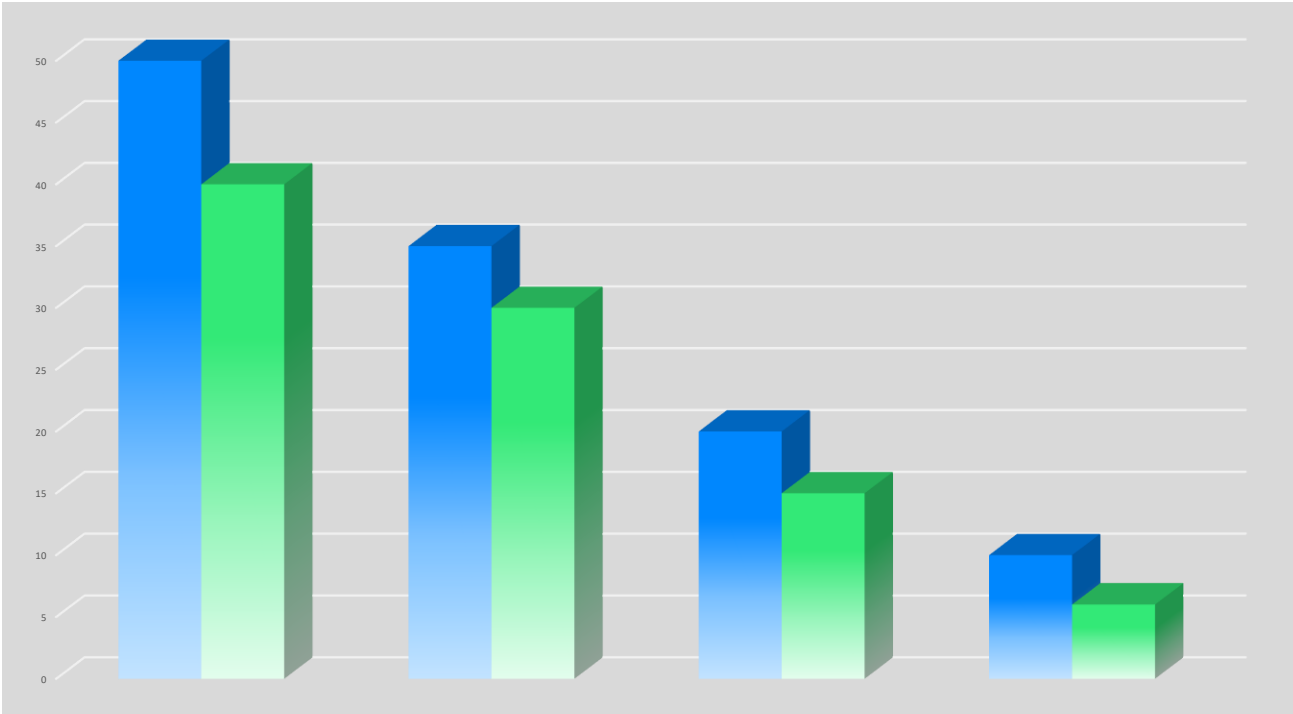


# J.D. POWER

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## Market Insights

**RECREATIONAL VEHICLE**  
Q1 2023

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## RV Market Industry Overview

All segments of the RV market started the year strong, with values increasing into the early spring months.

Motorhomes and campers are still at or near the 2022 peak.

Looking at individual segments, the most recent 10 years of Standard Hitch trailer values averaged 15.6% lower in the first 4 months of 2023 compared to the same period of 2022, but 1.6% higher than late 2022. Fifth Wheel units averaged 8.5% lower in the first 4 months of 2022, but 4.5% higher than late 2022.

In the Motorhome segment, Class A vehicles averaged 2.9% lower in the first 4 months of 2023 compared to the same period of 2022, but 2.0% higher than late 2022. Class C motorhomes averaged 0.4% higher in the first 4 months of 2023 compared to the same period of 2022, and 3.8% higher than late 2022. Camping Trailers averaged 3.5% lower in the first 4 months of 2023 compared to the same period of 2022, and 3.2% higher than late 2022. Truck Campers averaged 1.0% higher in the first 4 months of 2023 compared to the same period of 2022, and 0.5% higher than late 2022.

Despite higher interest rates, increased competition for consumer dollars from travel and services, and a more typical supply of new RVs, values are holding up extremely well. This combination of economic and supply factors points to stabilization followed by a return to depreciation, but for now, take advantage of strong values.

## Travel Trailer Values

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

#### Standard Hitch



#### Fifth Wheel



## Motorhome Values

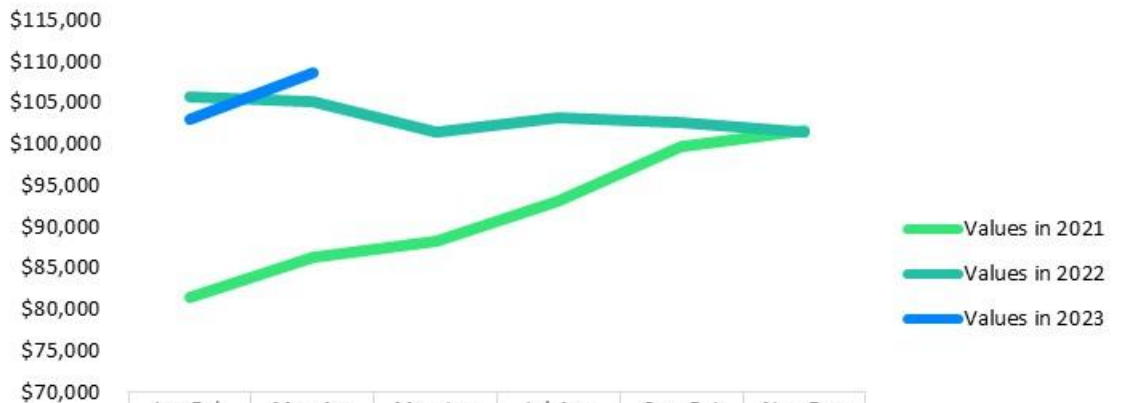
### Average Retail Value by Category – Values for the Last 10 Model Years

#### Class A



	Jan-Feb	Mar-Apr	May-Jun	Jul-Aug	Sep-Oct	Nov-Dec
Values in 2021	\$192,407	\$203,532	\$207,231	\$212,266	\$216,881	\$218,442
Values in 2022	\$232,306	\$230,726	\$230,630	\$225,625	\$221,760	\$219,056
Values in 2023	\$220,744	\$228,888				

#### Class C



	Jan-Feb	Mar-Apr	May-Jun	Jul-Aug	Sep-Oct	Nov-Dec
Values in 2021	\$81,396	\$86,393	\$88,354	\$93,146	\$99,706	\$101,639
Values in 2022	\$105,771	\$105,081	\$101,476	\$103,154	\$102,657	\$101,471
Values in 2023	\$103,092	\$108,697				

## 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



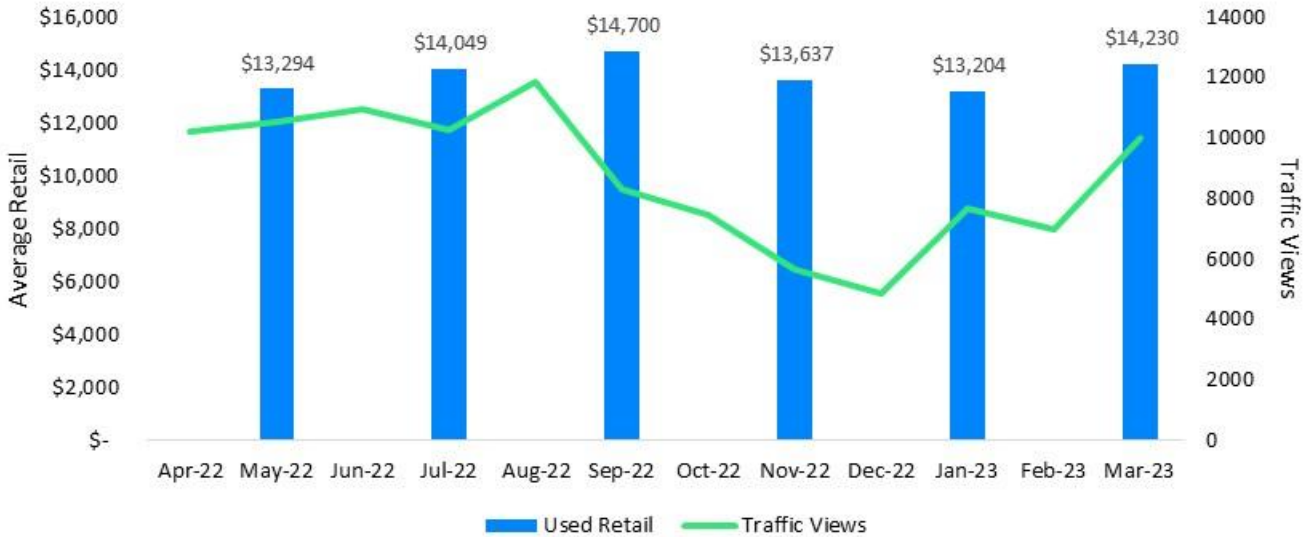
#### Class C



## Camping Trailer & Truck Camper Values vs. Traffic

### Average Retail Value and Traffic View by Category

#### Camping Trailer



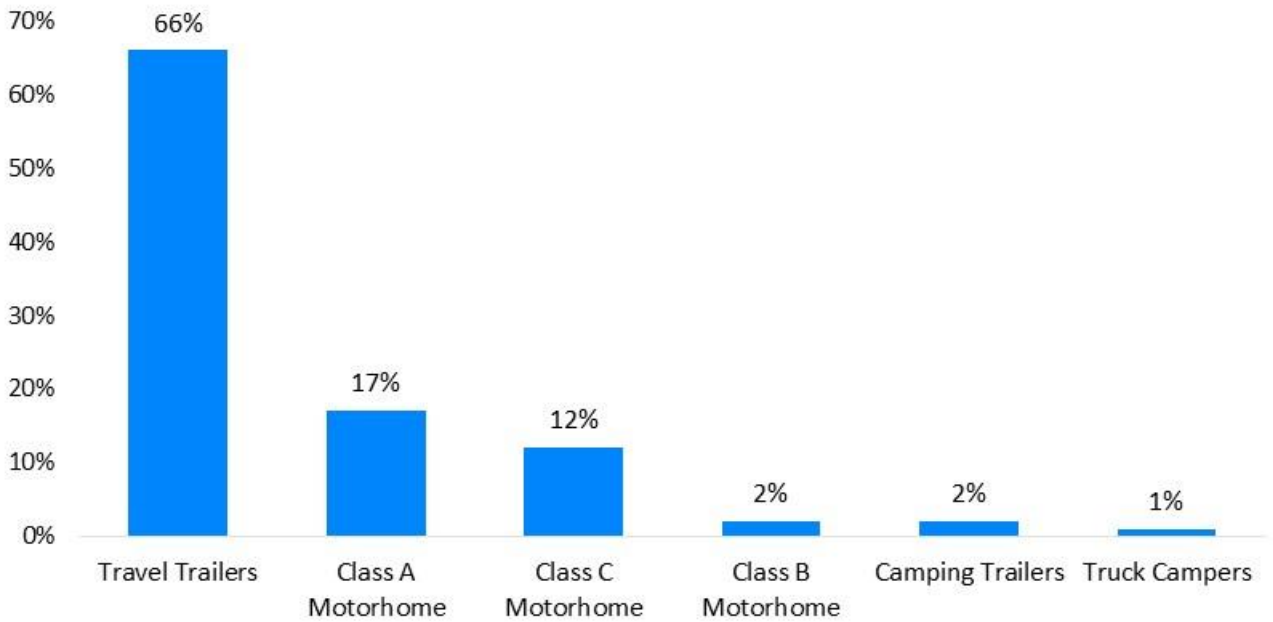
#### Truck Camper





## RV Categories

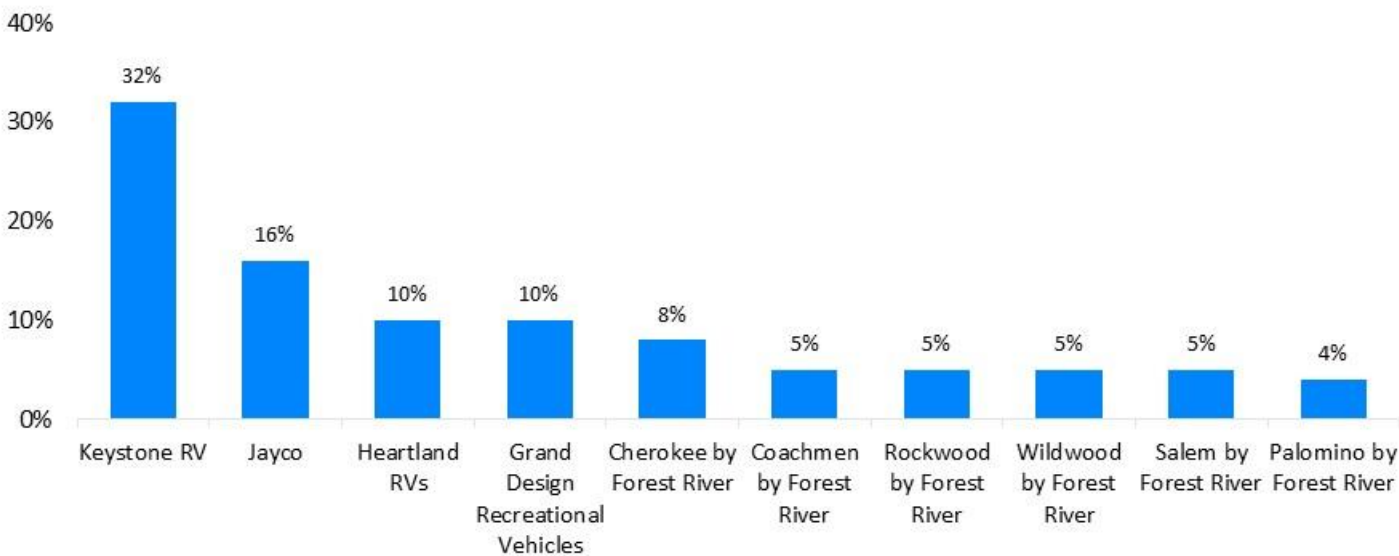
### Views in 2023



## Travel Trailer Brands

### Top Researched Brands in 2023

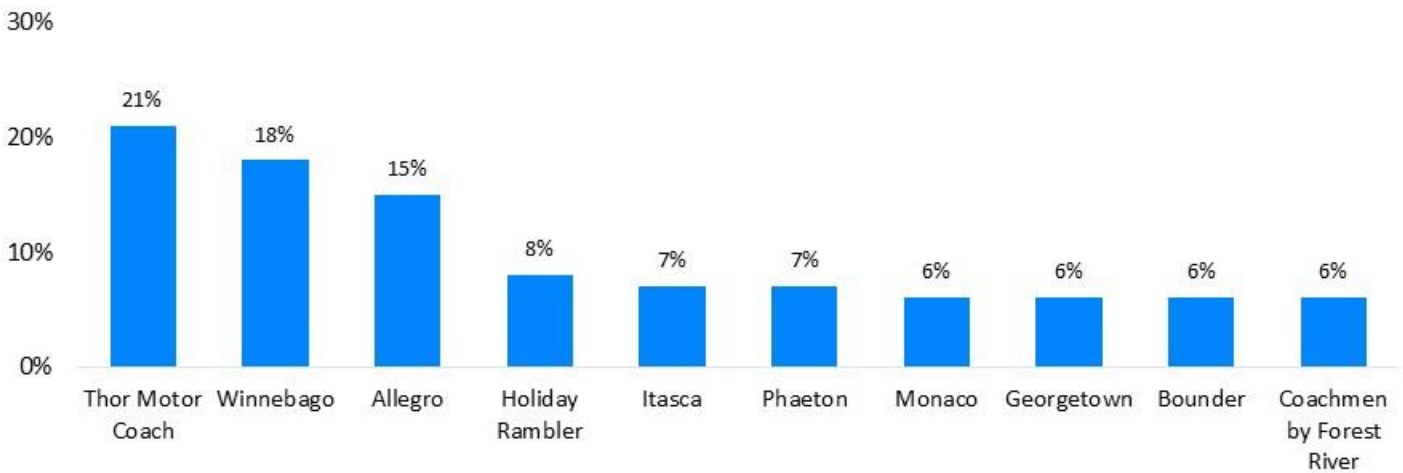
#### Travel Trailer Brands



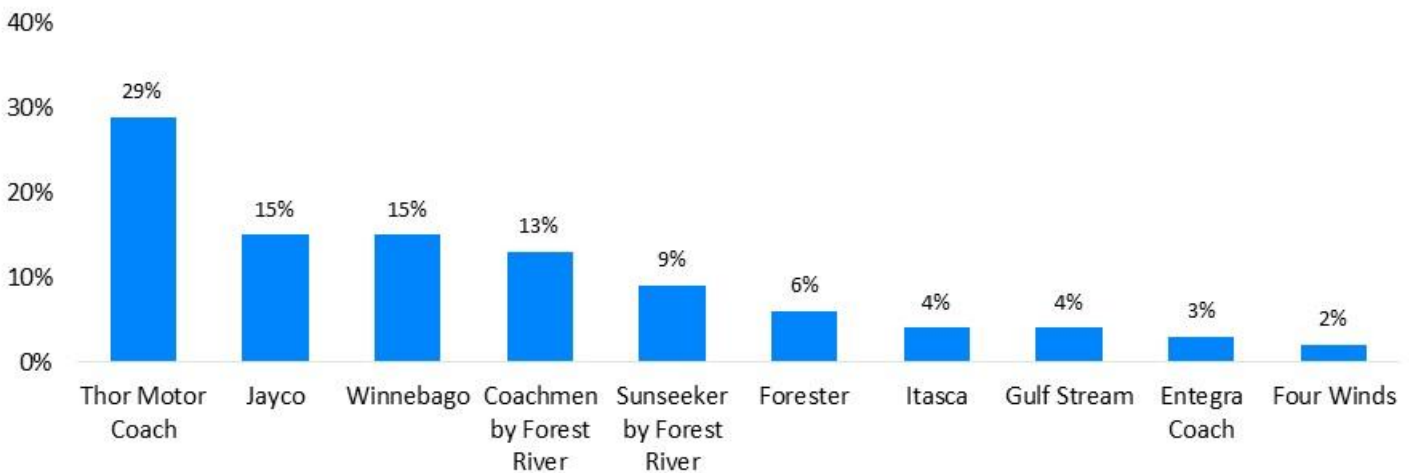
## Motorhome Brands

### Top Researched Brands in 2023

#### Class A Brands



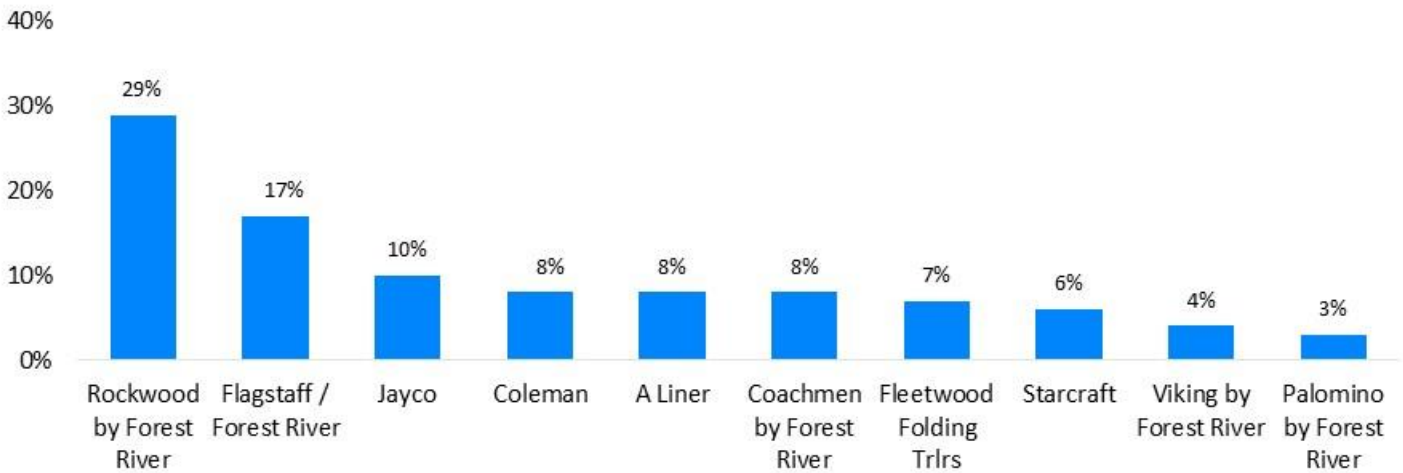
#### Class C Brands



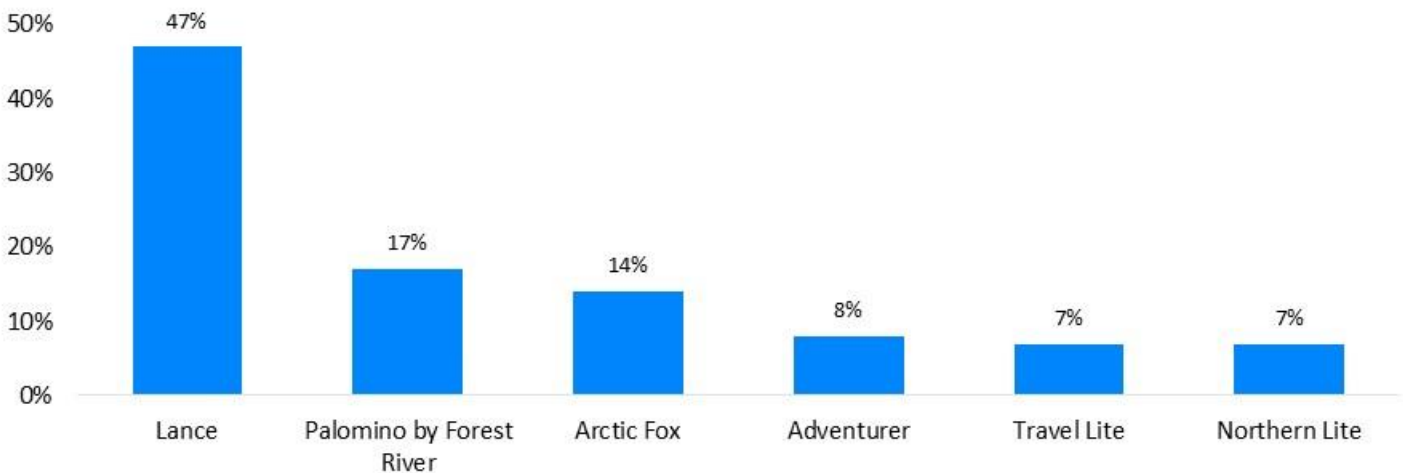
## Camping Trailer & Truck Camper Brands

### Top Researched Brands in 2023

#### Camping Trailer Brands



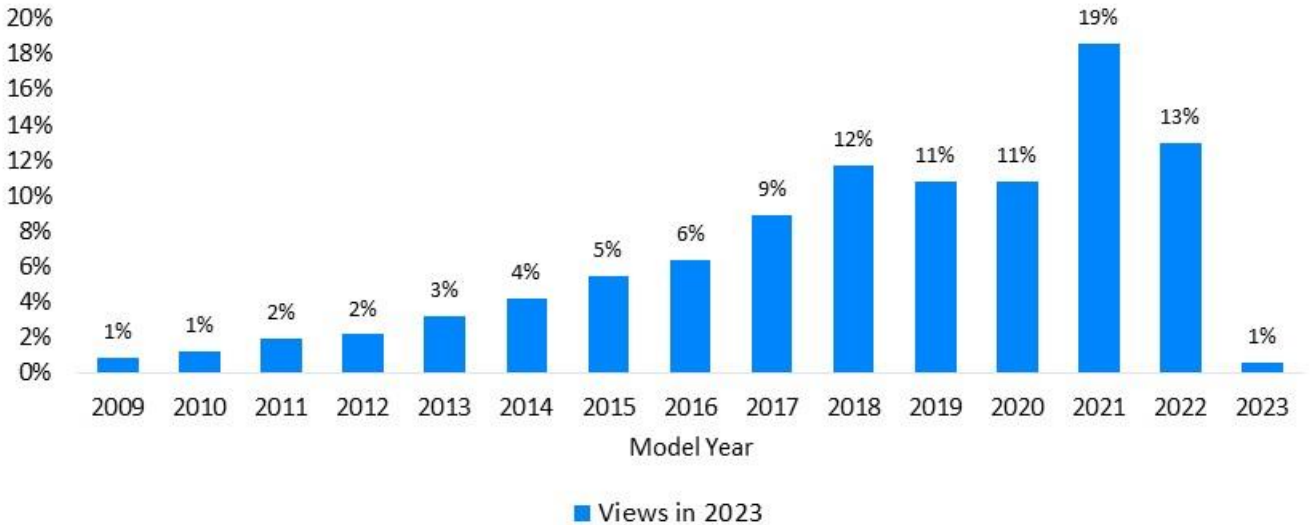
#### Truck Camper Brands



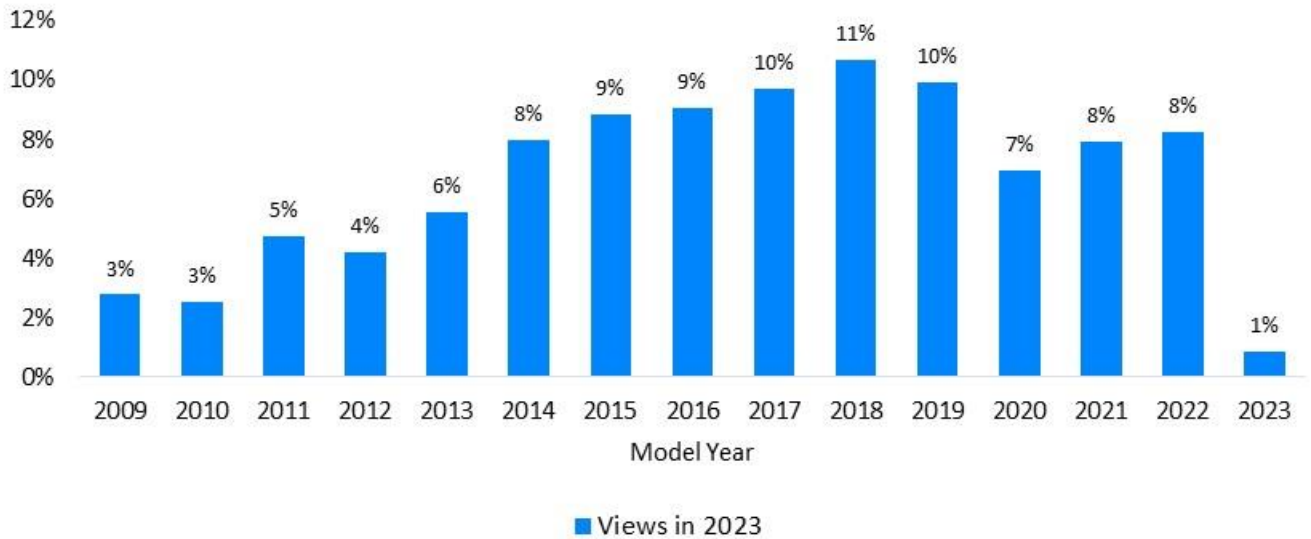
## Model Years

### Top Researched Model Years by Category

#### Travel Trailer



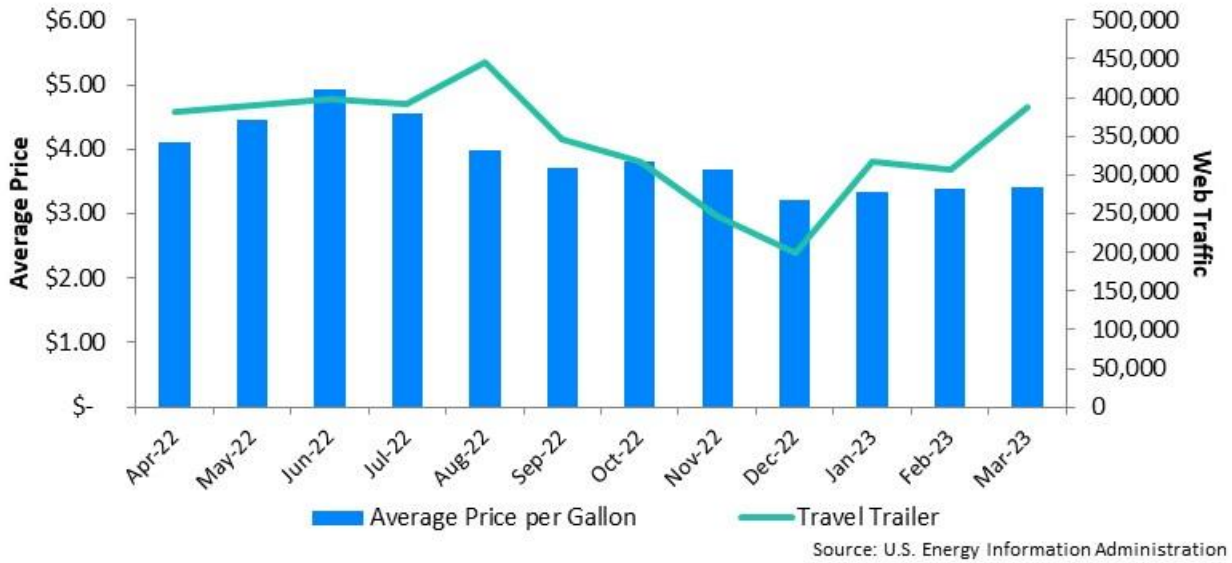
#### Class A Motorhome



**Fuel Price Data**

**Regular Grade Gasoline Prices vs. Traffic by Category**

**Travel Trailer**

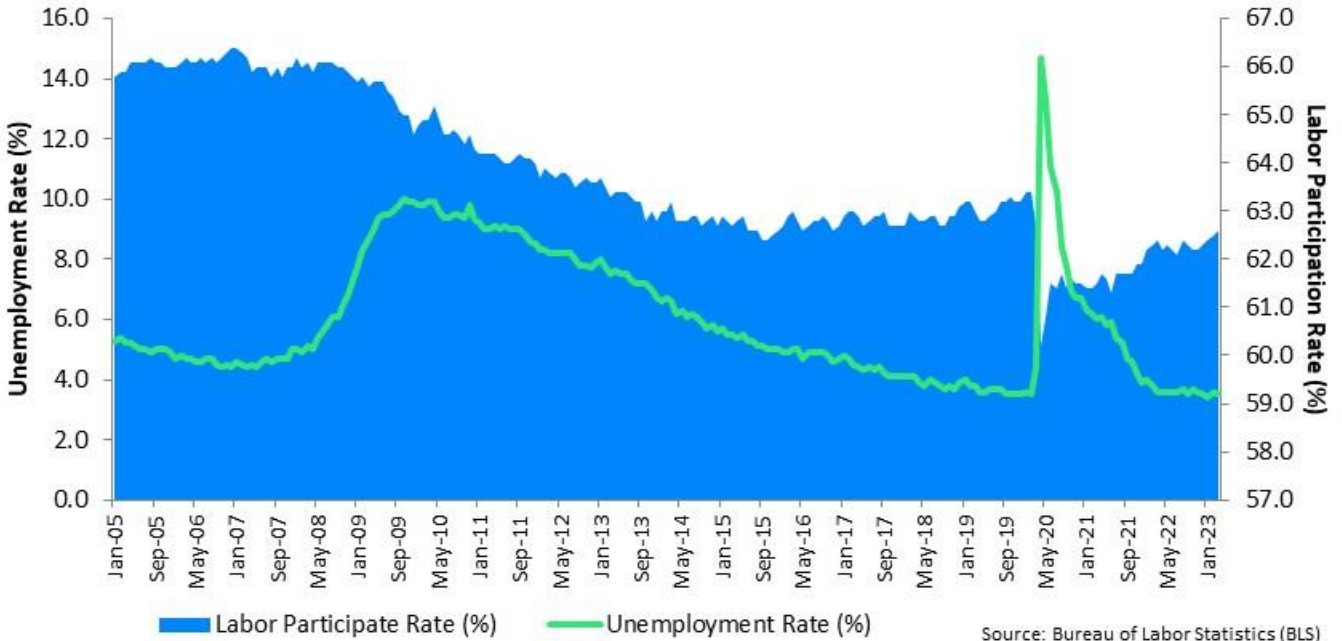


**Motorhomes**



## Economic Data

### Unemployment & Labor Participation Rate (Seasonally Adjusted)



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