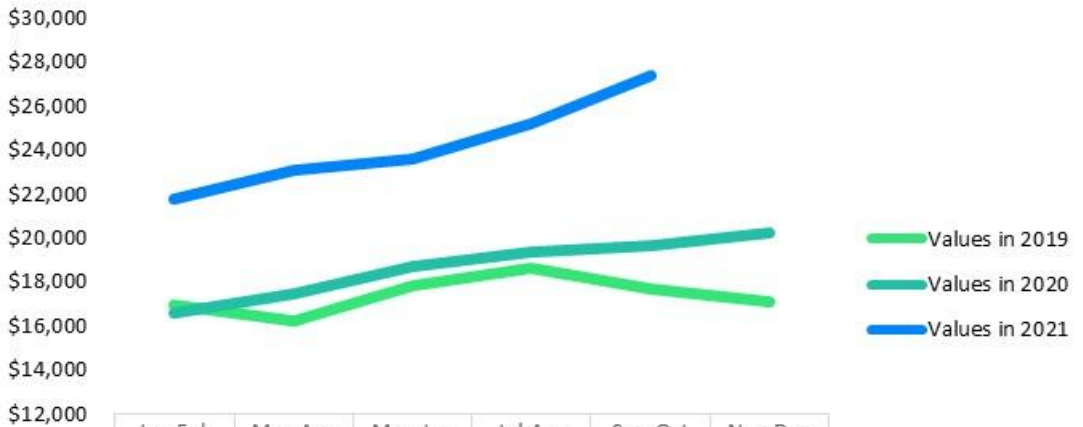
Looking at travel trailers, standard hitch values averaged 39.1% higher in the September-October period of 2021 compared to the same period of 2020, and fifth-wheel units averaged 30.5% higher. Motorhomes are also seeing strong year-over-year increases, with Class A vehicles averaging 17.2% higher and Class C vehicles 28.7% higher. Smaller vehicles still bring amazing prices, with camping trailers averaging 39% more money in this period.

The parts shortages that have curtailed new vehicle production this year will most likely be in place through the end of the year and into the spring. Expect pricing for used RVs to remain very strong as long as this situation lasts.

Travel Trailer Values

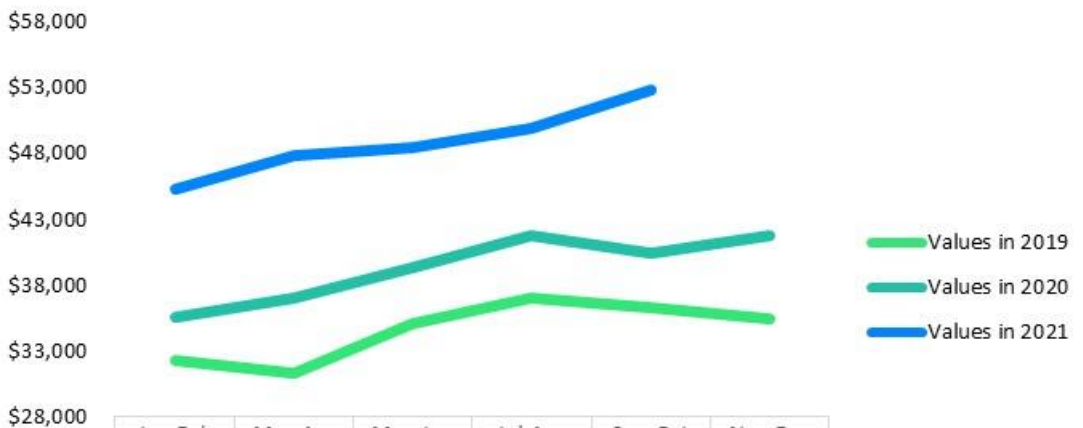
Average Retail Value by Category – Values for the Last 10 Model Years

Standard Hitch



	Jan-Feb	Mar-Apr	May-Jun	Jul-Aug	Sep-Oct	Nov-Dec
Values in 2019	\$16,985	\$16,208	\$17,816	\$18,624	\$17,711	\$17,095
Values in 2020	\$16,613	\$17,477	\$18,742	\$19,346	\$19,686	\$20,260
Values in 2021	\$21,777	\$23,068	\$23,576	\$25,206	\$27,380	

Fifth Wheel



	Jan-Feb	Mar-Apr	May-Jun	Jul-Aug	Sep-Oct	Nov-Dec
Values in 2019	\$32,263	\$31,344	\$35,072	\$36,984	\$36,352	\$35,440
Values in 2020	\$35,503	\$36,969	\$39,368	\$41,795	\$40,496	\$41,822
Values in 2021	\$45,352	\$47,924	\$48,528	\$49,928	\$52,843	

Motorhome Values

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

Class A



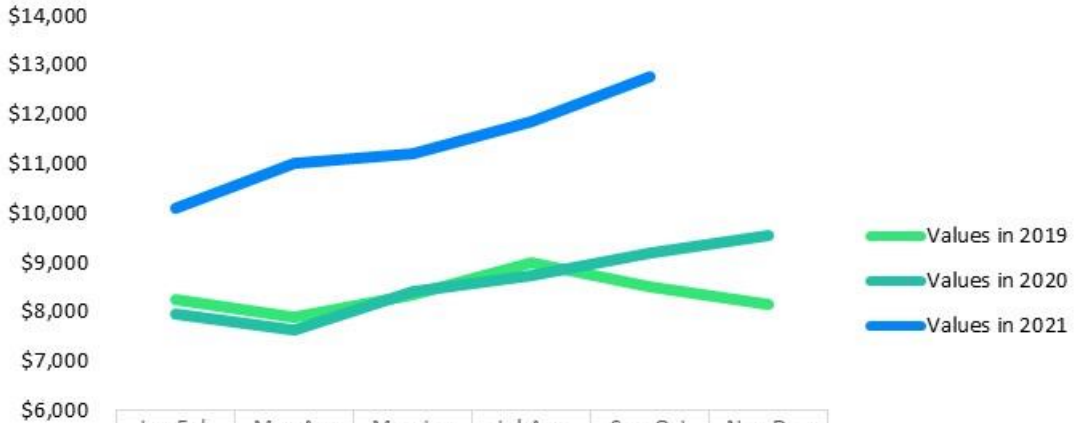
Class C



Camping Trailer & Truck Camper Values

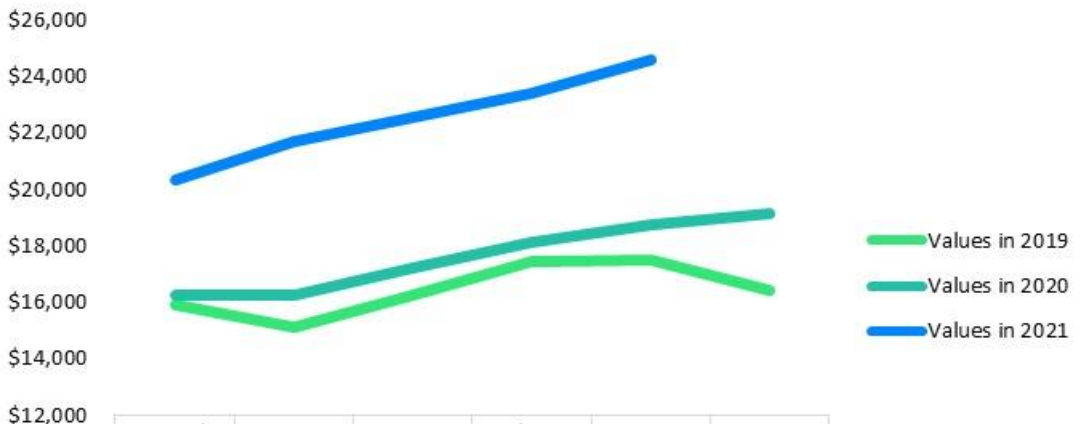
Average Retail Value by Category – Values for the Last 10 Model Years

Camping Trailer



	Jan-Feb	Mar-Apr	May-Jun	Jul-Aug	Sep-Oct	Nov-Dec
Values in 2019	\$8,250	\$7,880	\$8,362	\$8,994	\$8,520	\$8,164
Values in 2020	\$7,956	\$7,620	\$8,409	\$8,737	\$9,194	\$9,537
Values in 2021	\$10,105	\$11,003	\$11,201	\$11,854	\$12,783	

Truck Camper



	Jan-Feb	Mar-Apr	May-Jun	Jul-Aug	Sep-Oct	Nov-Dec
Values in 2019	\$15,921	\$15,113	\$16,274	\$17,467	\$17,517	\$16,452
Values in 2020	\$16,253	\$16,269	\$17,195	\$18,125	\$18,771	\$19,168
Values in 2021	\$20,337	\$21,717	\$22,580	\$23,401	\$24,594	

Travel Trailer Values vs. Traffic

Average Retail Value and Traffic View by Category

Standard Hitch



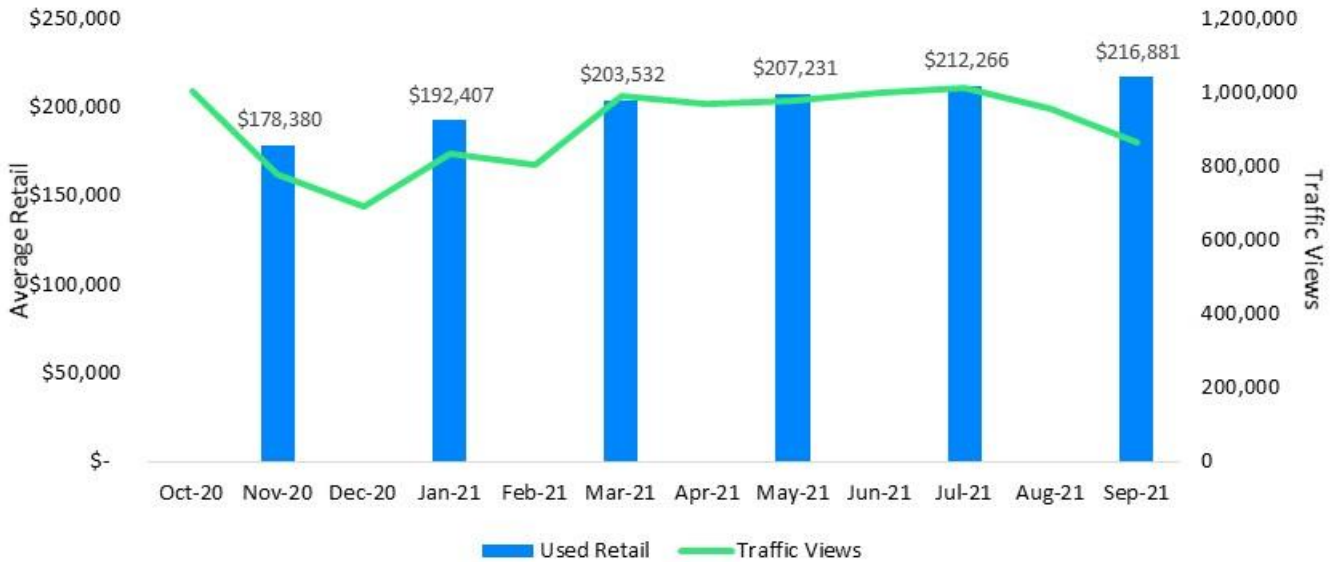
Fifth Wheel



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

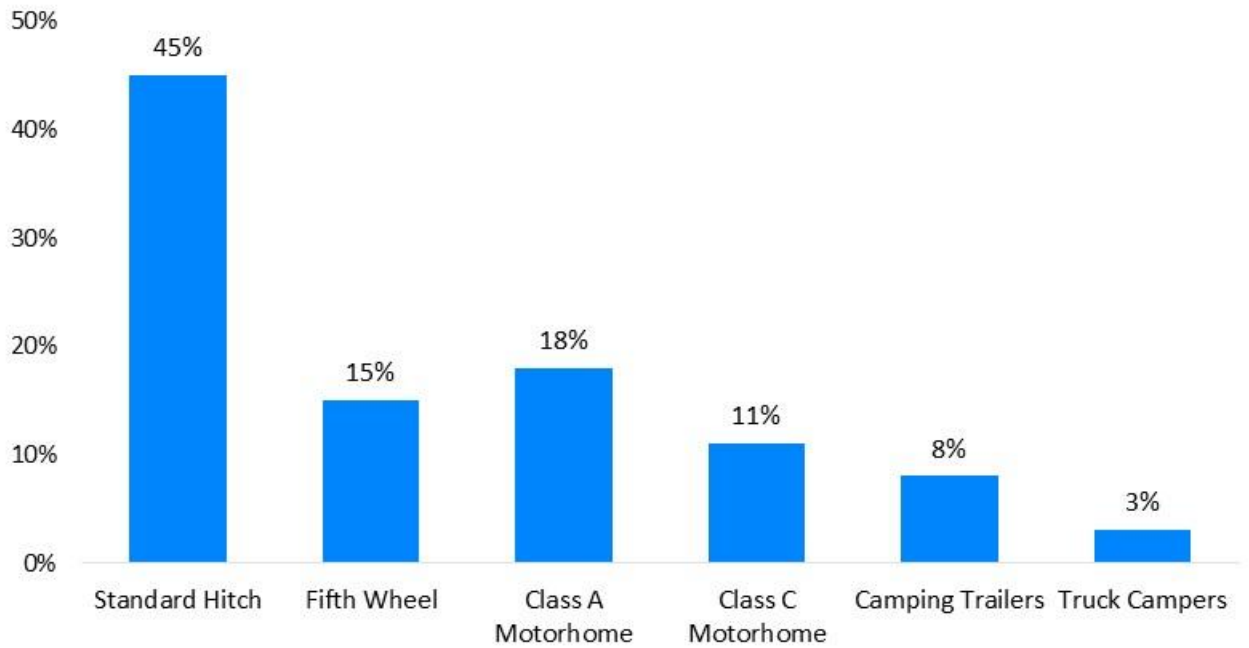


Truck Camper



RV Categories

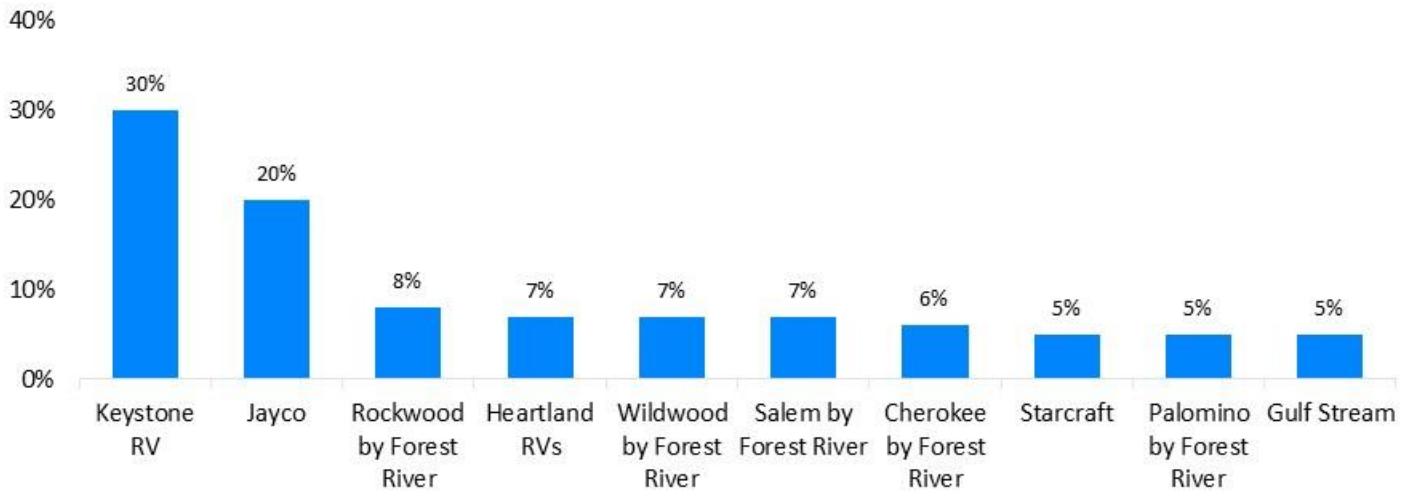
Views in 2021 Q1-Q3



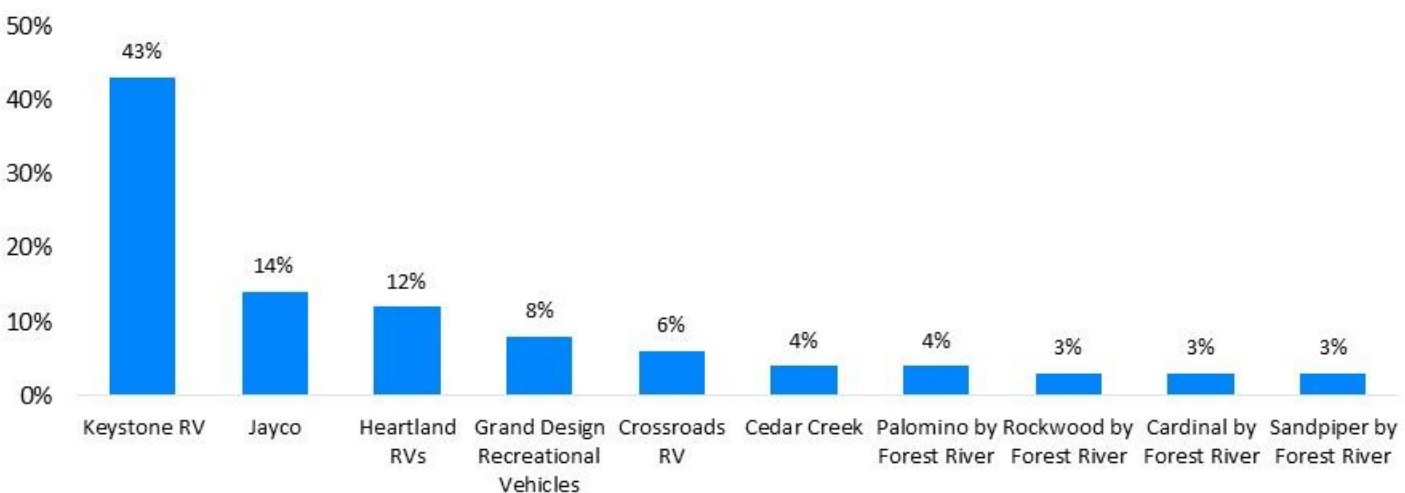
Travel Trailer Brands

Top Researched Brands in 2021 Q1-Q3

Standard Hitch Brands



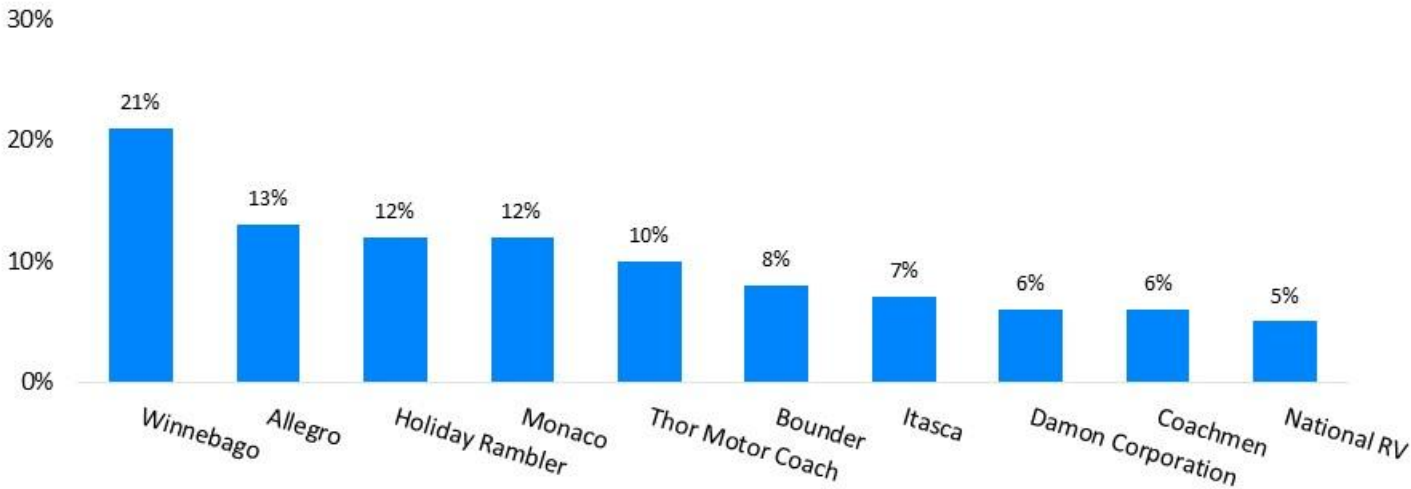
Fifth Wheel Brands



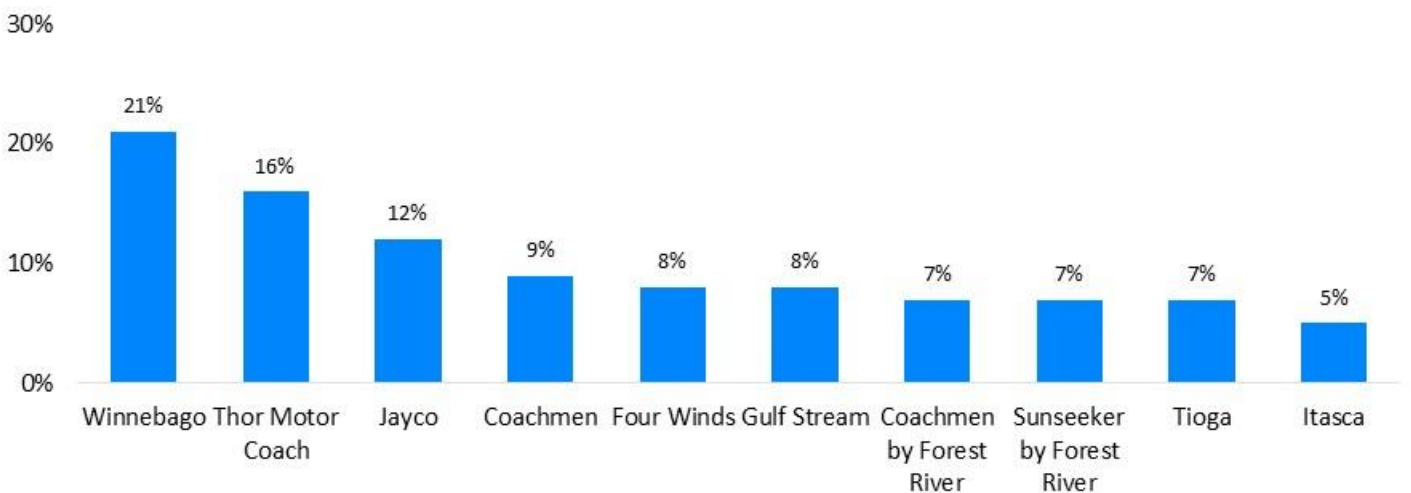
Motorhome Brands

Top Researched Brands in 2021 Q1-Q3

Class A Brands



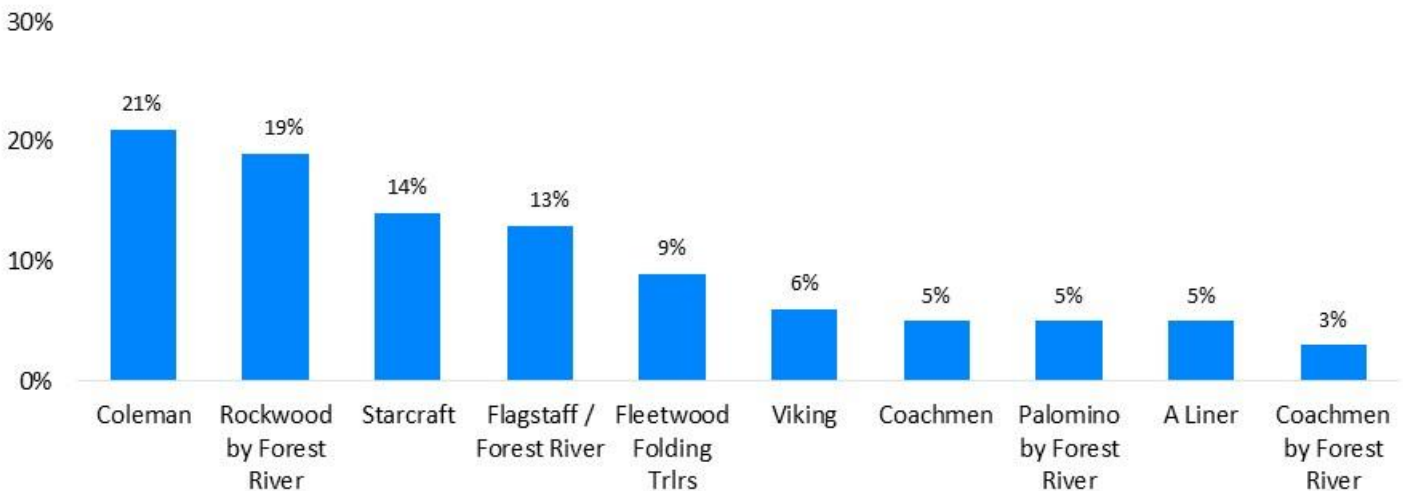
Class C Brands



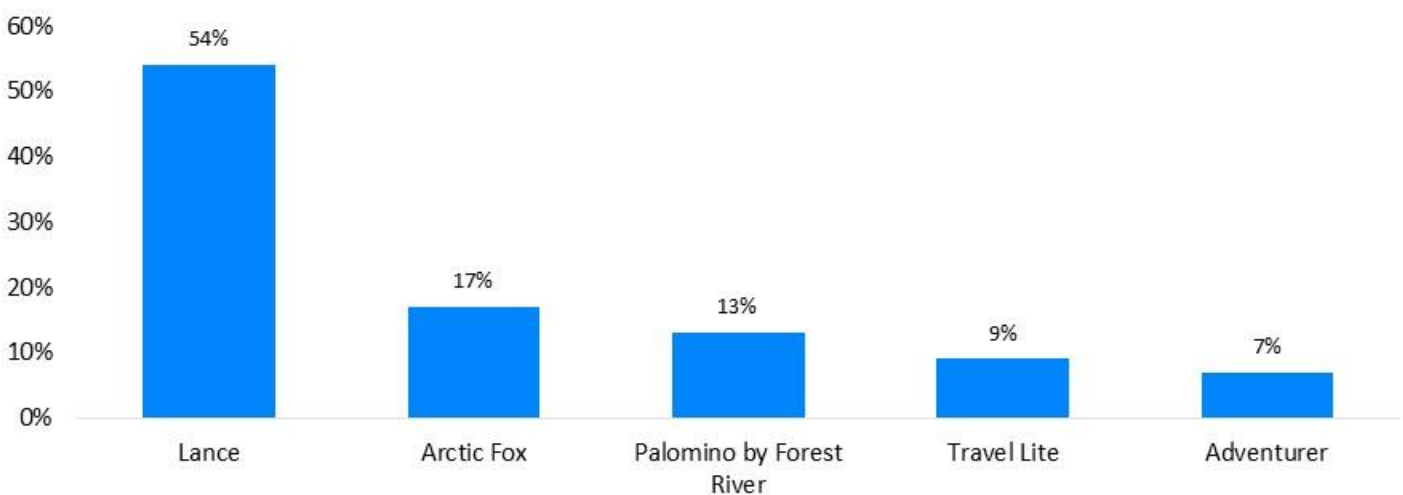
Camping Trailer & Truck Camper Brands

Top Researched Brands in 2021 Q1-Q3

Camping Trailer Brands



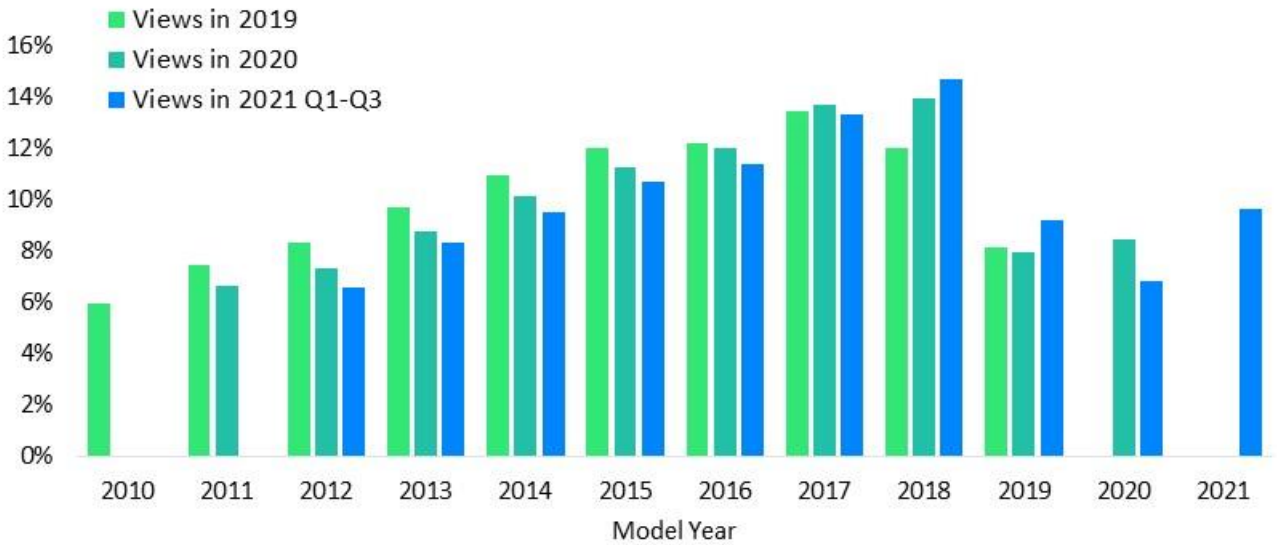
Truck Camper Brands



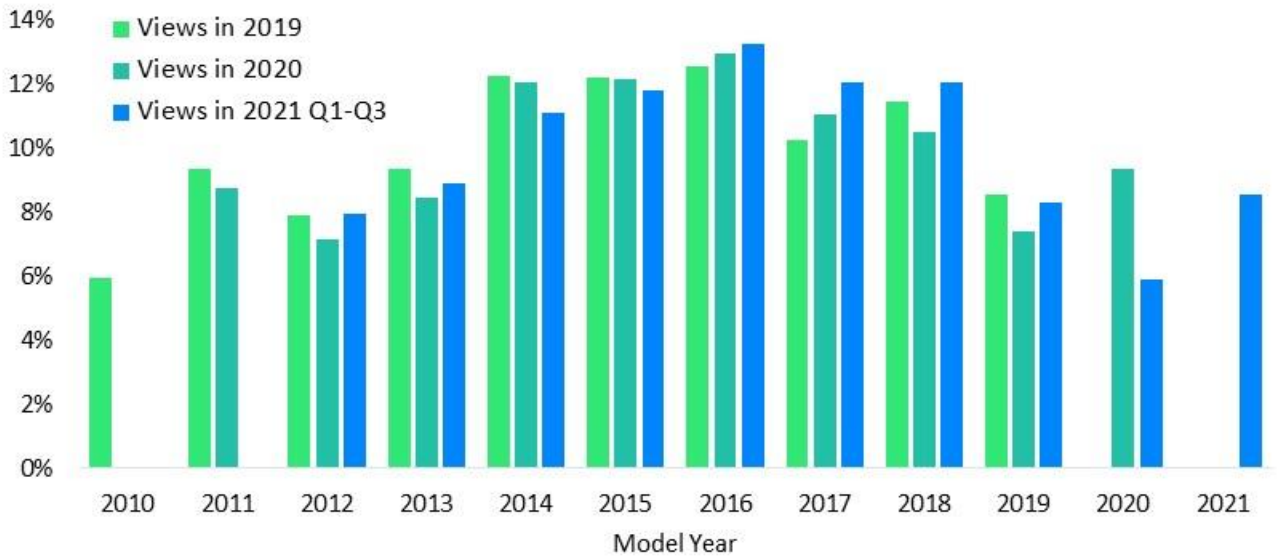
Model Years

Top Researched Model Years by Category

Standard Hitch Travel Trailer



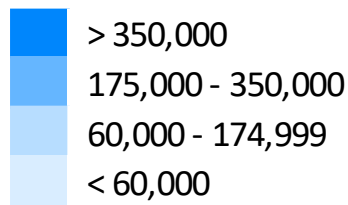
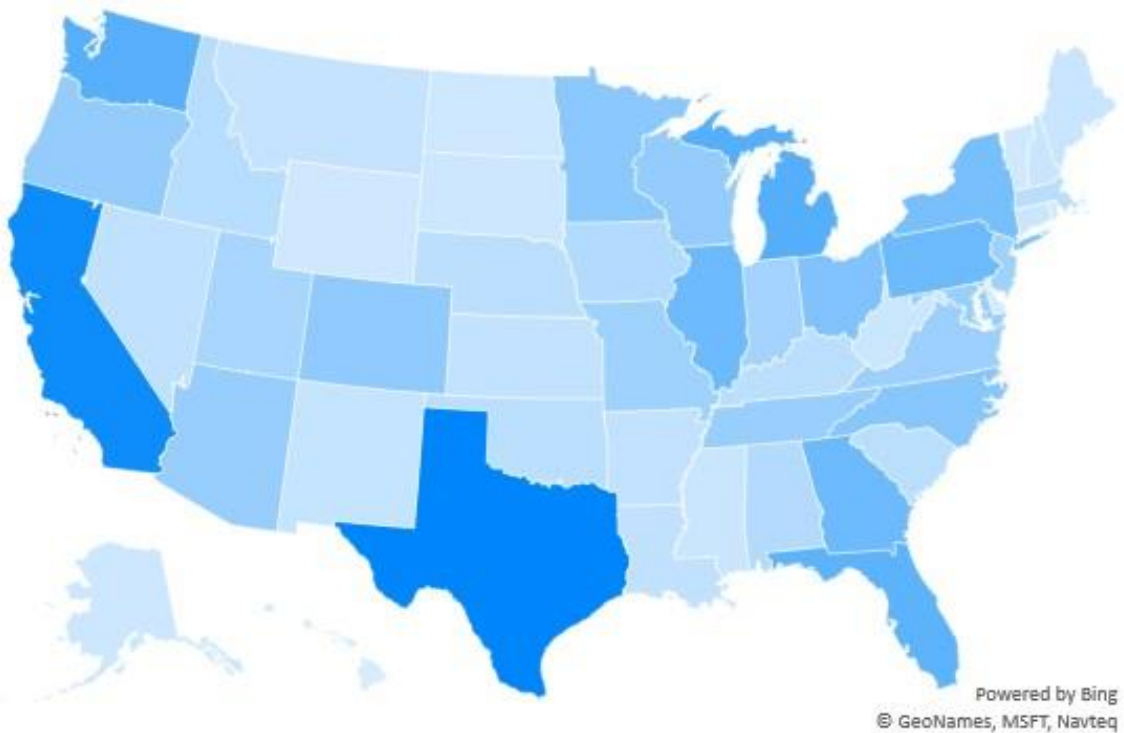
Class A Motorhome



Web Traffic by State

Traffic by State in 2021 Q1-Q3

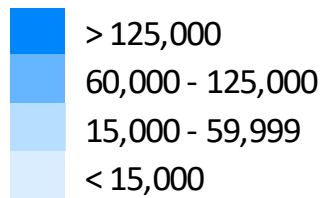
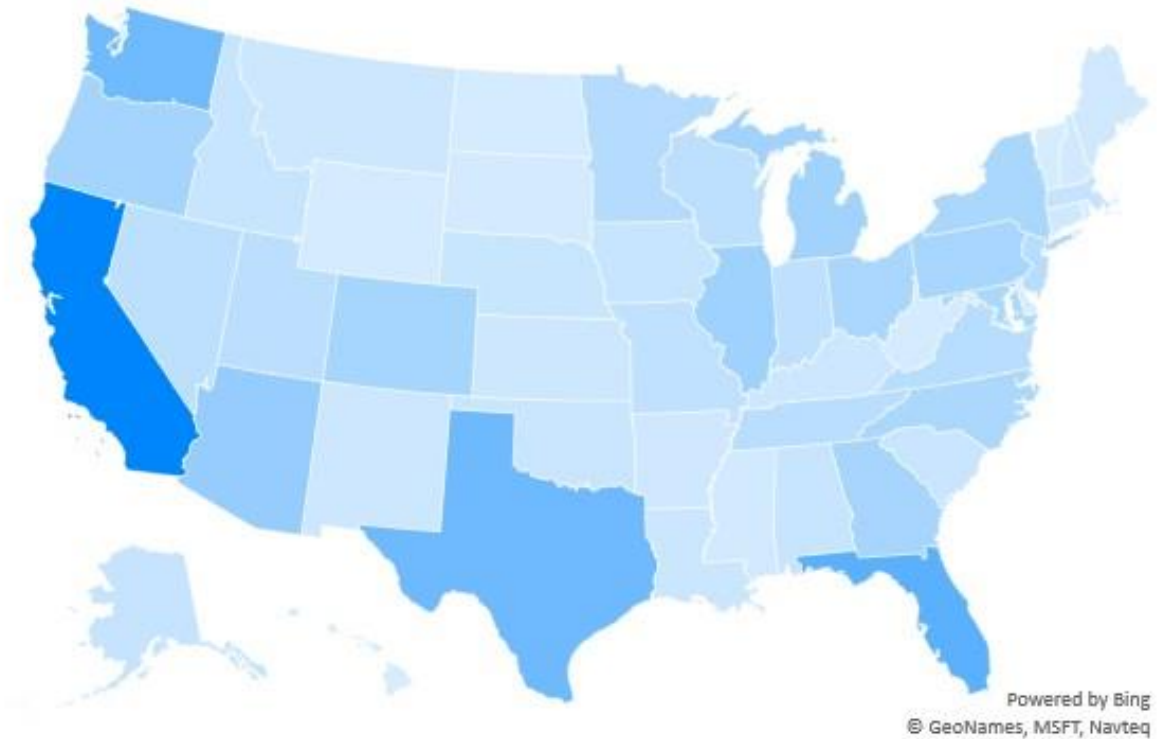
Travel Trailers



Web Traffic by State

Traffic by State in 2021 Q1-Q3

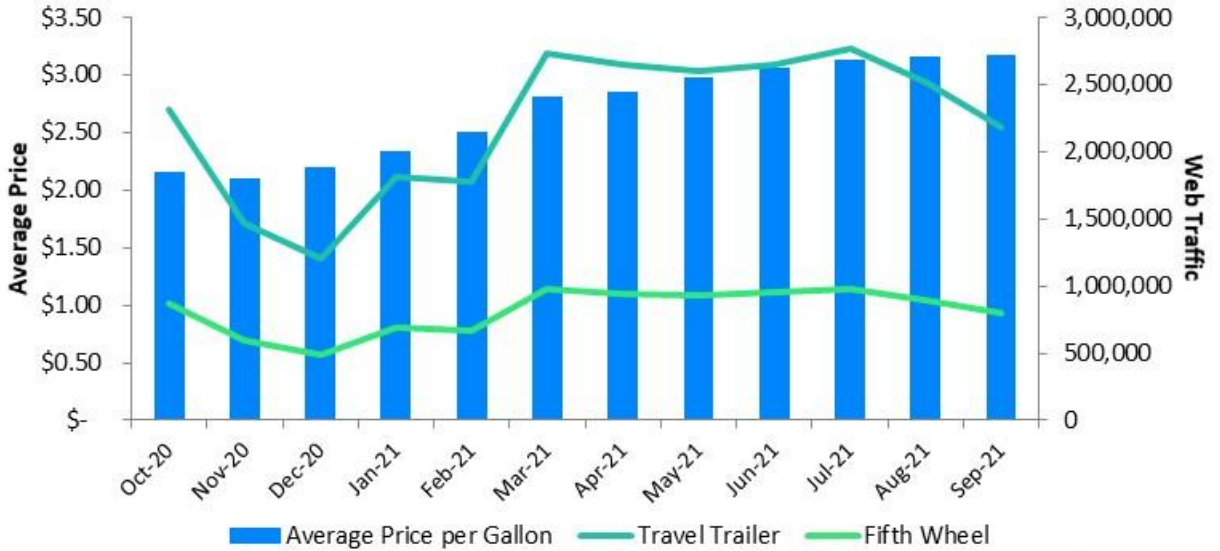
Class C Motorhomes



Fuel Price Data

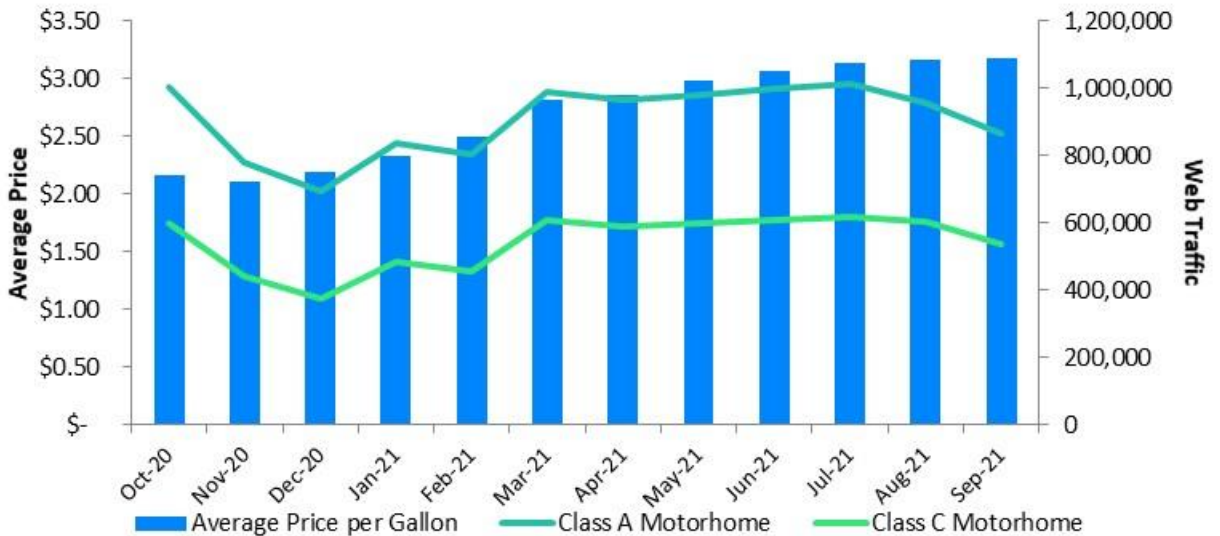
Regular Grade Gasoline Prices vs. Consumer Traffic by Category

Travel Trailer / Fifth Wheel



Source: U.S. Energy Information Administration

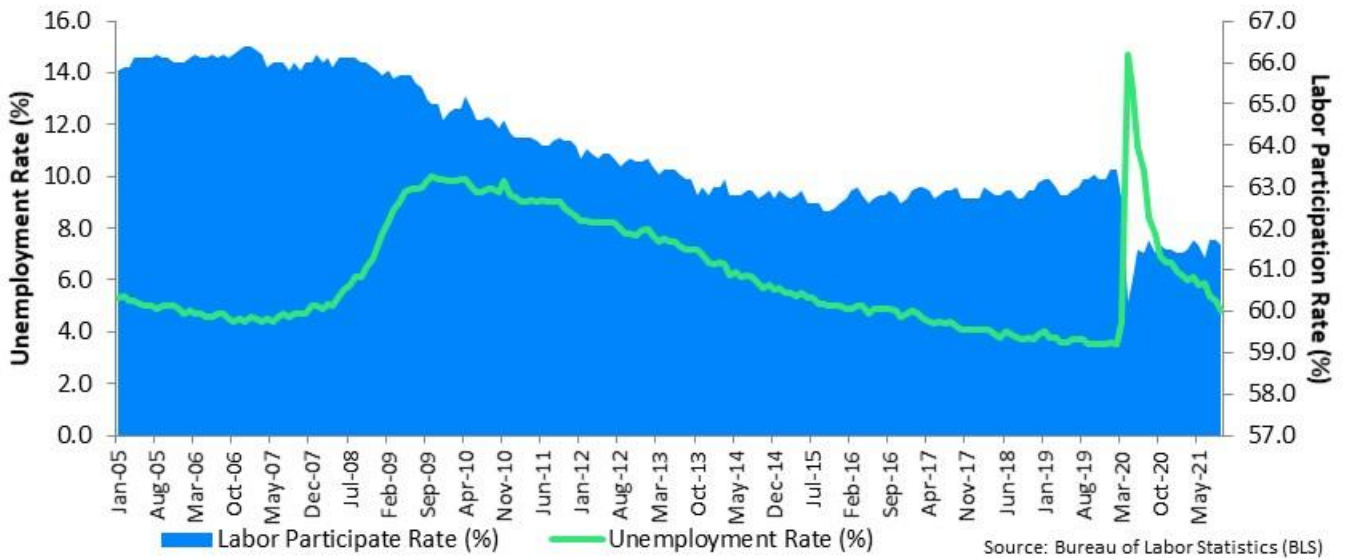
Motorhomes



Source: U.S. Energy Information Administration

Economic Data

Unemployment & Labor Participation Rate (Seasonally Adjusted)



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