

J.D. POWER

MARKET INSIGHTS



RECREATIONAL VEHICLE
Q3 2024

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RV MARKET INDUSTRY OVERVIEW

Valuations turned downward in the 3rd quarter, following a typical seasonal pattern. Aside from Camping Trailers and Truck Campers, values are similar to this time last year.

Looking at individual segments, the most recent 10 years of Standard Hitch trailer values averaged 5.8% lower in the September-October period compared to July-August, and 3.6% lower year-over-year. Fifth Wheel units averaged 4.8% lower in September-October compared to July-August, and 0.2% higher year-over-year. In the Motorhome segment, Class A vehicles averaged 3.3% lower in September-October compared to July-August, and 1.7% higher year-over-year. Class C motorhomes averaged 4.4% lower in September-October compared to July-August, and 2.8% lower year-over-year. Camping Trailer values were 7.9% lower in September-October compared to July-August and 10.9% lower year-over-year. Truck Campers averaged 4.0% lower in September-October compared to July-August and 5.8% lower year-over-year.

Our second-half valuation declines are on pace with last year. Inventories and customer demand continue to move in the wrong direction, but market conditions are manageable at present.

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

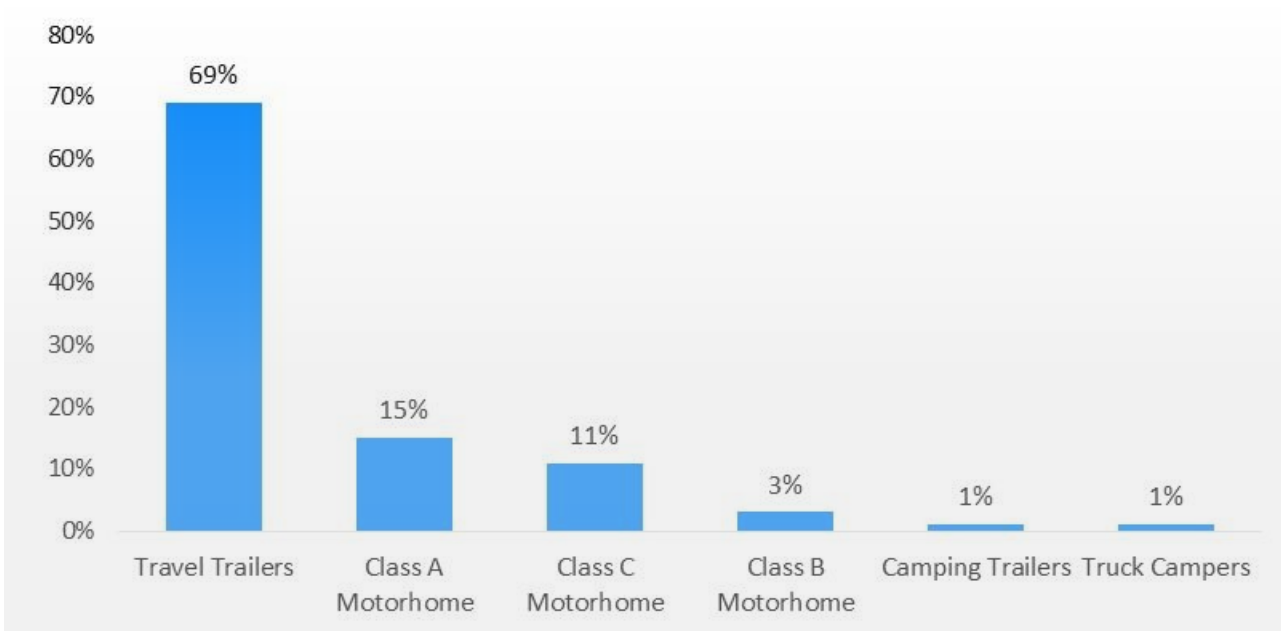


TRUCK CAMPER



RV CATEGORIES

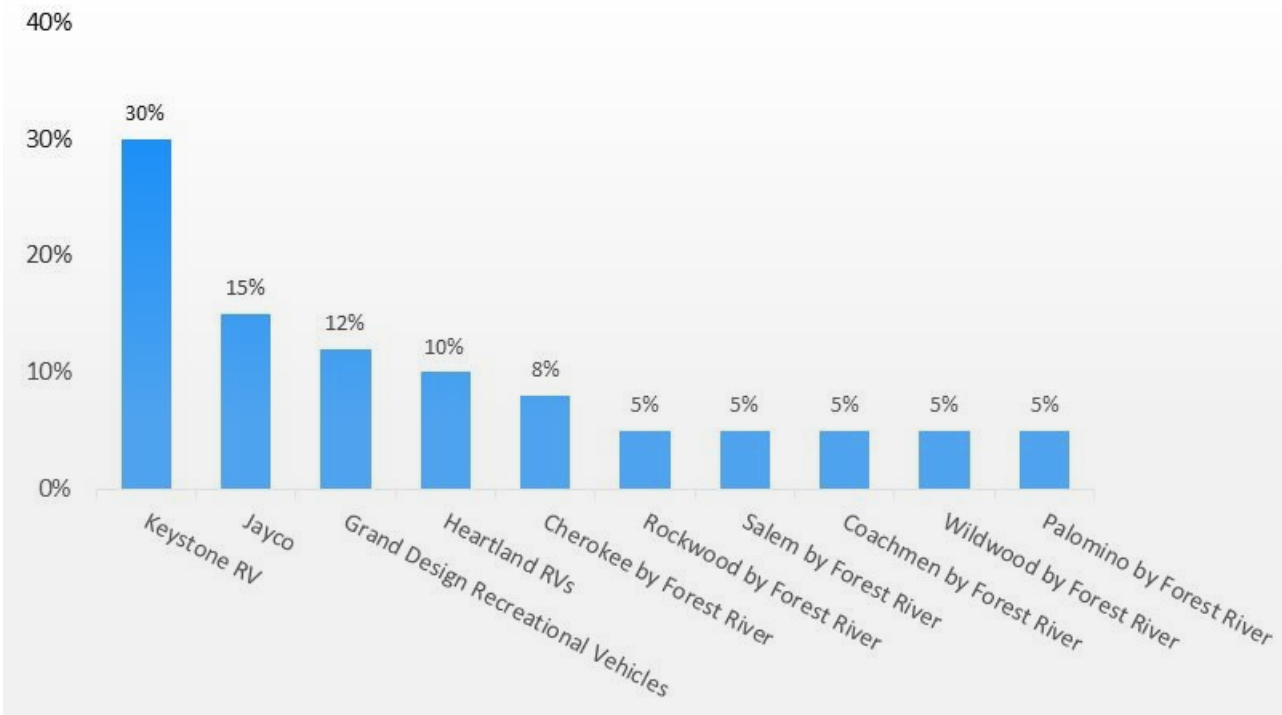
VIEWS IN 2024 YTD



TRAVEL TRAILER BRANDS

TOP RESEARCHED BRANDS IN 2024

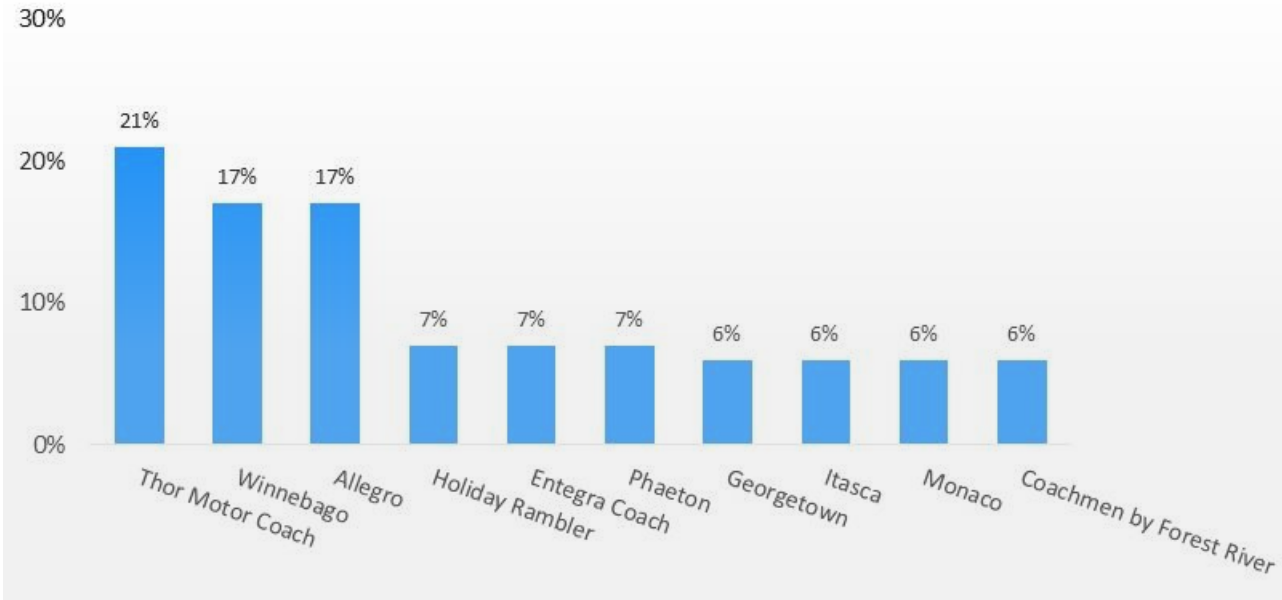
TRAVEL TRAILERS



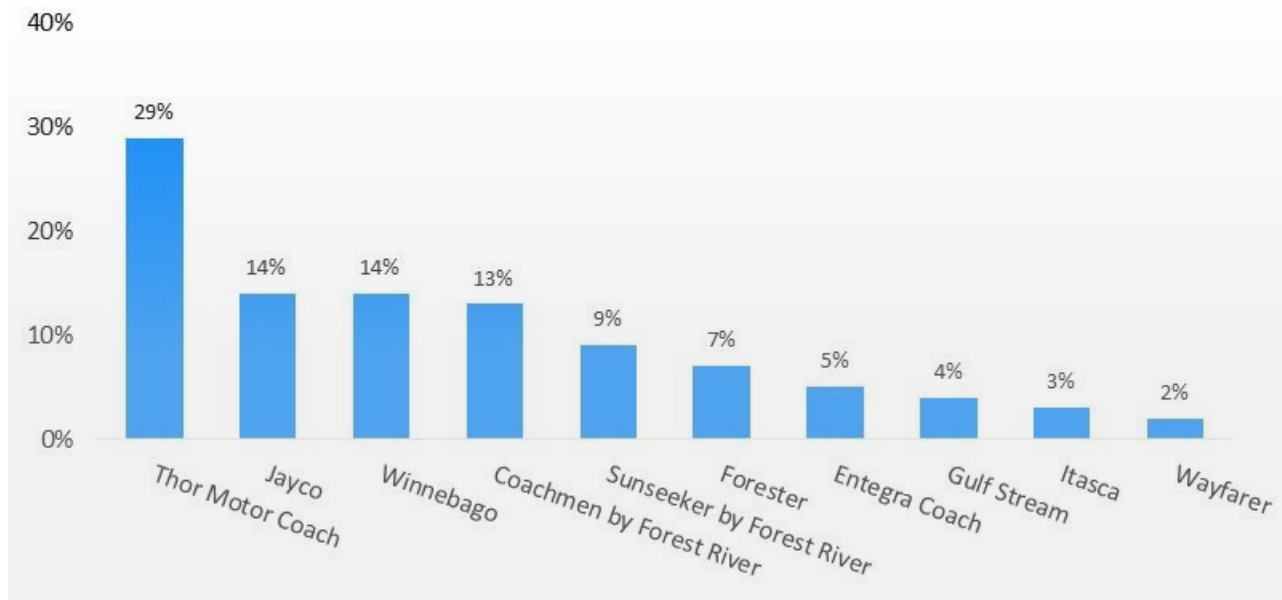
MOTORHOME BRANDS

TOP RESEARCHED BRANDS IN 2024

CLASS A



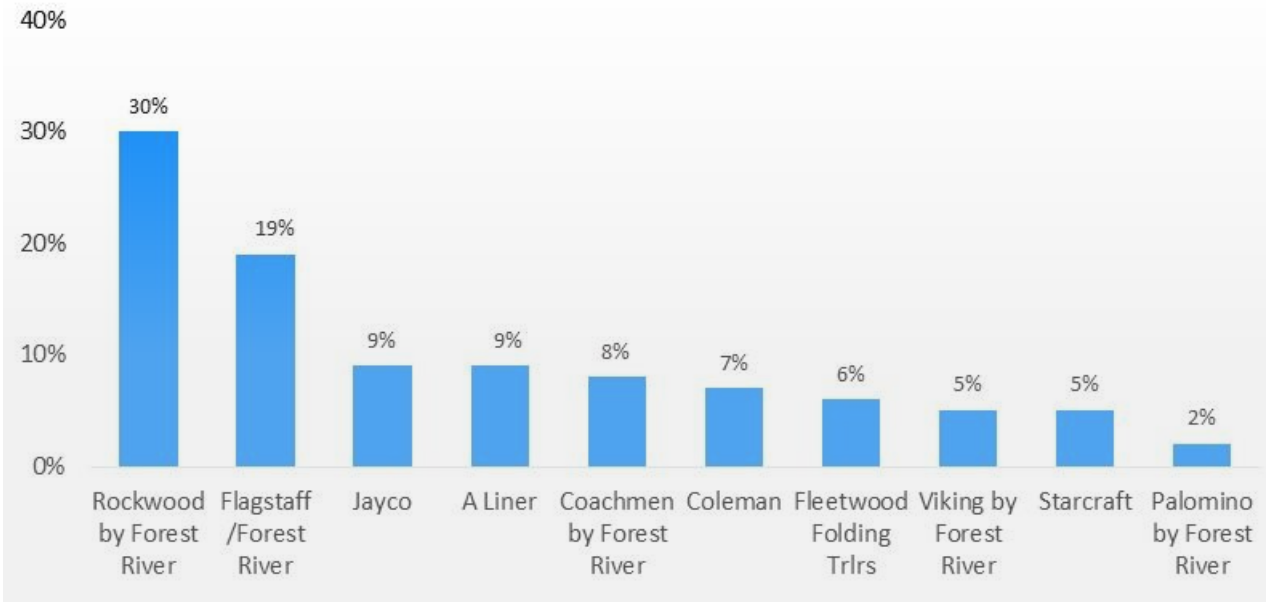
CLASS C



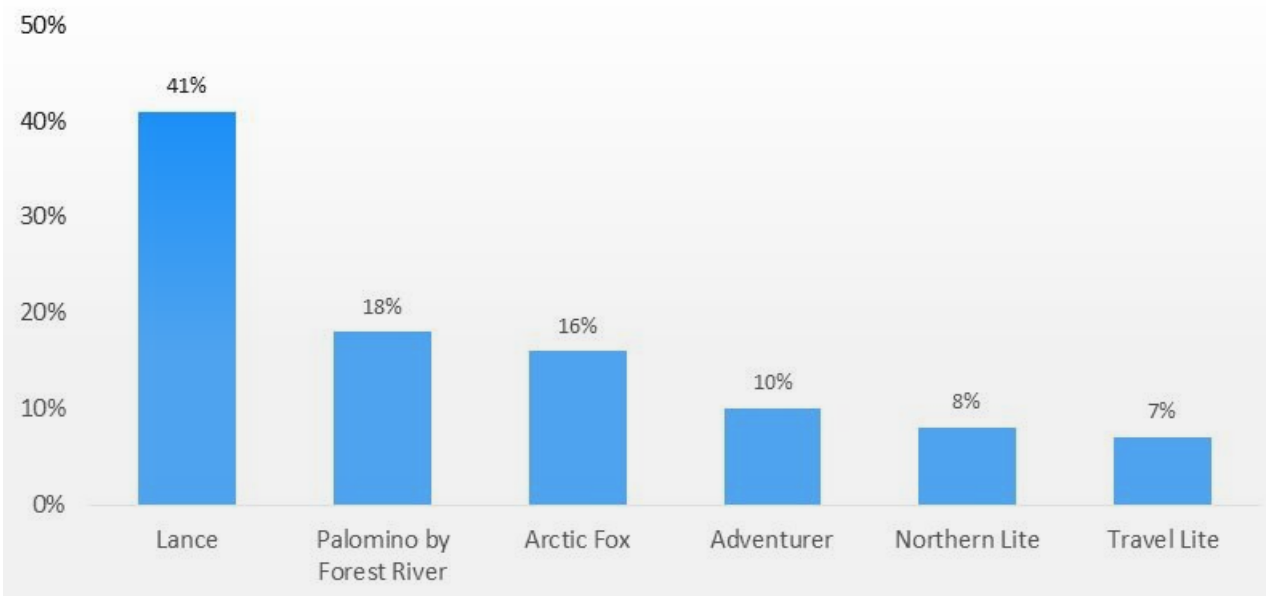
CAMPING TRAILER & TRUCK CAMPER BRANDS

TOP RESEARCHED BRANDS IN 2024

CAMPING TRAILERS



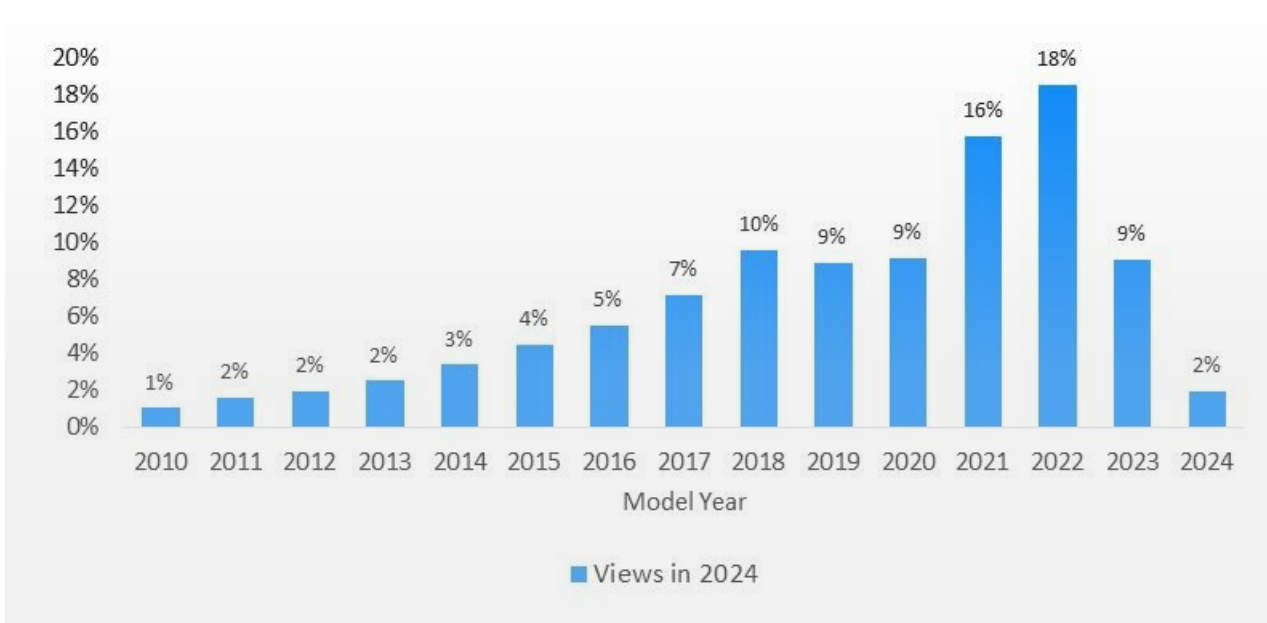
TRUCK CAMPERS



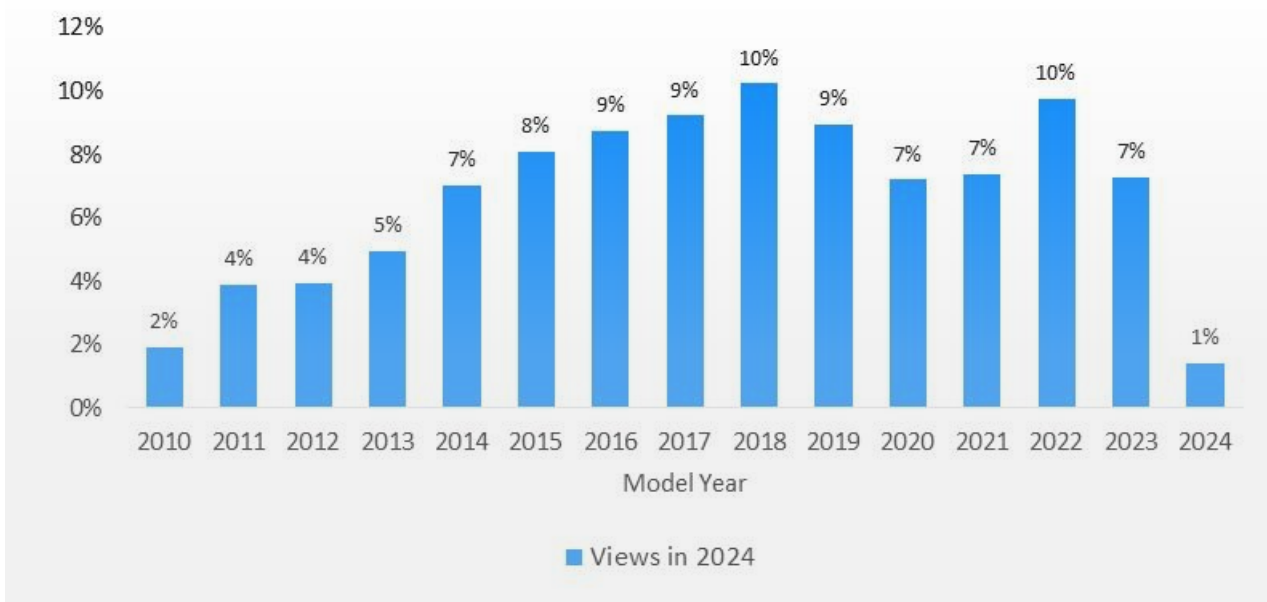
MODEL YEARS

TOP RESEARCHED MODEL YEARS BY CATEGORY

TRAVEL TRAILERS

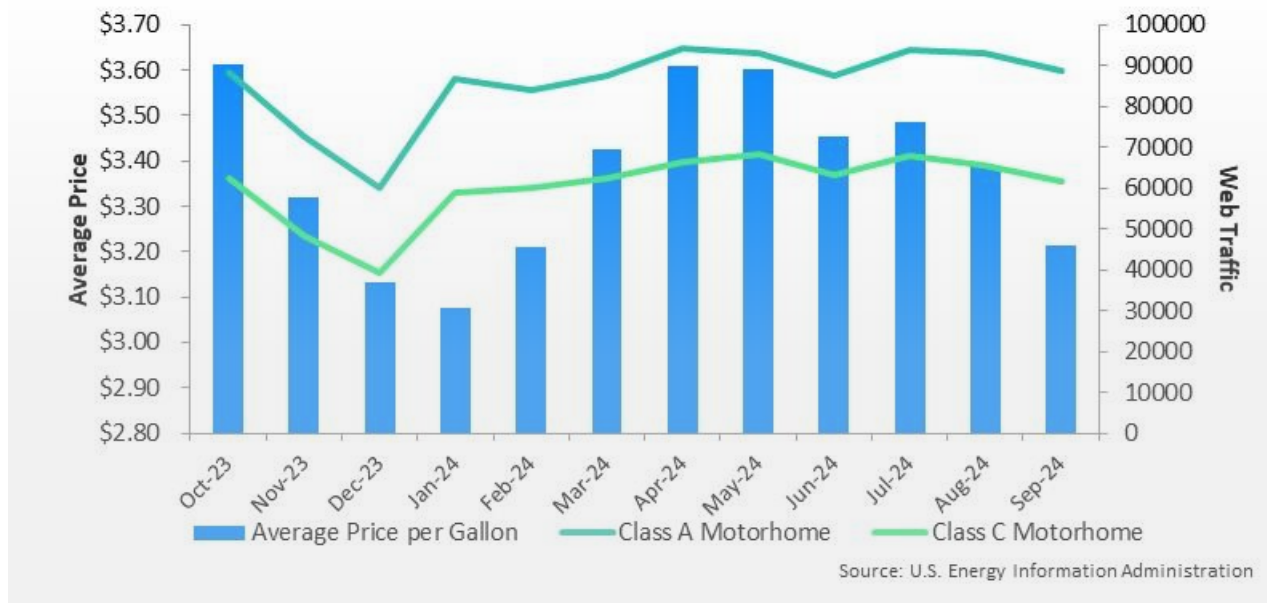
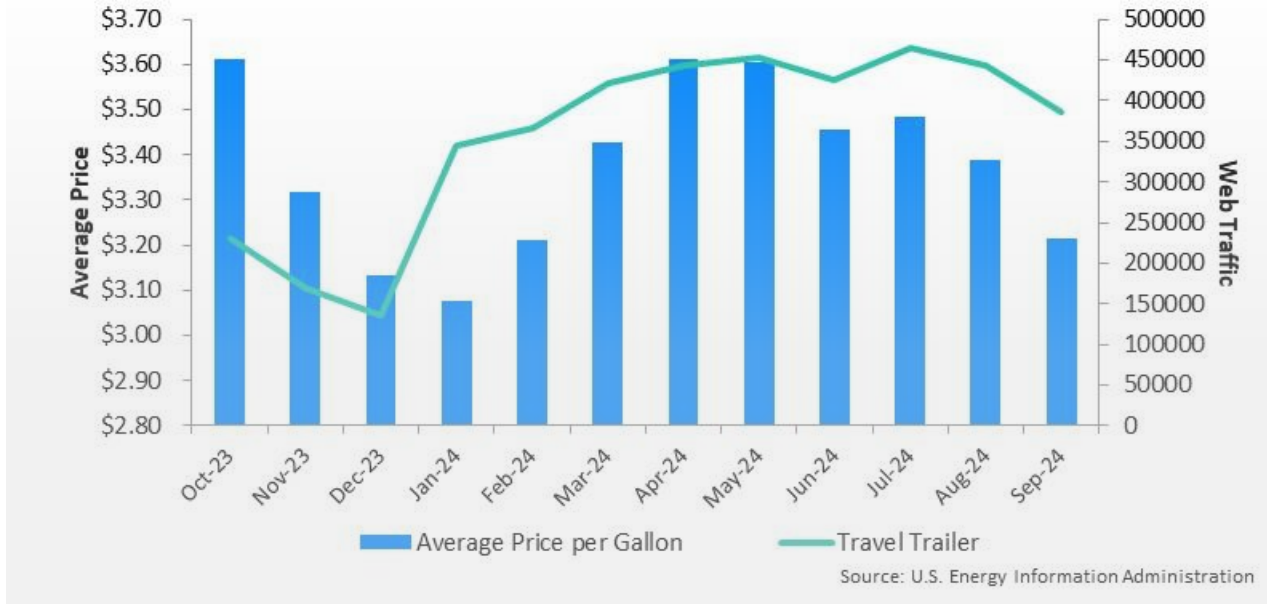


CLASS A MOTORHOMES



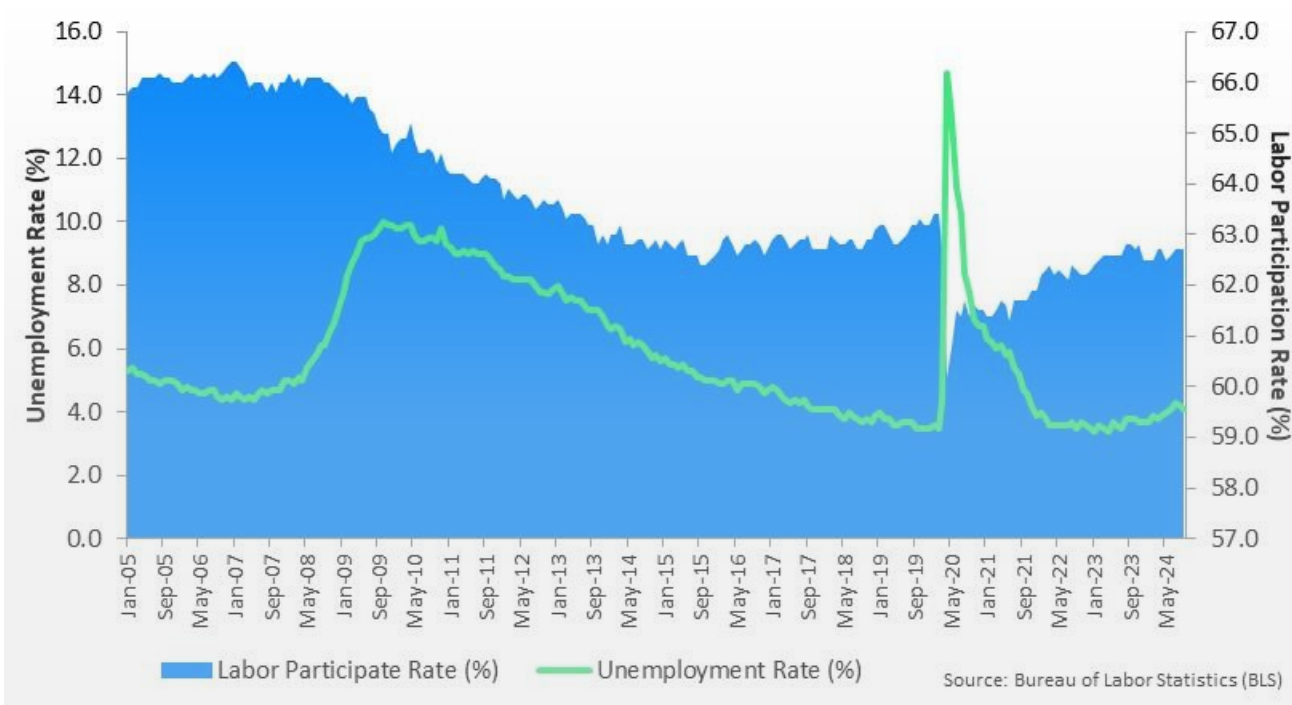
FUEL PRICE DATA

REGULAR GRADE GASOLINE PRICES VS. COMMERCIAL TRAFFIC BY CATEGORY



ECONOMIC DATA

UNEMPLOYMENT & LABOR PARTICIPATION RATE (SEASONALLY ADJUSTED)



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