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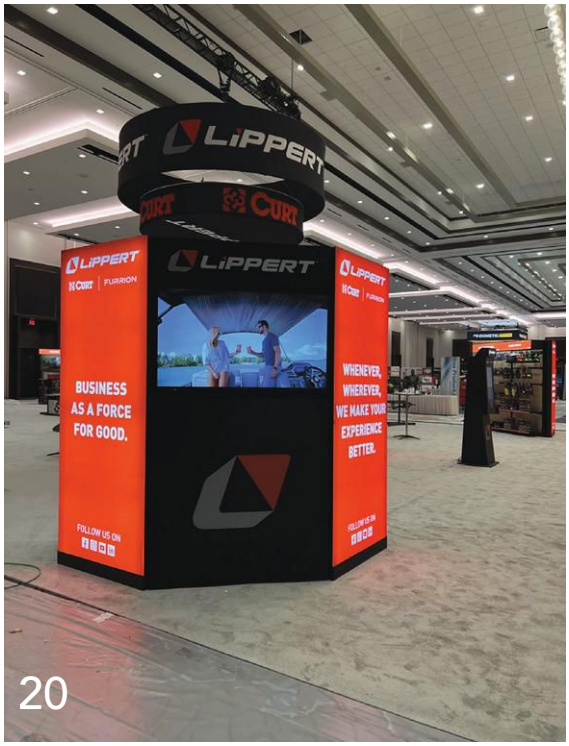
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A special look at the products and services offered by some of the leading companies in the industry.







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Woody's RV World is taking Canada by storm. Read more about the growing dealer starting on page 16. Photo courtesy of Woody's RV World

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CERTIFIED AUDIENCE

RV PRO (USPS 024-712) is published monthly by Cahaba Media Group, 1900 28th Ave S, Ste 200, Birmingham, AL 35209-2642. Periodicals postage paid at Birmingham, AL and additional mailing offices. Free to qualified recipients within the United States and U.S. Possessions. Publisher reserves the right to determine qualifications. Annual Subscription Prices: U.S. – one year, $45; two years, $80; three years, $108. Canada – one year, $76; two years, $142, three years, $201 (U.S. Funds); All other countries – one year $98, two years $186, three years, $267 (U.S. funds). Customer Service, call 800-256-2785. POSTMASTER: Please send address changes to RV PRO , PO Box 271, Lincolnshire, IL 60069-9835.

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MORE OF WHAT MATTERS

RV PRO



In mid-December, the RV Industry Association (RVIA) hosted a webinar during which ITR Economics Senior Economist Eric Post gave the industry some good news: "The consumer is still in pretty darn good shape," he said.

A surprising comment, when considering the inflation rates at the time. However, Post explained that while consumers aren't happy with inflation, the "health of the consumer" looks positive; auto loan delinquency is at a five-year low, residential loan delinquency is the lowest it's been in 15 years, and domestic nonfinancial profits are at a record high.

Post did, however, mention that the shipment outlook for 2023 would decline compared to recent years, with fifth wheels expected to soften the most. As we move into the first couple of quarters of 2023, industry experts want to see the interest rates come down. Post said as inflation comes down, that will hopefully allow consumers to repair their savings – he said they're expecting savings to turn back up, which will be helpful for RV dealers who want people to have robust savings, in order to have a down payment for a new rig.

Bill Baker, RVIA's vice president of membership and research, reminded webinar viewers that "we're falling off of all-time industry highs," he said. "It's not a freefall by any means."

This sentiment was echoed in RV PRO's State of the Industry coverage this month (see page 24). James Ashurst, executive vice president of the RVIA, mentioned that everyone's outlook at the RV Dealer's Association Convention/Expo in Las Vegas in November was one of "peaceful acceptance of the current market downturn."

He continued: "There is reason for this industry optimism. While the past two years have been truly remarkable, especially considering the immense economic headwinds we have faced, it is important to put into context this recent decrease in shipments. If you look at the data compiled by the RVIA, our industry has been on a continuous path of shipment growth for more than 40 years."

It's important to keep that trend in mind as a demonstration of the industry's resiliency as we move into this new year. We at RV PRO will be paying close attention to those headwinds and what industry experts discover as each quarter comes this year, and we'll be certain to report anything to you that may help you make solid business decisions.

As Post said during the RVIA webinar, now's the time to capitalize on the consumers who do have cash in hand and to look at factors that will help you prepare for the downturn, such as cost-cutting measures, examining long-term lease agreements, tightening credit policies and, Post reiterated, being prepared through training and marketing for when the deceleration turns back upward again.

For more on the 2023 economic forecast, turn to page 37.

As always, thanks for reading!

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Lippert Acquires Way Interglobal

Lippert announced Nov. 14, 2022, that its subsidiary, Furrion, acquired the business assets of Way Interglobal, a former competitor producing appliances and electronics for the RV industry. The announcement was made by LCI Industries, Lippert's parent company.

The deal includes Way's Everchill and Greystone brands, the divisions that serve the RV industry, but does not include Way's current power generator assets and operations.

Financial terms of the acquisition were not disclosed.

The acquisition gives Lippert additional North American R&D capabilities alongside its Hong Kong and Arizona R&D teams in the appliance and HVAC space. It also gives Lippert a combined 1.6 million square feet in appliance warehousing space. Way just moved into a new 800,000-square-foot warehousing, showroom and office building in Elkhart, Indiana, which combined multiple company facilities.

Lippert said the Way brand will go away after the acquisition is complete, but the Everchill and Greystone brand names will live on as part of Lippert's portfolio of appliance offerings.

"With the addition of Way Interglobal and its associated brands to our core lineup of products, Lippert has now become one of the largest and most innovative appliance suppliers in the RV Industry," said Ryan Smith, group president of Lippert's North American OEM businesses. "Lippert will continue to push forward with innovation in this space with our combined resources, developing the products and solutions that our industry needs as we closely follow the ongoing trends of our markets."



Way Interglobal President Wayne Kaylor

Star brite Names New Leadership Team

Star brite has appointed Gregor Dornau as its new president, following its acquisition by OneWater Marine/T-H Marine Supplies in August 2022.

Since the close, Dornau has assembled a new leadership team from within the company, naming Erik Applegate as executive vice president; Eric Hahn, senior vice president of sales; Derick Cote, vice president of product; and Kouri Carey, vice president of brand and marketing.

Former CEO and President Peter Dornau is stepping into a senior consultant role primarily to the European division, while Marc Emmi – former senior vice president of sales – joins him as a senior consultant to the Star brite sales team in lieu of retirement. Other senior members of the staff remain unchanged.

"I have always felt we have the best team in the entire marine industry, and a lot of our success is due to the outstanding work of this group leading our sales and marketing efforts," said Gregor Dornau, president of Star brite. "When combined with our manufacturing team in Alabama, customer service, operations, and finance teams here in Ft. Lauderdale, Florida, I am confident we will have a winning organization for many years to come."



Star brite leadership team

DUO-Form Named Michigan Manufacturer of the Year

DUO-Form has been named Michigan Manufacturer of the Year for 2022 by the Michigan Manufacturers Association (MMA). The company won a Manufacturing Excellence Award in the Large Tier category.

The MMA honored the winners of the 2022 MFG Excellence Awards during a celebration in November in Lansing, Michigan. The MFG Excellence Awards is the annual statewide celebration of the exceptional contributions that Michigan manufacturers make to their workforce, their communities, the economy and the industry.

DUO-Form is a certified heavy gauge plastic thermoformer that produces materials for OEMs in the RV industry, including skylights, bath and RV lifestyle items.

Last year, the company expanded its RV parts offering to the RV aftermarket and has launched more than a dozen products designed and developed especially for existing RV owners wanting to repair and rehab or update and modernize their existing RV.

"We would not have won this award without the help of our entire DUO team, from production floor to mid-level and senior management," said Shelly Ditmer, DUO-Form's president. "We have reinvented the way we think about employee culture and engagement. Our focus on the DUO culture has resulted in increased productivity and effectiveness through the creation of a Culture Task Force and a DUO Safety Team."

Added Mike Gonser, DUO-Form vice president of operations, "When COVID hit, we would not have turned around a superior face shield in 48 hours without a strong teamwork mentality. We have a strong team at DUO, and I'm so proud to bring this award back for all of our employees. Our staff has remained flexible and reactive from the beginning of COVID until now, as we continue to innovate, grow, and develop new products and product lines. This award solidifies to us that we are on the right path and reinforces our desire to continue to grow through automation, innovation and simple ingenuity."

"It's a major honor to receive the 2022 Manufacturing Excellence Award," said Ditmer, "and we are proud to represent Southwestern Lower Michigan and celebrate this recognition to Michigan's workforce, communities and economy. At the same time, we would like to congratulate all of our fellow nominees and winners, we are truly humbled to be honored with other amazing companies, all of who were equally deserving."

RV Retailer Rebrands as Blue Compass RV

RV Retailer, a dealership group with more than 100 dealerships and counting, launched the Blue Compass RV brand on Nov. 14. With that announcement comes a company name change, effective immediately, and in 2023, the Blue Compass RV brand name will be rolled out to all the company's stores across America.

"We are excited to launch the Blue Compass RV brand," said Jon Ferrando, founder, president and CEO of Blue Compass RV. "Our goal is to create a powerful, iconic RV brand around an exceptional customer experience provided by our passionate associates across America. This is the next exciting phase for our company. We will make significant investments to promote the brand as we continue to relentlessly invest in all aspects

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of our business and grow our RV share."

The company said the Blue Compass RV brand and logo were selected to reflect the company's purpose of helping customers navigate their RV adventures across America while creating lasting memories with their families and friends. This is driven by the company's mission to provide an exceptional RV sales, service and ownership experience that exceeds customer expectations.

As part of the rebranding, the company will make significant investments in store interior and exterior design, including new signage. The new brand rollout will be consolidating 20-plus regional store brand names into one brand.

The company said its logo, which features a sun-drenched landscape of mountains accessible by a road of possibilities inside a compass, is a nod to Americans' great love for road trips in their RVs.

Since its launch in June 2018, Blue Compass RV has grown to 106 stores in 33 states.

Alliance Co-Founders Named E&Y Entrepreneurs of the Year

Coley and Ryan Brady, co-founders of Alliance RV, have been named to Ernst & Young (E&Y)'s list of 10 Entrepreneur of the Year National Award winners.

The Bradys launched Alliance RV in 2019, not long before COVID-19 struck. Starting out with just one fifth wheel, the company found rapid success once RVing became the preferred way to vacation and travel, and they have continued to add models and now have multiple buildings on their campus in Elkhart, Indiana.

Its online membership group is approaching 20,000 members, and it boasts more than 200 dealers across the U.S. and Canada.

As E&Y noted in its press release announcing the award, "When it comes to employees, Alliance lives its motto: 'Do the right thing.' The company wants to facilitate long-lasting careers, so it pays a median hourly wage above $40 and offers a 401(k) program with a company match, which is unique in the industry.

"Alliance is also focused on doing the right thing for the planet, adding solar panels to its 120,000-square-foot lamination subassembly plant, incorporating electric forklifts into its operations and launching a carboard and scrap metal recycling program," E&Y said.

RVIA Launches Leadership Conference

The RV Industry Association (RVIA) is launching a new Leadership Conference to take place March 15-18, 2023, in Phoenix, Arizona.

The conference, designed and supported by the association's Emerging Leaders Coalition, will bring together top-level management as well as next-generation leaders from RV industry manufacturers, suppliers, dealers and campgrounds.

Conference attendees will stay at the JW Marriott Phoenix Desert Ridge Resort & Spa for two days of impactful networking, leadership development and motivational speakers. Immersed in the vibrant serenity of the Sonoran Desert, the JW Marriott Phoenix Desert Ridge Resort & Spa is a destination resort offering awe-inspiring vistas, bespoke service, state-of-the-art facilities and extraordinary amenities, RVIA said. Conference content will be designed to help nurture talent from across the industry, provide a space to develop a deeper understanding of critical industry issues, and connect the next generation of leaders in the RV industry.

Registration is $1,495 and includes three resort nights, resort fees, all keynote and leadership sessions, group outdoor activity, meals and networking.

Questions about the event can be directed to Jeremy Greene, senior director of events and marketing, by email at jgreene@rvia.org or by phone at 571-665-5871. Sponsorship packages will be available, and the full conference will be announced as it gets fleshed out.

For more information or to register, visit https://bit.ly/3iuCSvG.

Cummins' Acquisition to Propel Electric Drive System Development

Global power generation company Cummins announced that its subsidiary, Meritor, has acquired Siemens' Commercial Vehicles business, a global supplier of high-performance electric drive systems for commercial vehicles.

In May 2022, Meritor announced it had entered into an agreement to acquire the business for approximately €190 million enterprise value, or $195.9 million. Cummins subsequently completed its acquisition of Meritor in August 2022.

The company said the acquisition adds key capabilities in direct drive and transmission-based remote-mount electric motors, inverters, software and related services, which are critical elements in the next generation of electric powertrains. These capabilities, and their addition of nearly 200 employees primarily in Germany, China and the United States, will accelerate Cummins' ability to offer global customers a wider array of electrified product solutions across commercial vehicle applications.

"We are excited to welcome Siemens' Commercial Vehicles electric drive systems business into Cummins," said Jennifer Rumsey, Cummins' president and CEO. "By combining our collective, deep knowledge of our industry and how our customers use our applications, we will innovate and advance key technologies. This acquisition also reflects another key milestone in the execution of our strategy to reach net-zero emissions by 2050 in a way that is best for our customers and the planet."

"We are thrilled to join Cummins, which has a long history serving the commercial vehicle market," said Mart Verschoor, former CEO of Siemens Commercial Vehicles, who will assume the role as vice president – Traction Systems within Cummins' New Power segment. "I know we will deliver technologies required to accelerate adoption of zero-emission powertrains that delight our customers and move our communities forward."

Jayco's New PDI Facility Touts 100% Product Line Coverage

The Jayco family of companies announced the opening of its newest Pre Delivery Inspection (PDI) facility on the Jayco campus.

The building on Southridge Blvd. in Middlebury, Indiana, is approximately 70,000 square feet and will accommodate four lines running simultaneously. This is the fifth of Jayco's dedicated PDI facilities, and as of Nov. 25, 2022, allows for 100% of all Jayco, Entegra Coach, Starcraft RV and Highland Ridge RV products to be pre-delivery inspected before being shipped to a dealer.

The 100% PDI initiative includes all manufacturing locations: Middlebury and Shipshewana, Indiana, and Twin Falls, Idaho.

The Jayco Pre Delivery Inspections began in January 2019 and by January 2022, 55% of all units were undergoing PDI, including 100% of all motorized units and units produced in the Idaho and Shipshewana manufacturing facilities. Once the new Southridge facility is fully running all lines on Nov. 24, 100% of all units for all Jayco brands will be Pre Delivery Inspected before being shipped to dealers.

By implementing the PDI process, it allows for an additional key step in the manufacturing process to identify and fix any potential issues before they arrive at the dealer. Any potential concerns are tracked and reviewed with the production lines to identify and implement improvements in processes or materials.

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These increased inspection efforts through the 100% PDI initiative illustrate Jayco's commitment to customer satisfaction and have resulted in Jayco Towables, Jayco Motorized, Entegra Coach and Starcraft RV being awarded the 2022 Quality Circle Award (Highland Ridge RV received the award in 2021), the company noted. RVDA bestows this award on RV manufacturers that achieve the highest rating in the Association's Dealer Satisfaction Index (DSI) Survey. The DSI measures dealers' overall satisfaction with manufacturers in reliability/quality, parts, warranty and sales.

"Achieving 100% of our units being PDIed has been a true team effort," said Ken Walters – President and CEO of Jayco. "We know the critical importance of optimizing quality and reducing RECT. These are areas we have committed to focusing our time and investments to further support our dealer partners, reducing their costs and positively impacting the overall customer experience."

Lippert Platform Connects RVers With Volunteer Opportunities

Lippert has introduced its seRV With Purpose platform, an all encompassing platform that provides a roadmap for travelers who would like to volunteer or help out at the places they visit.

The seRV platform will feature volunteer opportunities at RV travel destinations around the United States, organized by Lippert seRV Ambassador families that have committed to hosting 10 events each year. Over the last year, Lippert has had the privilege of piloting this program alongside two families who have already been leading with servant hearts, the Conlons of Paws For Love and the Nickersons of Finding Our Someday.

The program will officially be rolled out this year.

"During last year's Getaway, we were fortunate enough to have really impactful conversations with attendees expressing interest in finding ways to give back to the communities they visit while RVing," said Michilah Grimes, director of corporate and community impact at Lippert. "This inspired us to focus on how we can support the adventuring with purpose movement. We are so excited to see the incredible impact seRV With Purpose has on communities across the nation."

In addition to the opportunity to join seRV Ambassadors, the platform will provide a list of pre-vetted nonprofits perfect for RVers who feel called to purpose-driven travel. The list of pre-vetted nonprofits will answer questions like, "Do we need to call ahead?", "Is there RV parking available on-site?", or "Are children able to volunteer at this location?".

Most importantly, to kick off the seRV launch, Getaway attendees and Lippert team members took part in two successful volunteer events. The first event saw approximately 150 volunteers pack 1,200 bags full of essential items that were then donated to the Boys & Girls Club of the Chattahoochee Valley.

The second event rallied approximately 100 RVers and Lippert team members off-site at the Franklin D. Roosevelt State Park in Pine Mountain, Georgia. From basic trail clearing and cleanup to the removal of larger branches and the installation of a water bar where rising water had eroded trails, volunteers worked together to revitalize the park's trail system.

"Social responsibility has been one of our core objectives for many years. Since 2017, Lippert employees and their families have amassed more than 600,000 hours of volunteer work, forever changing countless lives. If one company can make such a huge impact, imagine the change that could be brought forth by the entire RV community," said Jason Lippert, president and CEO of Lippert.

RV Technical Institute Launches New Website

The RV Technical Institute launched a new website redesign that it said provides an accessible and comprehensive source for individuals seeking RV technician training.

Officials said one of the main goals of the website redesign was to create a better user experience, providing a cleaner layout to help with navigating content. The new site also contains more comprehensive information about the program as a whole.

"We are so excited to announce the launch of the new website," said RV Technical Institute Executive Director Curt Hemmeler. "We believe it will be a valuable resource for individuals looking to be trained, those who are currently in training, and for those who have received certification and want to stay up-to-date with all that the program has to offer."

The site features an overview of the institute, as well as in-depth information about the individual and location subscription packages, currently costing $300 and $1,200, respectively. Visitors can also learn more about all four levels of RVTI certification, find in-person training opportunities, search for available job postings and shop in the store for class materials and more.

The new site is at rvti.org.

RVIA Lobbying for More Infrastructure to Serve e-RVers

The RV Industry Association (RVIA) Government Affairs team has launched lobbying efforts to expand e-RV infrastructure, the association said. After receiving approval from RVIA's Board of Directors in November – and supported by the passage of the Infrastructure Investment and Jobs Act – the Government Affairs team has been spreading the word about the need for an increased number of pull-through EV sites in campgrounds.

"As e-RVs start to become more common, charging them could present an issue," said Jay Landers, RVIA vice president of Government Affairs. "Many of the current charging stations are not designed for combination vehicles, including electric towables. There are very few pull-through electric vehicle charging stations, and if an RV combination takes up two spots, it prevents others from charging their electric vehicles. Even with just an electric tow vehicle, the RV owner would have the added frustration of uncoupling the trailer, finding a place to put their RV trailer, charging the tow vehicle, and then reattaching the trailer. More pull-throughs, especially those designed for electric RV combinations, would help solve this barrier."

With Congress's Infrastructure Investment and Jobs Act now signed into law, $5 billion has been set aside for the states to improve their EV infrastructure, as a way of helping the U.S. move toward EVs and away from internal combustion. Another $2.5 billion remains with the federal government to spend on national infrastructure. The Government Affairs team is hoping these funds will help create more pull-through sites suitable for e-RVs.

Landers said that any industry with large trailers or vehicles is going to have a need for more pull-through spaces, but the RV industry is leading the charge: "Our team is working with the Outdoor Recreation Roundtable and receiving their support on this initiative. We're also working with a national lobbying firm to help spread the word."

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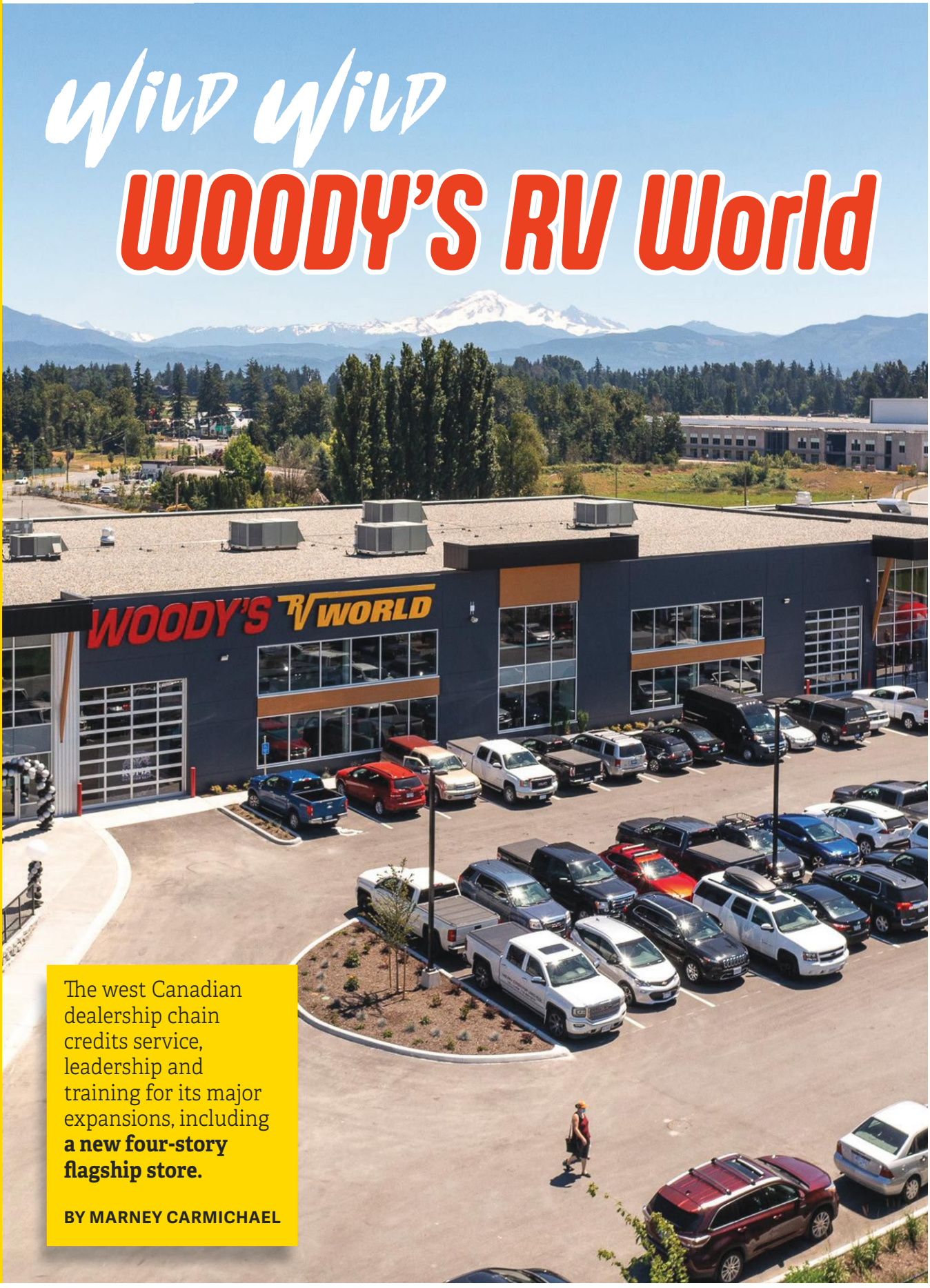
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Wild Wild WOODY'S RV World

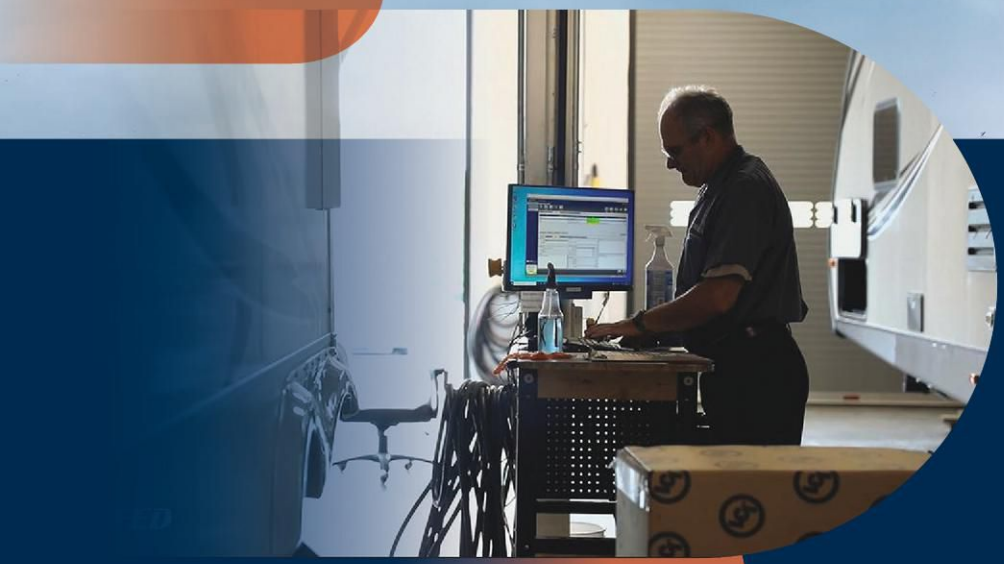


The west Canadian dealership chain credits service, leadership and training for its major expansions, including **a new four-story flagship store.**

BY MARNEY CARMICHAEL

Photos courtesy of Woody's RV World





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8550060



8550061



8550038



PART DESCRIPTION	PART #
18K *Ram Prep Package*	8550060
18K *Chevy/GMC Prep Package 2000+*	8550061
18K *Ford Prep Package*	8550024
21K *Ram Prep Package*	8550062
21K *Chevy/GMC Prep Package 2000+*	8550063
21K *Ford Prep Package*	8550038

NEED TO INSTALL EXISTING AUTOSLIDE INTO A NEW TRUCK:

PART DESCRIPTION	PART #
Autoslide Mounting Plates *Ram Puck Systems 2013-Present Puck Systems*	6401
Autoslide Mounting Plates *GM 2020-Present Puck Systems*	6402
Autoslide Mounting Plates *Ford 2011-Present Puck Systems*	6033

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When Woody Paylor opened his first dealership in Alberta, Canada's Red Deer in 1986, his commitment to ensure an excellent customer experience was clear. Paylor's intent was to elevate industry standards and champion the RV lifestyle to help customers make everlasting memories – and accomplish that he did. Woody's RV World is now western Canada's largest chain of family-owned and operated RV dealerships.

"Our initial goal was to provide our customers with the best products together with professional service, to treat them with the utmost respect and care, always with a friendly smile," Paylor says.

Woody's RV World expanded throughout the province to Calgary in 1992, Edmonton in 2005, Grande Prairie in 2011 and Leduc in 2016 – then to neighboring Saskatoon, Saskatchewan, in 2019. Two years later, it debuted a stunning four-level store in British Columbia (BC).

"No economic downturn or COVID-19 restrictions are going to slow Woody's growth," says Marketing Manager Russ Small. "In the past five years, we've constructed a new location in Leduc, moved and rebuilt our Red Deer location, took over a Saskatchewan dealership and opened a flagship store in Abbotsford, British Columbia.

"We're with them along the way for as long as they own their RV." *[company motto]*

"It represents a cumulation and collection of Woody's knowledge and experience in constructing RV buildings designed to service its customers," Small says of the BC dealership.

Situated on 10 paved acres, the 70,000-square-foot facility can showcase more than 50 units in its air-conditioned showroom and boasts a 3,500-square-foot parts and accessories megastore. Its massive 200,000-square-foot paved inventory lot is easily accessible via golf carts or on foot, and



Ron Graham (L), assistant sales manager, and Dave Rempel, general sales manager, both of the company's Saskatoon location.



Salesman Nelson Simao hands the keys to new customers at Red Deer.



Woody's draws a crowd at a Camrose, Alberta, event in July 2022.



(L to R): Kramer Thompson, COO/CFO; Darren Paylor, president/founder; Woody Paylor, founder (retired); and Clayton Phillips, Leduc general sales manager.

there are more than 20 full bays dedicated to serving customers. The top floor features a waiting lounge that overlooks the entire showroom and offers picturesque views of surrounding mountains.

Though Woody's specializes in selling quality motorhomes, including Super Cs, they also carry towables, tents, trailers, fifth wheels, toy haulers and destination RVs. The dealerships sell familiar names such as Winnebago, Forest River, Coachmen and Fleetwood, as well as new leaders such as Panoramic, Ember RV and Grand Design RV.

As founder Paylor puts it: "Woody's customers are not just purchasing an RV; they are purchasing a full-service dealership."

SERVICE WITH A SALE

Over the years, one of Woody's specialties has been in renovating and detailing used RVs. Customers today rely on these standards when buying used units. Technician certification is a key competitive advantage here. Woody's is part of the RV Dealer's Association (RVDA) of Canada Pre-Owned Certification Program, created to provide the consumer with an added

security when purchasing a used RV.

"This also allows us to highlight the work our certified technicians do in ensuring that the RV's multipoint inspection is completed. We do this inspection for any pre-owned unit 10 years or newer," Small says.

Family remains at the helm of Woody's RV World, with son Darren as president of the company. The dealership focuses on maintaining an environment where employees are encouraged to thrive and performance is acknowledged and recognized through opportunities to advance. Presently, 10% of employees have been with the company for more than 15 years, with its most tenured staff member being employed for 35 years.

With regards to sales structure, Director of Sales Michael Vigfussion manages 10 sales managers who have a staff of three to eight RV sales consultants per location.

Director of Parts Jason Fifield leads seven parts managers across each of the dealerships. Parts managers head teams of parts associates, parts and service coordinators, shippers and receivers. Service is coordinated through six service managers across each location. The service managers are responsible for service writers, warranty, technicians, shop foremen and lot managers.

In the province of Alberta, the RV service technician trade is a journeyman level trade, which requires technical training, as well as a minimum shop time requirement over a three-year period. Companywide, Woody's RV employs 33 journeymen and eight apprentices.

Woody's RV World, Small says, looks forward and is not content with merely the status quo.

"Senior leadership believes that time spent focusing on the future and understanding exactly where we are headed is just as important as working on where we are at now.

"We look for ways to innovate and enhance the operations of the company and have a proven track record of successfully implementing those ideas," Small says. "One example is putting managers through an in-depth leadership program with the Spader Group. These are managers that we believe are the future leaders of this company and that we must make the investment today to maximize down the road."

POISED FOR PROGRESS

Addressing current industry challenges, Woody's Chief Financial Officer and Chief Operating Officer Kramer Thompson says: "The 2022 product availability challenges were addressed, but pose new ones for manufacturers as dealer deliveries are becoming the major issue. With an unprecedented number of dealers' inventory waiting to be shipped, and a continued lack of industry drivers, there doesn't appear to be an immediate solution on the horizon. As a Canadian dealer, we're facing significant challenges in getting product on to dealer lots in a timeline. It is going to be critical that dealers, manufacturers and freight companies all work together to improve the current delays being experienced in shipping.

"While we may not see continued pandemic-level sales, we anticipate continued strong consumer demand over the next five years. We also expect to see further dealer consolidation," Thompson says.

Woody's says it champions and supports the RV industry whenever possible. Thompson is the active president of the Alberta RVDA, and many of their long-term staff have participated on the board. Woody's also takes part in all RVDA-endorsed RV shows in the major Alberta markets.

To keep customers coming back, the dealership runs promotions for discounted labor rates, service training and education seminars for the DIY clientele, which helps cross-promote between the service and parts departments. Also, each fall, Woody's holds a one-day, drive-thru event where customers get their unit winterized in under an hour.

The company utilizes the Canadian RVDA Technician program to train technicians and connect with local learning establishments to attract new employees.

"Currently, we are seeing a significant climb in the average overall age of technicians. It's important to ensure young people continue to pursue this trade," Small says. "Our belief is that the best course of action is to attract young people with strong values and organically grow our future veteran technicians."

Work experience and apprenticeship programs also help, and the company has several journeyman technicians who started via such an avenue. Woody's is involved with the Registered Apprentice Program (RAP) in partnership with the Alberta government and local high schools, which enables students to earn credits toward graduating while getting hands-on trade experience.

"All of our apprentices attend technical training at a designated trade school for RV service technicians," Small says.

As for accolades, in 2017, Woody Paylor was the first-ever Canadian to be inducted into the RV/MH Heritage Hall of Fame, something the company is very proud of. Woody's RV World is also honored to be recognized in the community, among peers and by its customers. Its dealerships have received numerous awards such as "Readers' Choice," among others. RVP



Leduc Salesman Dan McPhee with the company's mascot.

What's New in P.O.P. DISPLAYS

Lippert's interactive kiosks do the selling for the dealer, and let the user research all of the company's products in a one-stop shop.

BY JENNIFER KING

Elevating the merchandising of products at dealerships and offering customers a more in-depth experience are the goals for Lippert's new interactive digital kiosks that will roll out this year.



Photos courtesy of Lippert; Jennifer King

Jarod Lippert, vice president of marketing and communications, says because the company offers a wide variety of products – everything needed to take an RV out for the first time, spruce it up or do maintenance, he says – communicating with a customer about all the components he or she may need and how to use those products is helpful for not only the customers but also dealers.

"This kiosk is a perfect mix of 'here's all your products in a format you're used to seeing.' You can browse a digital catalog, watch installation videos, product videos, product information – all the information you need to make that decision and walk over to the dealer counter and say 'I want these five things,'" Jarod says.

VALUE ADDED

Digital kiosks such as those Lippert will be working with top dealerships to install are an added value for those dealers.

"That's the goal is to drive that sale home for the dealer and add value," Jarod says.

For each dealer partner that adds one of these kiosks to the retail store, a Lippert regional sales manager will help set up the kiosk and train dealership employees on how to use it. All of the updates can be done remotely through the cloud, Jarod says, so the dealer doesn't need to do anything to maintain it – just keep it plugged in and turned on.





"ROI on P.O.P. displays is really a challenge to everyone in the industry."

"This is a hands-off experience for the dealers, so they don't have to worry about a whole lot," he says.

UPGRADING P.O.P. AND PACKAGING

There's no denying that the RV industry's focus in the last couple of years was in "the yard." Moving units was the name of the game and focusing attention on parts and accessories sales wasn't as high on the priority list.

"ROI on P.O.P. and displays is really a challenge to everyone in the industry," Jarod says.

"Every supplier faces the same challenge in that we'll go ahead and get the display to a dealer [and then] is it still there a year from now? Has it been moved to the back room? It's hard to keep track of that."

Since a supplier may not be able to guarantee that there is a lot of support available to help sell parts and accessories, Jarod says their objective as a company was to make it easy so a salesperson isn't even needed. That's where the digital kiosk comes in.

The company's displays





have always included a lot of content to help customers make decisions, Jarod says.

"We focus a lot on creating that content that lives on our website so they can do as much research as they can before they walk into that dealership," he says. "Our goal has always been to presume that there's not going to be a knowledgeable salesperson, so how can we create a merchandising display that drives the sales home for the dealer?"

PROVIDING THE RIGHT TRAINING

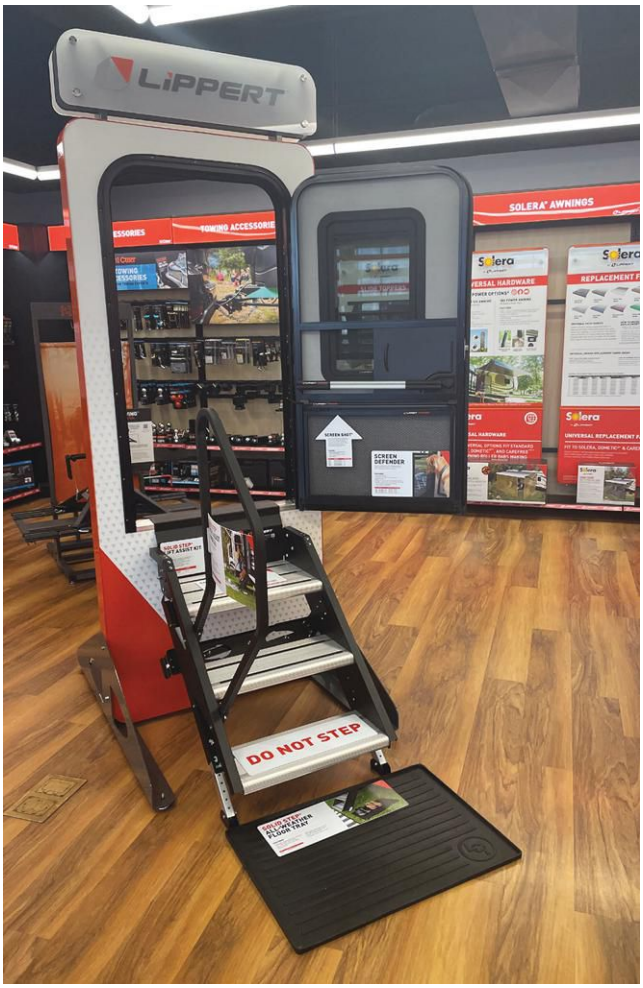
Customer experience is one of Lippert's pillars, Jarod says, so in addition to making sure the consumer gets the knowledge he or she needs from P.O.P. and packaging – in addition to product information and online videos – training for dealers is critical.

"We have a team of regional sales managers where their sole job is to go visit dealerships," Jarod says. "If any of these dealers need training, they reach out to their regional sales manager or, if they don't have one, we'll get one planned."

Lippert also does training on the technical service side. Dealers come from across the country to the company's training center in Indiana for hands-on technical training and how to work with Lippert products.

Recently, the company also started their "scout school" where a handful of RV owners – dubbed Lippert mini ambassadors – are trained on different products so they can understand how to perform service on some components and troubleshoot issues. They are aiming to get users back on the road without having to call a dealer or a service technician, Jarod says.

"That was a really successful scout school – we'll do more of those," Jarod says. "This is all part our customer experience initiative." RVP







2023 DEALER APPRECIATION EVENT

JANUARY

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STATE OF THE INDUSTRY

From enthusiasm for the outdoor lifestyle, innovation and alternative energies, to the challenges of rising costs and searching for ways to make the industry more inclusive, there will be a number of positives and negatives to grapple with in 2023. As we ring in the new year, see what lies ahead with insight from industry associations and experts.

RVDA LOOKS AT THE ROAD AHEAD

Phil Ingrassia
President
RVDA



RV dealers have been through a whirlwind of change over the past 12 months. Inventory levels are up, especially on the towable side of the business, and now dealers must contend with a softening market due to economic challenges beyond their control.

Through all this, the RV Dealer's Association (RVDA) will continue to be the voice of the dealer on an array of issues impacting RV retailing and the entire industry. Some of the issues that the RVDA board and staff will be working on in the coming months include:

FTC Motor Vehicle Trade Regulation Rule

The Federal Trade Commission (FTC) has proposed new regulations that could have a major impact on the motor vehicle financing and sales process as well as require expanded disclosure on optional products typically sold in the F&I office.

The agency is also considering requiring dealerships to provide an "offering price" for any specific vehicle they advertise. Some in the industry have termed it the "out-the-door" price the dealership would charge to purchase the vehicle.

RVDA told the agency that the initial draft regulation would impose redundant and ineffective requirements that will hurt buyers through increased prices, extending sales transaction times, requiring additional paperwork and signatures, and making the customer experience more confusing.

Ironically, the FTC complains that the current amount of paperwork confuses the customer. The proposed rule clearly includes motorhomes and travel trailers along with all types of other vehicles.

Clearly, no one condones misleading advertising or unfair practices in the sales or financing process. However, as RVDA and our other allies have pointed out, the FTC already has the authority to combat deceptive trade practices and has used these regulations to go after dealers who do not comply with existing rules.

During a time when the industry is working to simplify vehicle sales and pricing, streamline transactions and improve the customer experience, this type of rule goes in the opposite direction. RVDA will continue to keep members updated on this important issue.

Repair Event Cycle Time (RECT)

Service capacity remains a major issue within the industry and RVDA is working with its industry partners on reducing Repair Event Cycle Time – or RECT. Many dealerships are making huge investments in people and facilities to grow their fixed operations departments.

Manufacturers, suppliers and distributors are working



Service capacity remains a major issue within the industry, and RVDA is working with its industry partners on reducing RECT.

together to help support dealers with several new initiatives, including parts drop ship programs, parts lists and easing warranty processes to help get customers back on the road. The Mike Molino RV Learning Center has also developed two online programs to help dealers improve their service management efficiency – one for RV service writers/advisors and one for parts personnel.

Legislative Issues

A report by the U.S. Commerce Department's Bureau of Economic Analysis released in November confirms that outdoor recreation continues to be one the country's largest economic sectors, creating billions of dollars in consumer spending and millions of jobs.

The Great American Outdoors Act, which RVDA supported through the Outdoor Recreation Roundtable, has provided much-needed funding for federal land agencies on deferred maintenance.

Many dealers and others in the RV industry helped get that legislation over the finish line and there is additional legislation pending that would reduce red tape for campground development on public lands.

Again, RVDA will do its best to keep members updated on these and other industry issues throughout the year.

Q

What do you predict for the RV industry this year?

We expect continued interest in the RV lifestyle and our products. Enthusiasm for the outdoor lifestyle and the opportunities for hybrid or remote work continues to grow.

Mike Lanciotti, President, REV Recreation Group



As a whole, I think we as an industry need to see the larger picture that over the past couple of years, we have seen a huge influx of first-time RVers and if we are able to retain even a fraction of them in the lifestyle, the future is still bright. Even if 2023 is down, down compared to what baseline? High tides lift all boats and those that realized this and prepared for a downturn should weather the storm just fine.

Ronnie Merchant, Chief Operating Officer, Hesse Enterprises, parent company of Blue Ox



RVWA HARNESSES ITS MOMENTUM

Susan Carpenter
President
RV Women's Alliance



The theme for the RV Women's Alliance (RVWA) in 2023 is to deepen the value we deliver to members and expand on all of our programs. It is really incredible to think about all that the RVWA has accomplished in the past four years since our founding. Making connection and providing leadership training and development to women in the RV industry has been a cornerstone of our organization and areas where we made incredible advancements in 2022 that will carry through to 2023.

When the RVWA was founded, hosting an educational symposium that brought together nearly 200 people for two days of networking, education and awards focused on women in the RV industry seemed like a pipe dream. Would people come? Would companies want to sponsor such an event? Will there be enough nominations for an awards program? It was a resounding "yes" to all of the above as RVWA members – both men and women – traveled to Chicago for the inaugural RVWA Educational Symposium in October.

The connections made, lessons learned and awards presented surpassed all expectations for a first-time event. Education focused on communication, listening, conflict management, diversity, equity and inclusion – all things critical for leaders, and future leaders, to understand. We also presented our first-ever awards that celebrated the women, men and companies who are championing women every day, recognized the up-and-coming leaders of tomorrow and honoring the female trailblazers in our industry who have not only achieved incredible things in their careers, but have also paved the way for other women coming up behind them.

With such a successful first outing, our small but mighty team is already beginning the planning to make the 2023 Educational Symposium even better and more impactful for attendees by increasing networking opportunities and expanding the types of education offered. Our newly launched mentorship program will also play a larger role in the event, allowing members to spark connections that will lead to long-term mentorship relationships.

The other big focus in 2022 that will be expanded upon in 2023 is the all-female RV technician classes conducted in conjunction with the RV Technical Institute (RVTI). The program was piloted in August 2022 and resulted in 22 women successfully completing the training and testing to become RVTI Certified Level 1 RV Technicians. The response to the class was so great, the alliance is expanding the program nationwide next year. In 2023, RVWA will host five of these all-female technician classes across the United States, including in Texas, Oregon, Pennsylvania, Florida and Indiana. The purpose of these classes is to get more women into the RV technician field and help them begin their career in the RV industry.

The past year has seen a nearly full return to in-person events that are so critical to creating and maintaining meaningful connections between people in our industry. While many of the RVWA events in 2022 took place in the northern Indiana area, expect to see a lot more events across the country in 2023 as we build out partnerships and provide members with resources to host their own RVWA education and networking events.

This year we also added a community service component to our events because we found that our members enjoy not only networking but also networking with a purpose. During our Open House Breakfast, attendees wrote cards and shared words of inspiration for the children of Care Camps. In December, attendees at our holiday party each brought an unwrapped pair of nonslip socks for donation to local elder care facilities in the Elkhart area. This focus on doing good in our communities is an effort we will continue into 2023.

I am very excited for the future of the RV Women's Alliance and the impact our members continue to make across our industry. In 2023, we will continue to expand our programing and create more opportunities for members to be involved. We are incredibly grateful to our more than 1,600 members and the many industry partners who support our mission to elevate, educate and promote women in our industry through the generous donation of time and resources.

I am very excited for the future of the RV Women's Alliance and the impact our members continue to make across our industry.

What's a challenge the industry needs to focus on in 2023, and what do you think could be a solution?

One of the biggest challenges I see in our industry is the lack of diversification in our customer base. Whether it be race or age, there is a large population of individuals that don't see RVing as somewhere they would fit in. This is in no way a shot on current RVers, as we have all been to a campground and know that short of asking to use your toothbrush, campground neighbors are very inclusive and friendly. The biggest hurdle we have is getting different ethnicities and age groups to try the lifestyle before they make a purchase and hope they like it. I think educating prospective RVers is the key – the idea of towing or driving an RV for the first time, how to decide where to go and tips/tricks. We have to build confidence that makes the idea less daunting.



Ronnie Merchant, Chief Operating Officer, Hesse Enterprises, parent company of Blue Ox

Quality is going to be a challenge. There's no doubt the industry has made great strides to improve the quality of the products being manufactured. However, as we navigate the current business environment and rising inflationary costs, a natural reaction is to cut costs and look at other not-as-costly or lesser-quality products as replacements.

Obviously, the chain reaction is extensive, however, the result often becomes a poor customer experience and damaged reputations. As an outcome of the pandemic, over the last couple of years, the RV market has added so many first-time buyers that the goal needs to remain on how to retain them. One of the best ways is by offering an incredible customer experience. That does not happen through reductions in quality and can ultimately get in the way of a great outdoor camping experience.



Wade Seaburg, Chief Revenue Officer, Dragonfly Energy

We expect that consumer demand will continue to increase for electrification and connected products, and we are proud to be on the forefront in developing innovative products and features to meet those expectations. In 2022, we revealed the Winnebago Industries eRV, an entirely new, all-electric, zero-emission concept RV that is flexible, functional and practical. Developed by our Advanced Technology Group, we are using the eRV platform as a springboard for future vehicle applications, and we will continue to advance electrification in 2023, with exciting news to come this year. Additionally, we recently announced the development of the Winnebago Industries Advanced Technology Innovation Center in the Twin Cities. This new facility will enable us to incubate and prototype new technology applications across a wide range of products in areas such as alternative energy and autonomy and will be equipped with leading-edge technology to meet the innovation needs across our brands.



Ashis Bhattacharya, Senior Vice President, Business Development, Advanced Technology and Strategic Planning, Winnebago Industries

Q What was 2022 like for your company and how are you feeling looking ahead to 2023 – what do you see in store for your company?

2022 remained a strong year for Blue Ox, albeit not as strong as 2021, but it was more stable. As markets started to stabilize and as orders came in at a more standard cadence it allowed us to reclaim some of our operational efficiencies instead of firefighting.

Ronnie Merchant, Chief Operating Officer, Hesse Enterprises, parent company of Blue Ox



"There is a stickiness to outdoor activities once someone experiences them, and we see this momentum continuing in 2023."

We had a record year in fiscal 2022 at Winnebago Industries, reaching $5 billion in revenue, and we are encouraged by how our premium outdoor brands resonate with our increasingly diverse consumer base. We do expect that industry demand may normalize to an extent in 2023 due to macroeconomic factors, but we are confident that our business is well positioned to continue to perform through economic cycles thanks to our strong and growing share position and our diversified consumer base across RV and marine. We also see growing interest in the outdoors by a diverse range of new consumers over the last two years as a lasting, long-term tailwind. We recently surveyed outdoor enthusiasts and found that 89% plan to participate in outdoor activities as much or more than they do now over the next six to 12 months. There is a stickiness to outdoor activities once someone experiences them, and we see this momentum continuing in 2023.

Michael Happe,
President and CEO, Winnebago Industries



This year was monumental for Dragonfly Energy and capped off by the completion of our public transaction and listing on Nasdaq as DFLI, as well as the official ringing of the bell in October. It was a culmination of the hard work of our dedicated team from all facets of the company. We're truly honored to be recognized by the public markets as a leader in green energy storage solutions.

More importantly, the work on our transaction didn't slow us down in 2022. We continued to see growth in the RV market developed through our strategic relationships, new product development and widespread adoption of our energy systems.

For our team here at Dragonfly Energy, our attention to customer experience has been and continues to be the most important part of what we do. We feel quite fortunate to provide a product that aligns with our customer-centric approach perfectly with the goal to continue to enhance and improve on the outdoor experience in ways that customers could never have imagined was possible.

Looking ahead, we are going to continue to innovate, seeking solutions for our customers while delivering on our service with a focus on sustainability and renewable energy storage.

Wade Seaburg,
Chief Revenue Officer, Dragonfly Energy



We experienced strong demand across our product categories and delivered record year-to-date sales and earnings through our fiscal third-quarter. Within our motorized categories, dealer inventories remain well below pre-COVID peaks, and we continue to ship a large number of units that already have retail buyers.

While industry shipments of towable units has declined, our portfolio is more heavily weighted to motorized categories. If we look at Hershey 2022, while attendance was down, our sales were consistent with the previous year. At September's Dealer Open House, we saw strong dealer response and excitement across all our brands and products, and especially for the new models including the Lance Enduro designed for off-grid camping and the Fleetwood Frontier GTX, which features an office – great for remote workers. We believe a successful Hershey and Open House will provide us momentum heading into 2023; we expect that repeat and new buyers will continue to appreciate the quality and performance of our brands in 2023.

Mike Lanciotti, President,
REV Recreation Group





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LIPPERT

What can companies do next year to get people interested in a career in the RV industry?

I will address this question from the standpoint that it is probably meant: What are we going to do to get direct labor interested in the RV industry? SG&A [selling, general and administrative] employees are far less difficult to get excited about the idea of working in the industry because it is a fun sector to be in, but direct labor doesn't necessarily care about "the industry." They have bills to pay and responsibilities of their own, so if they can make a dollar an hour more down the street making cellphone towers, they should be more interested in the cellphone tower industry. Without the individuals that are actually adding value to raw materials, we do not have products to sell – for years this has been a third rail. If you don't take care of your frontline workers they can, and should, leave for a company that does. Most interest is driven through word of mouth and building a reputation of a great place to work isn't something that is done in a year but that is the surest route to recruiting individuals to our industry.

Ronnie Merchant, Chief Operating Officer, Hesse Enterprises, parent company of Blue Ox



People want to work for a company that reflects their own values and helps them to grow and expand their experience and learn new skills. We proactively share content online that shows our culture and what it's like to work in our facilities, such as regular employee spotlights that recognize and celebrate our team. To demonstrate employee tenure and career progression, we shared the promotion of Brian Stout to VP/GM of Midwest Automotive Designs with the media, on social media and our website. Brian has worked in various operational roles at Midwest Automotive Designs for the past 10 years, serving as the director of operations for the last three years – it's a great example of the professional development that's possible within the RV industry. For Veterans Day 2022, we held events across our facilities to honor our military veteran employees. Also, we recently hosted Fleetwood's annual family picnic at our Decatur facility where employees and their families enjoyed a day of fun activities, great food and tours of the facility.

Mike Lanciotti, President, REV Recreation Group



I believe innovation is what's going to draw people to want to explore a career in this industry. Because of that, companies must continue to put a focus on technology and innovation, particularly the electrification movement. Today's workforce has different priorities than years past. They seek out companies that provide unique opportunities and challenges – and are doing good for the communities they serve, positioning quality over quantity. If, as an industry, we can be open to evolving the way we design and manufacture RVs and accompanying components and services, we'll open our businesses up to fresh perspectives and talents that can help propel it in new and exciting directions. It also doesn't hurt to capitalize on the changing business environment with people making choices about where they want to work and who they want to work with. Honestly, there's no better environment than the outdoor industry to accomplish that.

Wade Seaburg, Chief Revenue Officer, Dragonfly Energy



We believe our employees are our greatest strength and it is important to continue to grow the pool of candidates interested in the RV industry and the broader outdoor industry to reflect the population and our consumer base. At Winnebago Industries, we hired our first head of Diversity, Equity and Inclusion (DEI) in 2021 to ensure we have the focus and resources dedicated to this important pursuit. One area of emphasis for us will continue to be bringing more women into the industry. In October, we were recognized by the RV Women's Alliance with the inaugural Champion of Women Award for our work such as launching our Women's Inclusion Network last March. We believe initiatives such as our employee resource group and involvement with organizations like Women in Manufacturing will provide more opportunities for women to launch and continue careers in the RV industry.



Stacy Bogart, Senior Vice President, General Counsel, Secretary and Corporate Responsibility, President, Winnebago Industries Foundation



RVIA ON WHAT'S NEXT IN 2023

James Ashurst
Executive Vice President
RV Industry Association



2022 has been a tale of two worlds for the RV industry – from record shipments in the first two quarters, to a dramatic decrease in both shipments as well as retail. While it is an easy exercise to simply view this drop as a negative, the truth is everyone in the industry has been expecting and planning for this decrease in shipments. The mood at the recent RV Dealer's Association Convention/Expo was very interesting; it felt like a mix of reality, meets calm, meets enthusiasm for the future. Everyone I spoke with – manufacturers, suppliers, dealers and finance companies – had an almost peaceful acceptance of the current market downturn, but also an expectation that once we weather the next few months, that we would see another upturn for the industry.

There is reason for this industry optimism. While the past two years have been truly remarkable, especially considering the immense economic headwinds we have faced, it is important that we put into context this recent decrease in shipments. If you look at the data compiled by the RV Industry Association (RVIA), our industry has been on a continuous path of shipment growth for more than 40 years. Forty years!

Beginning in July of 2020, the RV industry set new monthly records for 19 of the past 25 months. We saw every month in 2021 best the previous year's number for that month – apart from December 2021 where the record was missed by 35 units. And that record-breaking trend continued through May of this year. The RV industry has never experienced a continuous run like that in as long as the association has been collecting and tracking RV shipment data.



As we look to 2023 and beyond, it is important to point out that even with continued supply chain and inflationary challenges, 2022 will end as a Top 5 year for RV shipments, and the RV Industry Association projects 2023 to be in line with our 10-year average for RV shipments – and considerably above our 20- and 30-year numbers. This truly is a return to normal for the RV industry – but that should not be viewed as a negative. Reason being, for decades our industry has experienced ebbs and flows, yet we've seen overall continuous shipment growth for more than 40 years. This isn't industry spin – these are unarguable facts. History shows us that normal for the RV industry means steady and continuous growth.

There are other reasons to remain positive going into 2023. Our new buyer research shows that today's RV buyer is younger and more diverse than ever. The median age of a current RV owner is 53, however, in 2020 the median age of a first-time buyer was 41, and in 2021, that number dropped to 33.

Even with the aforementioned economic conditions,

overall participation in the outdoors has been growing across all segments starting well before the pandemic – another positive signal for the future of our industry. This next generation of buyer realizes that RVs are the perfect way to experience the mental and physical benefits that come from living an active outdoor lifestyle.

These new buyers represent our future, and there is a clear path to decades of continued industry growth. Suppliers and OEMs must continue their focus on technology, and in building innovative and quality RVs across all product types that provide different use cases and span a variety of price points.

We need to support the RV Technical Institute (RVTI) and its mission to recruit and train technicians. The Go RVing program must continue its focus on bringing in younger and more diverse buyers – and furthering its expansion into micro-targeting consumers in an ever-changing media landscape.

And finally, we must advance our efforts to push legislators into investing in outdoor recreation. The outdoor economy represents $862 billion dollars, and there is an immediate and critical need for investment in infrastructure, technology and campground modernization and expansion.

Looking ahead, there are tremendous opportunities for our success to continue, and if we pull together as an industry and continue to work to create excellent consumer experiences at every level, there is no reason our industry cannot extend its impressive run of continuous growth for many more decades to come.



History shows us that normal for the RV industry means steady and continuous growth.

RVTI TO CONTINUE TO RECRUIT, RETAIN AND TRAIN

Curtis Hemmeler
Executive Director
RV Technical Institute



As the sales and production side of the RV industry normalizes off record highs, the service side remains very strong. There is incredible opportunity for service departments to make a real difference in RV customer satisfaction and helping the industry retain the hundreds of thousands of new RVers that flocked to the lifestyle over the past few years. If our customers are able to get their RVs serviced in a quick and easy manner, they will be free to spend more time using the product and less likely to leave the lifestyle. And that is where the RV Technical Institute (RVTI) will continue to be a critical retention tool for the RV industry in the coming year.

The ability for the industry to service all of the new customers is reliant on more trained and certified RV technicians being available. With a laser focus on solving this problem, 2022 was the "Year of Recruitment" for RVTI. Our multipronged approach to recruitment has been very successful, allowing us to reach people who are already in the industry and need training, people from outside our industry who can be trained to fill RV technician jobs now, and people who will fill the pipeline with the RV technicians of the future.

Prior to 2022, RVTI was mainly focused on that first bucket: getting current RV dealer technicians trained on RVTI's gold-standard curriculum. This year, in addition to the continued training of existing industry techs, RVTI went outside the RV industry, recruiting and training more than 1,000 brand-new RV technicians into the field. This means more expertly trained technicians diagnosing and repairing RVs, getting RVers back out on the road faster than ever, and vastly improving the RV consumer experience.

This recruitment effort was accomplished through a robust consumer marketing campaign targeting job seekers into the growing and desirable RV technician field, in addition to partnerships with organizations outside the industry including high schools, trade schools, prisons and government training programs. One of the messages that really resonates with recruits is that the RV industry can offer quality pay and on-the-job training without the burden of considerable debt that comes with a typical four- or even two-year college degree.

In 2023, we will continue to focus on recruiting more RV techs into the industry through an increased marketing campaign and presence at consumer and industry shows. We are also expanding the number of partnerships with RV dealerships across the country.

While we recruit and retain existing techs, the RVTI program will be expanding our training offering through the launch of Level 3 certification. Level 3 is delivered in partnership with RV industry suppliers on specific types of components, helping techs increase their skill set to be able to perform advanced diagnostics, troubleshooting and repairs on those systems and components. Level 3 technicians can earn a certification in one or more areas, including appliance specialist, chassis specialist, electronic specialist, electrical specialist and slide-out specialist.

An area of opportunity on the recruitment front is attracting more women into the RV technician field. In 2022, we partnered with the RV Women's Alliance to offer an all-female RV technician class. The program was piloted in August 2022 and resulted in 22 women completing the training and testing to become RVTI Certified Level 1 RV Technicians. The response to the class was so great, the program is being expanded nationwide next year.

In 2023, in conjunction with the RV Women's Alliance, we will offer five of these all-female technician classes across the United States, including classes in Texas, Oregon, Pennsylvania, Florida and Indiana.

In addition to being the only training program and curriculum designed by the industry for the industry, what sets RVTI apart from others is the affordability of the training. RVTI can deliver an affordable solution thanks to heavy subsidization from RV manufacturers and dealers because of the priority the industry as a whole places on addressing the need for more trained RV techs.

The creation of the RV Technical Institute was only possible because of a $10 million investment made by the industry.

A commitment that continues through subsidized training that allows an individual to receive a full year of training (Level 1 and 2) for only $600 and a dealership to train every tech for $1,500 per location.

The coming year presents incredible opportunity for RVTI and our partners to increase the impact more trained and certified RV techs are having on the end consumers. This would not be possible without the tremendous dedication and support from our board and our learning partners in the industry.

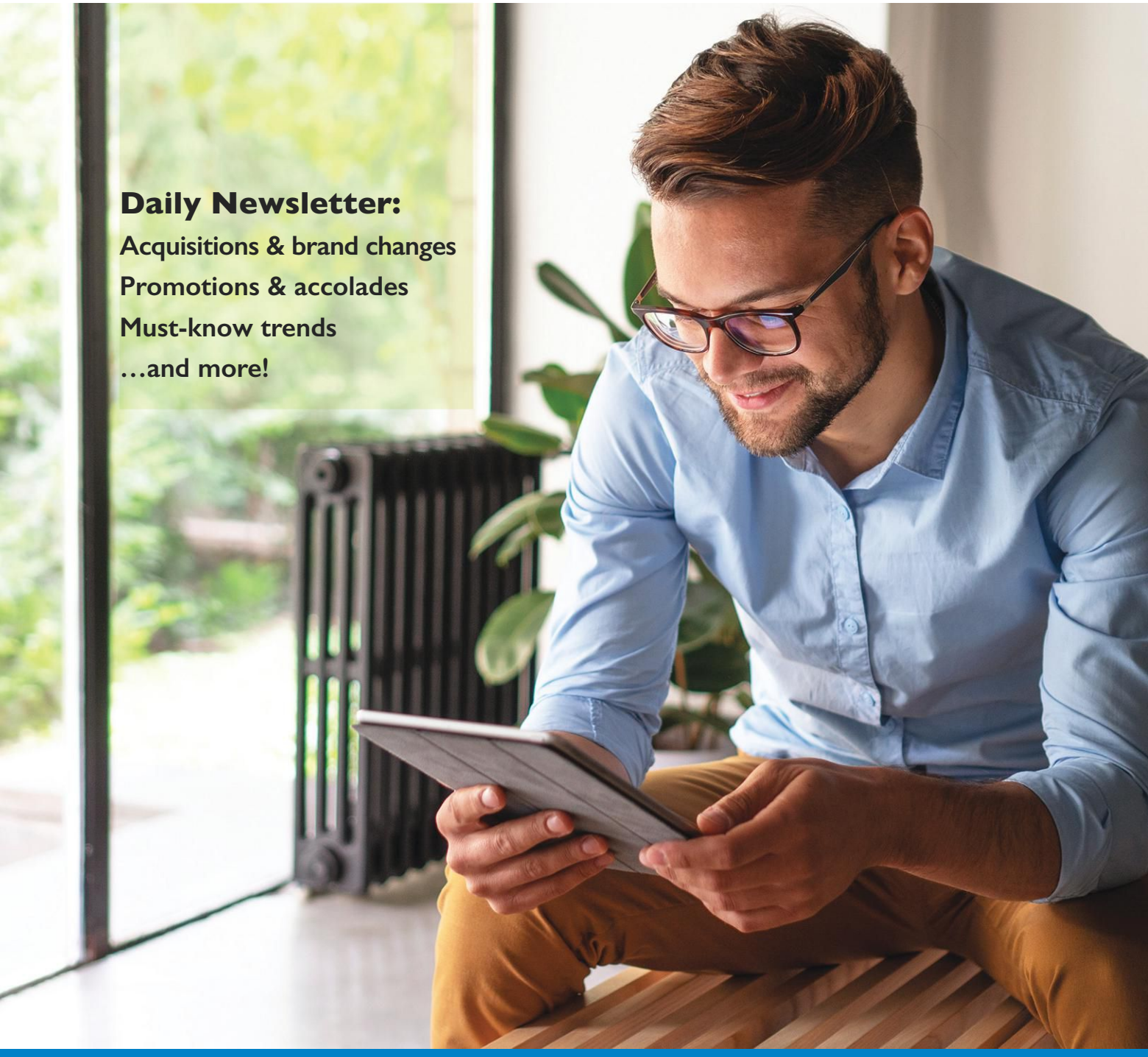
In 2023, we will be growing our in-house team with additional positions that will provide customer support to our dealer and learning partners and helping to grow not only the number of RV techs recruited into the industry, but also build upon the increase in RV dealerships that have at least one RVTI-trained RV tech on staff.

To learn more about how your company can support these efforts, visit RVTI.org. RVP

The coming year presents incredible opportunity for RVTI and our partners to increase the impact more trained and certified RV techs are having on the end consumers.



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RV PRO eNews

The economy will slow perceptively in 2023. Less robust activity in sectors such as housing, retailing and manufacturing will put downward pressure on growth and contribute to a deceleration in profits. Companies can prepare for a tougher environment by tracking cash flow closely, investing selectively and hiring prudently.

GATHERING CLOUDS & GROWING TURBULENCE

BY PHILLIP M. PERRY



Businesses are preparing for a more challenging operating environment in 2023. After two years of frenetic commercial activity fueled by a post-pandemic recovery, strengthening headwinds will tap the brakes on a robust economy. Among the culprits: rising inflation, higher interest rates, a softening housing market, continuing supply chain disruptions, declining capital investments and escalating costs for wages and energy.

The loss of some helpful economic initiatives is only adding to the downward pressure.

"Government stimulus packages, ultra-low interest rates and strong money supply creation had been helping to compel business activity until mid-2022," says Anirban Basu, chairman and CEO of Sage Policy Group (sagepolicy.com). "All those fundamentals have been inverted."

The deceleration in retail operations is echoed in the larger economy.

"We expect real gross domestic product (GDP) to increase by 0.7% in 2023," says Bernard Yaros Jr., assistant director and economist at Moody's Analytics

(economy.com). "The projection for 2022 is 1.7%. Both figures represent much slower activity than the 5.9% increase of 2021." (GDP, the total of the nation's goods and services, is the most commonly accepted measure of economic growth. "Real" GDP adjusts for inflation.)

STRONG EMPLOYMENT

Reports from the field reflect early glimmers of a less robust business environment.

"In the first half of 2022, many of our members were still experiencing high demand," says Tom Palisin, executive director of The Manufacturers' Association, a York, Pennsylvania-based regional organization with more than 390 member companies (mascpa.org). "But as the year progressed there was a significant slowdown caused by the labor shortage, inflationary issues and global events."

With its diverse membership in food processing, defense, fabrication and machinery building, Palisin's association can be a proxy for all American industry. A strong employment environment at the association's members – as well as at other companies – is helping alleviate the negative impact of the economy's headwinds. Moody's Analytics expects a continuation of that favorable condition, forecasting an unemployment rate of 4.1% by the end of 2023. That's not much higher than the 3.7% rate of late 2022. (Many economists peg an unemployment rate of between 3.5% and 4.5% as the "sweet spot" that balances the risks of wage escalation and economic recession.)

On the downside, low unemployment usually increases business costs by forcing employers to boost wages to attract scarce workers. Today is no exception.

"Our organization surveys members annually on their baseline entry level hourly wage figure," Palisin says. "Increases typically run around 2.5% to 3%, but the figure was 8% in 2022."

While Moody's Analytics forecasts a continuation of labor cost increases, they should moderate to 3.5% in 2023, down from their current 5%. Even so, those increases are expected to affect business profitability.

WORKER SHORTAGE

The tight labor market hits business profitability not only in the form of higher wages, but also in a scarcity of the very workers needed to produce goods and services.

"Employers will be very focused on labor availability in 2023 as baby boomers continue to retire and the supply of immigrant labor has yet to fully recover from severe pandemic-related disruptions," Yaros says. "Despite a slowing economy, layoffs are low, indicating that businesses are holding onto labor in a reaction to the hiring difficulties they encountered during the pandemic."

When will workforce availability increase? Not anytime soon, say observers.

"The labor market's going to be tight for years to come," says Bill Conerly, principal of his own consulting firm in Lake Oswego, Oregon (conerlyconsulting.com). "The decade from 2020 to 2030 is expected to have the lowest growth of working age population since the Civil War. One reason is the retirement of the baby boomers; another is the low rate of immigration over the last few years."

Palisin agrees that a labor shortage is going to be a long-term condition, and says his members are making moves to lessen the effect.

"Employers are trying to be creative in the way they keep and retain workers, not only by offering higher salary rates but also by extending benefits and encouraging work flexibility," Palisin says. "They are also investing more in automation for labor-intensive tasks."

RETAIL SLOWDOWN

If high employment levels can stress the bottom lines of many employers, they can also fill workers' pockets with spendable cash. And flush consumers can help drive a robust retail sector – an important slice of the economic pie.

"Wage rates, as measured by the Employment Cost Index (ECI), remain very high by the standards of the last couple of decades," says Scott Hoyt, senior director of consumer economics for Moody's Analytics (economy.com).

Even so, activity is decelerating at the nation's stores.

"2023 is likely to be a challenging year for retail, with growth only at 2.8%," Hoyt says.

The projected growth is well below the sector's historic 4.3% average as well as the 8.3% increase expected when 2022 numbers are finally tallied. The recent trend is well below 2021 when a 17.5% increase was fueled by a consumer shift away from services and toward goods.

A slowing economy is contributing to retail's deceleration, as is a penchant for post-pandemic consumers to shell out less cash on merchandise and more on services such as hotels, travel and restaurants. Any softening of inflation from recent highs should also depress results since retail activity is measured in nominal terms.

SUPPLY CHAIN DISRUPTIONS

Higher wages and scarce workers are not the only forces depressing business profits. Another major factor is a rise in interest rates – the Fed's favorite tool for fighting inflation.

"The purpose of increasing interest rates is to drive down demand," Palisin says. "So, our members are expecting to see a decrease in new orders that will impact the overall economy. Too, many of our companies have lines of credit

THE ECONOMY TAKES A BREATHER

U.S. GROSS DOMESTIC PRODUCT (GDP) ANNUAL % CHANGE

2014: **2.3%**

2015: **2.7%**

2016: **1.7%**

2017: **2.2%**

2018: **2.9%**

2019: **2.3%**

2020: **-3.4%**

2021: **5.9%**

2022: **1.7%**

2023: **0.7%**

ECONOMISTS EXPECT GROWTH TO SLOW IN 2023.

SOURCES: WORLD BANK; PROJECTIONS BY MOODY'S ANALYTICS.



that rely on floating interest rates. Rising rates will take a hit to the bottom line as companies decide whether to utilize those lines to support their cash flow and investments."

Adding further downward pressure are disruptions in the delivery of goods that continue to plague companies large and small.

"Supply chain problems have improved over the past year, but there hasn't been the significant resolution we had hoped for," Palisin says. "Random shortages in materials and deliveries are still plaguing our members, and that's leading to backlogging of orders – companies just can't get the materials or parts."

The Russia-Ukraine war has worsened the situation, Palisin says.

"The war has created an energy crunch and a disruption in raw materials from that region that have trickled through the economy to exacerbate the supply chain issues," he says.

Companies are responding by moving to reduce their reliance on China, he adds.

"They're sourcing from additional countries to reduce disruptions."

HOUSING HEADWINDS

Housing, a key driver of the economy, has also entered a period of correction.

"The underlying dynamics of the housing market are changing as lower affordability spurred by higher prices and mortgage rates is starting to significantly weigh on demand," Yaros says.

Limited affordability is discouraging consumers from signing on the bottom line. Median prices for existing single-family homes are expected to increase 11.5% when 2022 figures are finally tallied. That comes off a strong 18% increase in 2021. Any relief will only come in 2023, when prices should decline by 2.6%. While affordability has sunk to its lowest level since late 2007, the 30-year fixed mortgage rate is within striking distance of its highest level in over a decade, leading to a decline in purchase applications.

Tight housing supply is only adding to upward pricing pressure. The inventory of for-sale homes remains historically low, and new ones will be scarce on the ground.

"We expect housing starts to fall by 1.8% and 2% in 2022 and 2023, respectively," Yaros says. "This compares with a 15.1% increase in 2021."

There's only so much the industry can do to bolster housing supply – one big reason being the above-mentioned labor shortage.

"The unemployment rate for experienced construction workers is about as low as it's ever been," Yaros says. "Capacity limits have delayed housing completions and contributed to a record number of housing units in the pipeline."

One bright spot in the housing picture: Mortgage credit quality has never been better.

"The percent of loans delinquent and in foreclosure is at a record low," Yaros says. "This goes to the stellar underwriting standards since the financial crisis, and borrowers' credit scores are much higher."

While lending standards for mortgage loans are now tightening, the credit spigot is unlikely to seize up as it did during the financial crisis of 2008.

LOOKING AHEAD

Given the above concerns, it's little wonder corporate confidence is taking a hit. As the calendar turns to a new year, companies are responding to soaring interest rates and inflation by scaling back the capital investments that help fuel the economy.

"Up until the second half of 2022, most companies were taking advantage of low rates to plan ahead for equipment purchases and expansion opportunities," Palisin says. "Now, though, many are taking second looks at anything planned for 2023."

Businesses are also taking steps to increase their liquidity to cushion against tough times.

"We are all going to need to watch our cash flow," Palisin says. "Most of our members anticipate a slowdown in orders, and as a result they are holding off on some future investments and pulling back in hiring."

Uncertainty is the name of the game, and that makes planning difficult.

"We are faced with a kind of a two-sided coin," Palisin says. "The positive side represents strong current orders and a continuing need for more workers, while the negative side represents inflationary pressures and global headwinds."

Which side of the coin will show its face in 2023? Economists advise watching a few key indicators.

"In the early part of the year, companies should keep an eye on what is happening with the cost of money," says Basu of Sage Policy Group. "Inflation is the driver of near-and-medium term economic outlooks."

A second vital element, he says, is the employment picture.

"Employers should watch for any emerging weakness in the labor market."

Finally, what about consumers?

"Any softening of spending would point to a looming recession." RVP

WILL WE HAVE A RECESSION?

The accompanying article suggests an economic slowdown as the likeliest scenario for 2023. But what are the chances of a recession, or an actual decline in business activity?

While Moody's Analytics sets the odds at 50-50, avoiding a recession will require a bit of luck.

"The U.S. economy will enter 2023 being vulnerable to anything that might go wrong," says Bernard Yaros Jr., assistant director and economist at Moody's Analytics (economy.com). He pointed to risks such as a resurgence of the pandemic in China, a worsening of the Ukraine war and another energy supply shock that would hit consumer pocketbooks.

Avoiding a recession will also depend on a couple of things going right, adds Yaros. The ebullient labor market will need to cool down at a pace that softens wage increases without sparking economic turmoil. Most important, the Federal Reserve will need to successfully tame inflation without allowing interest rates to spike the economy.

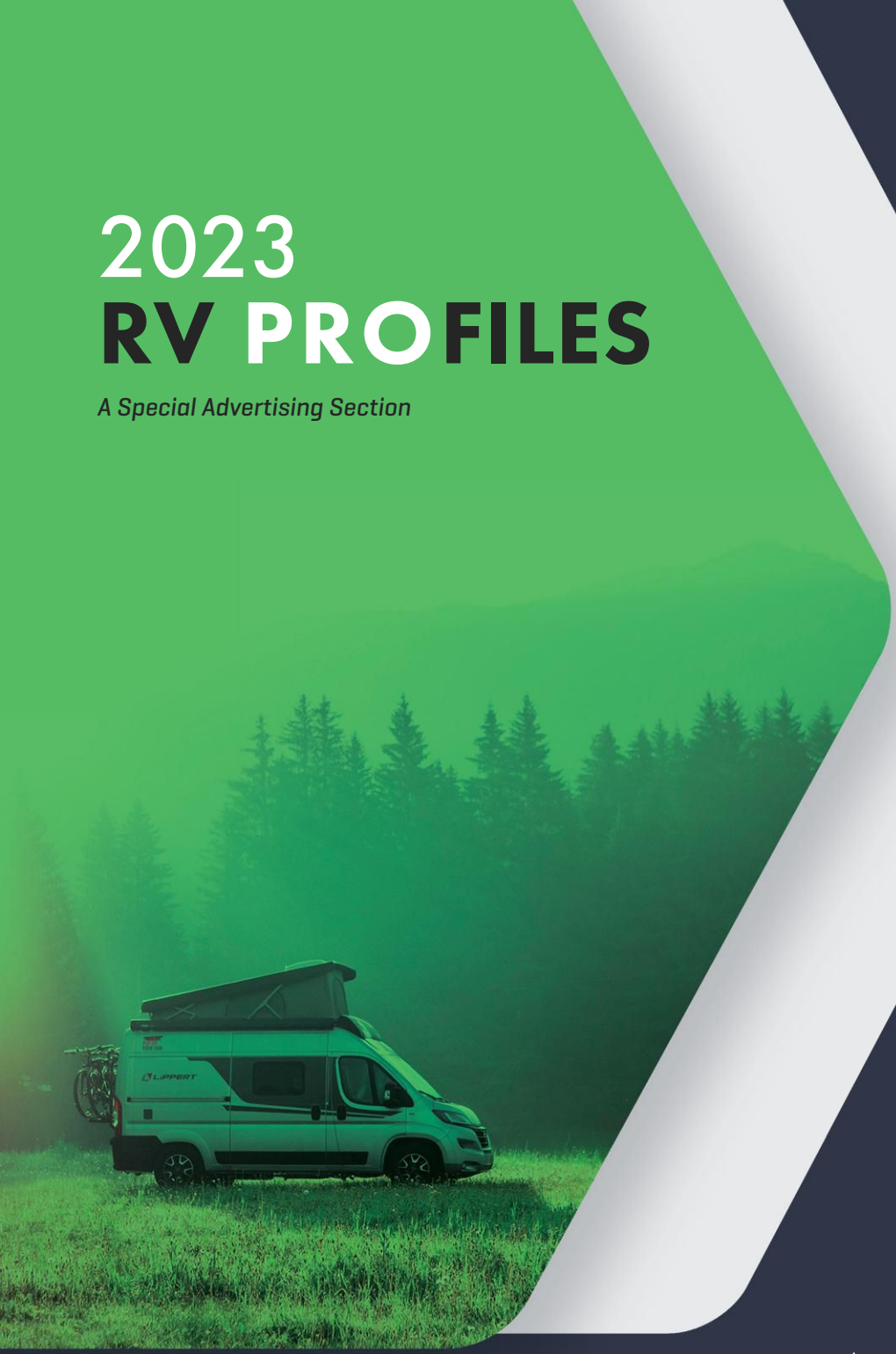
Yaros, however, is optimistic.

"We think inflation will steadily slow from more than 8% to a pace that is consistent with the central bank's 2% target by the end of 2023."



2023
RV PROFILES

A Special Advertising Section

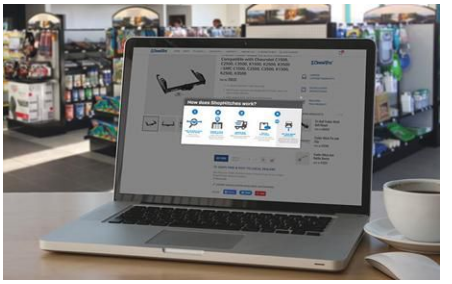


As a professional in the RV industry, you work hard to cultivate relationships you can depend on. In this special advertising section, RV PRO gives you a look at the products and services offered by some of the leading companies in the industry. Learn more about your potential partners inside.

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NTP-STAG



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For more than 50 years, NTP-STAG has been serving RV dealers, retailers and service professionals across the industry. Today, as a division of Keystone Automotive Operations, the company is highly regarded as the leading distribution company for the recreational vehicle market and is positioned to offer customers and suppliers substantial scale, the most comprehensive inventory selection in the industry, high levels of customer service, and innovative marketing support. NTP-STAG is committed to expanding its offerings to meet the ever-growing needs of its customer base, providing them with what they need, when they need it.

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- PARTease Program

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Air Lift Co.

Air Lift Co. has created dependable aftermarket air spring suspension products for more than 70 years, now sold worldwide. Today, Air Lift offers fully adjustable air spring suspension kits engineered to fit more than 540 vehicles for trucks, SUVs, CUVs, vans and RVs, to tow and haul without a worry.

Air Lift Co. was founded in 1949 and is a third-generation, family-owned company based in Lansing, Michigan, where the highest quality suspension products are designed, engineered and manufactured. The company has been dedicated to being suspension specialists since its first days.

Air Lift air spring kits work with the vehicle's existing suspension to properly level the vehicle, eliminating squat and correcting frequent issues while towing or hauling, including poor headlight aim, unresponsive steering, body roll and bottoming out. The kits significantly reduce these issues, allowing users to tow or haul safely and comfortably. These kits are made at the Air Lift plant, using highly durable and rigorously tested materials.

Air Lift offers air spring load support systems, air compressor systems, air spring spacers and other parts and pieces for kits. Kits fit various vehicles, including lowered trucks and different budgets, all while offering a range of load-leveling capabilities from 1,000 to 7,500 pounds. The Air Lift ProSeries is exclusively available through local Air lift installers.

Air Lift leads the industry in no-drill applications, and most kits use existing holes in the vehicle's frame for a bolt-on installation. Still, there are thousands of authorized Air Lift installers that are easy to find through the dealer locator listing.

It's not normal to tow and haul with your vehicle's rear squatting to the pavement.

Air helper springs can be controlled in a single-path or dual-path system to independently fill each air bag giving you complete control over the leveling of your ride. A single-path allows you to fill two bags simultaneously for front-to-back leveling evenly. A dual-path enables you to fill each bag individually for side-to-side leveling to help with uneven loads. This helps not only reduce sag, but also allows you to level your truck side-to-side when you have off-center loads.

All Air Lift load support air spring kits are backed by a limited lifetime warranty, covering the entire contents of the air spring kit. Air Lift also ensures customer satisfaction with a 60-day money-back guarantee on load support air springs and on-board air compressor systems.



Air Lift Co. has received the most awards in the industry from the Specialty Equipment Market Association (SEMA) for a commitment to quality and innovation in applying air springs in light truck and motor home suspensions.

Air Lift strives to help create better lives and is committed to continuously improving the highest quality products that fit, work and last while keeping the customer's safety a top priority. Air Lift is proud to be ISO 9001:2008 certified, which marks organizations committed to following a quality management system with several standards.

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Star brite

Star brite: Blending Innovation & Performance for 50 Years

Clean and protect with Star brite, a leading manufacturer of appearance, maintenance and performance chemicals and accessories, serving the marine, RV, automotive, powersports, hardware and home care industries. Headquartered in Fort Lauderdale, Florida, and with its manufacturing plant in Montgomery, Alabama, the company produces "Made in the USA" products, including its flagship ethanol fuel treatment, Star Tron Enzyme Fuel Treatment.

Who is Star brite?

Star brite is a pioneer in performance and innovation. Each Star brite product, from waxes and cleaners to teak finishes and fuel additives, is formulated to deliver maximum performance and value. They are made using the finest ingredients and the latest technology, such as nano-polymers, chelating agents and enzymes. Wherever possible, every product is formulated to have a minimal environmental impact; many are biodegradable, containing effective agents that won't harm the environment.

For decades, Star brite has led the industry in creating premium chemicals for the marine market and lends that expertise to the RV market. With tried-and-tested products that can withstand the harsh environment of the open seas, Star brite's full line of RV care products are also completely ready to match the demanding rigors of the open road.

Why Star brite?

Stocking maintenance and appearance chemicals guarantees there is something for every customer every time they walk into a dealership. Unlike many larger items, appliances or electronics – which get replaced every few years – maintenance items are highly consumable. This ongoing necessity offers great value to the consumer while still providing an excellent sales opportunity to dealerships to win repeat business with high turns and great profit margins.

Which Star brite products to stock?

Mildew Stain Remover, a buffered bleach formula that's safe for use on almost any surface – from fabrics and covers to vinyl and fiberglass. It can also be used in bathrooms and kitchens or even on outdoor furniture. Other surface cleaners include Black Streak Remover and Xtreme Clean for both exterior and interior surfaces.

Air care is beyond important. RVs can suffer major damage from excess moisture as they sit for weeks or months between uses. Dehumidifiers and desiccants like No Damp Moisture Absorbing Hanging Bags or refillable tubs keep moisture levels low and odors at bay. NosGUARD Mildew Odor Control bags are an easy prep for longer-term or winter storage.





Star Tron – the No. 1-selling ethanol fuel treatment – not only treats fuel in the RV itself but also generators and any tow-behinds that may accompany a road trip.

Other categories include products for treating water systems – both fresh drinking water systems and head and holding tank systems – trailer wheel bearing greases and brushes. Specialty maintenance products include Slide-Out Lube, RV Rubber Roof Cleaner and Protectant, RV Awning Cleaner and more.

Where to see Star brite?

On top of creating products that work, Star brite has teamed up with Discovery channel's "RV There Yet?" to bring America a first-of-its-kind TV series that travels across the United States showcasing the RV lifestyle and the unique, exciting opportunities that life on the road brings. The series highlights some of the best campgrounds and excursions around the country as well as the best products to ensure an RV stays clean and protected.

How to contact Star brite?

Reach out to us by phone or email. Real people answer the phone and are ready to answer questions. Star brite RV products and information are available at starbrite.com or contact your distributor representative to request full product offerings.

starbrite.com

Blue Ox

"Towing doesn't have to be a drag," is Blue Ox's slogan and an apt description of the company's focus as a leading manufacturer of towing equipment. Founded as the Automatic Equipment Manufacturing in 1925 in Pender, Nebraska, the 97-year-old, fourth-generation, family-owned company designed and produced products for the agricultural sector. Under the direction of Jay Hesse, the company began diversifying into recreational towing in the early 1980s with the company's KarTote tow dolly.

From there, Hesse purchased two companies focused on towing products: Blue Ox from California in 1991 and Duncan from Oregon in 1994. Incorporating the two lines in 1997, Blue Ox began introducing the innovations in its current line of recreational towing products: tow bars, baseplates, braking systems, weight distributing hitches and fifth wheel hitches.

Blue Ox launched the original Aventa tow bar in 1994. The Aventa was the first tow bar that mounted in the motorhome's receiver hitch and could be folded and stored on the motorhome as well. A few years later, Blue Ox introduced another first in industry improvement: towed vehicle baseplates with removable tabs. This development allowed customers to remove the tabs that attach the tow bar to the towed vehicle baseplate to maintain a clean OEM factory appearance on their towed vehicles. The company has continued to innovate with the introduction of longer tow bars for smoother towing; patented non-binding latches for quick and easy connects/disconnects; adjustable rise/drop receivers; and a brand new, smaller, lighter dinghy tow brake.

Blue Ox manufactures a full line of weight distributing hitches. SwayPro is unique in two ways: Unlike traditional weight distributing hitches equipped with friction sway control that stops working in wet weather, SwayPro uses spring steel spring bars that prevent trailer sway with no friction points to fail in wet conditions. Caster in the hitch head works like the steering wheel in a car, bringing the trailer back to the of the tow vehicle.

The company's newest product is a series of fifth wheel hitches featuring a dual-articulating, self-guiding hitch head with a true 360-degree kingpin connection that does not require an adapter. The lightweight, two-piece design is easy for one person to load/unload from the truck bed and is available for a 2-5/16 inches gooseneck connection or industry standard rails.

Blue Ox, under the direction of Mike Hesse, the company's fourth-generation owner, continues to manufacture its products in Pender. Expanding the manufacturing plant several times over the years and most recently with a 30,000-square-foot extension housing a new paint line, CNC mills and additional robotic automation to assist the manufacturing staff.

The company also maintains a nationwide sales team, customer care team, marketing team, training teams and a rally team.



Over the years, Blue Ox has not only placed a premium on developing towing products that are easier and safer to use, but they are also especially focused on developing relationships with dealers and consumers through personal and responsive customer service.

blueox.com



WFCO Electronics

Founded in 1976, the WFCO Group is the RV industry's long-time leader in quality power products. With over 40 years of providing a variety of components and tools, ranging from power switching components to pneumatic accessories, one thing has remained steadfast for WFCO – to work hand in hand with our customers to provide innovative solutions with best-in-class quality and value. In 1999, the WFCO Electronics brand was established, shifting the focus of the company to be at the forefront of manufacturing, distribution and servicing of power conversion products in the RV industry.

Our vertically integrated structure emphasizes quality, efficiency and control within every process, mitigating the risk of external factors impacting product performance. This has allowed WFCO Electronics to become the trusted and premier brand in power conversion products in the RV industry, continually preferred more than 4-to-1 by RV manufacturers.

Innovative Product Designs: Customers have needs, and we listen. Our customer-driven, Elkhart-based R&D team is structured to fulfill unmet needs with innovative products for the market. We are hands-on and invest in the future by working step-by-step with our customers.

The exclusive, patent-pending Auto-Detect technology is our most recent example of providing a solution-based product to fulfill an unmet need in the RV industry. Auto-Detect converters and power centers provide RV owners with a hands-free solution for managing different battery types, simplifying installing lead-acid or lithium-ion (LiFePO4) battery chemistries. No matter the chemistry, RV batteries will be accurately charged and maintained without manually changing settings or flip switches.

In-House Manufacturing: To control and assure the performance and quality of our products, we design, from start to finish, and build all our products in-house. In doing so, we ensure our customers always receive what they need to fulfill their respective customers' expectations. Our vertical integration approach ensures we continue providing high-quality, high-value RV industry solutions. Unlike others, we do not have to wait in a queue for our production time, allowing more flexibility to be nimble and build the needed product variations to meet changing demands.

Distribution and Service Operation: Our newly expanded 91,525-square-foot warehouses in Elkhart, Indiana, are centrally located to serve our customers in Indiana and the Midwest region, and all North America. Due to the volatility of our businesses and customers, we are committed to maintaining a 45-day inventory supply. Our inventory supply has, on occasion, proven to be necessary. Our customers have found that they can always count on us to deliver what is needed to keep production running or to take care of their service needs.

At WFCO, we focus on understanding our customers and commit to meeting their needs. We have developed a system of complete performance and quality management at every level, from raw materials to the delivery of products at our customer's doors. By providing quality products that meet industry demands and offering the best service possible, we continue to be a committed and preferred resource to our customers.

WFCO Electronics is distributed by Arterra Distribution in the United States and Canada. For additional information, visit our website, wfcoelectronics.com or call 574-294-8997.

wfcoelectronics.com



EQ Systems

EQ Systems is a supplier of premium hydraulic leveling systems, slide out solutions and custom wire harness and battery cables (EQ Harness division) for both motorized and towable RVs, as well as the horse trailer, motorsports and a wide variety of commercial industries.

Historically, EQ Systems has been known as Equalizer Systems and a division of Days Corp. In 2021, all divisions of Days Corp. were rebranded to reflect the success of the Equalizer Systems division, as well as the vision of our late owner and CEO, Jim Sproat. Days Corp. is now known as EQ United. Days Distribution is now known as EQ Logistics, and Equalizer Systems is now simply EQ Systems.

Rebranding the company directly coincided with a record paced period in not only revenue growth, but also a larger vision and expansion into a more self-sufficient and future-focused business model that will ensure EQ Systems stays positioned for long-term stability and success. With the lessons learned over the recent years regarding supply chain problems, uncontrollable price increases and unpredictable quality from sourced suppliers, it became clear that a move to become an in-house manufacturer of as many critical components as possible was the only sustainable solution.

This new focus on manufacturing required an all-in commitment from the owners of EQ Systems, and that's exactly what they have done. Purchasing a large range of machines including plasma tables, an auto-feed laser, CNC lathes, an aluminum mill and robotic welders was the first step. These new machines required bringing new talent on board that would make the launch of this new manufacturing division successful. Drawing from many strong relationships in the industry, EQ Systems was able to bring on experienced engineers and machinists right away.

Manufacturing of many plate and tube steel components was the first of many steps, with the eventual goal of being a self-supplier of all steel parts, as well as hydraulic cylinders. That process is well in place with an ever-expanding catalog of these components being manufactured in-house by EQ Systems.

What was quickly apparent was that the long-term home of EQ Systems in Elkhart, Indiana, was no longer large enough to house this new operation, and certainly wouldn't allow for the growth that was on the horizon. EQ Systems was in need of a larger facility with room to grow into the future.

That's exactly what was found in the purchase of an existing manufacturing facility, just north of the Indiana-Michigan border. Adding approximately 100,000 additional square feet of floor space and consolidating operations to one building was a huge step toward increasing both efficiency and capacity. A substantial rehab project on the building got underway immediately and all aspects of manufacturing and production, as well as installations and shipping and receiving, moved to the new facility in the spring of 2022.

A completely new office built within the facility will not only serve as the home of EQ Systems office staff, but also the new corporate headquarters of EQ United. This portion of the renovation is scheduled to be complete in early 2023.

This investment in the future has EQ Systems poised to make big moves in the industries they serve now. With capacity to produce efficiently at an all-time high, coupled with the ability to control costs and quality, the company is in a unique position for controlled growth at a time when others are tempted to retract.

EQ Systems is excited to be able to support our partners with quality products and sustainability at a time when it's needed the most.

eqsystems.us



Grand Design RV

Our owners find their experience with Grand Design RV is different. With quality at the foundation of everything we do, we do more. We pay more attention to detail, we focus more on our customers, we perform more rigorous inspections, and we hire more experienced craftsmen.

When it comes down to it, we do more of what matters so customers can have the experience of a lifetime, every time. In 2012, our company started with a blank canvas to pursue that better way, a different way, than what had been done before. A company whose culture requires a long-term, personal connection with our customers, employees and dealers – that company is Grand Design RV. Our business model of doing the right thing has led us to unparalleled years of growth.

At Grand Design RV, our culture around quality drives us to innovate, elevate and build. We produce top-of-the-line recreational vehicles that our customers and dealers know they can rely on. We couple this with unparalleled support to help our owners get on the road and stay on the road.

Our customers know what they're looking for, and that's why they continue to return to Grand Design RV time and time again. Our company pillars reside around:

LONG-TERM VALUE. Everything we do at our company is designed to build long-term value in what we offer our customers "more features and superior value for your dollar."

CUSTOMER FOCUS. Our focus, from the very first day we opened our doors, revolves around our customers. Their satisfaction is our future.

STAYING CONNECTED. Magic happens when the CEO and senior management actively work with the production facilities to help build the team and develop products.

EXPERIENCED WORKFORCE. Our local workforce has been hand-picked and has an excellent reputation for second-to-none industry craftsmanship.

CLASS-LEADING WARRANTY. We back every one of our coaches with a three-year limited structural warranty.

RAISING THE QUALITY BAR. We put every Grand Design RV through a series of quality inspection gates during the manufacturing process. Once completed, the unit undergoes a comprehensive "final finish" inspection. At this point, most manufacturers ship their coaches to the dealer for retail sale. We aren't most manufacturers. Every one of our coaches is moved to a PDI (pre-delivery inspection) area where they are put through a rigorous 300-plus point inspection checklist. It is only after PDI certification that we deem a unit ready to ship to our dealers.

SUPERIOR SERVICE. Anything built by humans that travels down the open road is subject to issues. It's how those issues are addressed that makes Grand Design stand out. We take care of our customers after the sale. An informed customer will be a Grand Design customer.

At Grand Design, our goal is simple – continue leading the industry with quality products while improving the customer's RV experience before, during and after the sale. We strive for nothing less than customers for life and are honored to personally welcome our owners to the Grand Design RV family.

granddesignrv.com





Lippert

Whenever, wherever, we make your experience better.

Lippert is a leading global manufacturer and supplier of highly engineered products and customized solutions dedicated to shaping, growing and bettering the RV, marine, automotive, commercial vehicle and building products industries, and their adjacent markets. Lippert supplies, domestically and internationally, a broad array of highly engineered components for the leading OEMs in the recreation and transportation product markets, consisting of RVs and adjacent industries, including on- and off-highway vehicles, livestock, equipment and other cargo trailers; boats; trains; manufactured homes; and modular housing.

Lippert also supplies engineered components to the related aftermarkets of these industries primarily by selling to retail dealers, wholesale distributors and service centers.

Lippert products enable millions of outdoor enthusiasts and consumers to experience and connect with adventure and with nature. Innovation remains at the center of everything we do. As a result, we are evolving products to provide the control, connectivity and comfort customers want in their exploration.

Lippert is a complete house of brands serving the RV, marine, towing and automotive industries and beyond. We are proud to own names like Furrion, Taylor Made, CURT, Lewmar and others – names that our customers trust for quality, dependability and service.

Founded in 1956 by Larry Lippert out of a small garage in rural Michigan, Lippert has grown from a small supplier to the manufactured housing industry to a $4.5 billion, publicly traded (NYSE: LCII) organization boasting more than 14,000 team members and operating out of more than 140 locations worldwide. Sixty-six years later, Lippert is in its third generation of family leadership, led by Jason Lippert, Larry's grandson.

Lippert still focuses on the things that got them to where they are today: organic growth through innovating new products, strategic acquisitions and second-to-none customer service.

At Lippert, our mission is to deliver unrivaled customer service, award-winning innovation and premium products to every industry and person we serve. We're committed to quality and dedicated to going above and beyond. We're also devoted to treating our customers, partners and team members with respect, honor and integrity because we believe every voice matters.

At our core, we believe that a business should be a force for good in the world, and that is our ultimate goal. We know that by uniting for the greater good, expectations get exceeded, limitations are overcome and the impossible becomes possible. To date, Lippert team members have donated more than 550,000 hours of community service through various projects and charities throughout the world.

Lippert believes that every last team member matters. When team members are treated well at work, that behavior is repeated outside of work and at home, and in the end, the world we live in will become a better place.

lippert.com





Husky Towing Products

Husky Towing Products is a brand synonymous with safety and quality. A recognized leader in weight distribution and sway control solutions, Husky's Centerline TS hitch set the standard for the category and continues to be a top pick of both dealers and outdoor enthusiasts. It's simple, effective design and use of the highest quality materials delivers a consistently superior towing experience. With the Centerline TS hitch, the lift brackets, head and spring bars all work together to deliver a smooth and highly responsive ride – a ride that is noticeably quieter. Trunnion-style spring bars are matched to popular weight ranges, delivering unmatched integrated weight distribution and sway control, superior performance, more ground clearance and unmatched value. The 32218 Centerline TS with Spring Bars was rated "Best For Sway Control" by Forbes magazine in 2022. Husky's 31423 Round Bar Weight Distribution Hitch was rated "Best Value" by the publication for the same year.

Based in Elkhart, Indiana, Husky Towing Products offers a complete line of hitches, brake assemblies, jacks, sway control solutions and essential towing accessories. Each product is constructed with durable, quality materials. Other core product categories of the brand include fifth wheel hitches, gooseneck hitches, receiver hitches, hitch balls and ball mounts, wiring adapters and connectors, electric and manual jacks, brake controllers and brake assemblies, and hitch mounted cargo management products.

Husky is committed to helping our customers to tow safely with properly equipped vehicles. Husky Towing Products provides equipment that makes the critical connection between vehicle and trailer, not only to keep the two securely joined, but also to keep them under control through anti-sway, weight distribution, proper clearance, electronics and braking components.

Husky can help dealers and consumers with the responsibility of having properly installed, adjusted and inspected towing equipment each time a trailer is hooked up and towed. Operating a properly equipped towing combination can be a rewarding experience, and keeping passengers and fellow travelers safe is a top priority.

Husky Towing Products are packed with quality, safety and value – this is what leads professional dealers and consumers to choose Husky as their preferred brand. The Husky team is committed to leading the industry with safety, service and innovation by developing new products that exemplify the phrase "rugged is standard equipment."

All Husky Towing Products are precision engineered and rigorously tested to industry standards for safety, resulting in problem-free installation and reliable performance. Application guides are available to help determine which Husky parts fit a consumer's vehicle best. Each guide is category-specific and broken down by vehicle, make, model, year and style. Visit huskytow.com/application-charts.

Husky Towing Products are exclusively distributed by NTP-STAG Distribution.

huskytow.com







IOTA

IOTA, an Acuity Brands company, develops and manufactures premium solutions for emergency lighting and battery charging and power conversion equipment.

Founded in 1968 in Tucson, Arizona, IOTA was originally dedicated to the design and development of high-intensity lighting for DC applications and gained national recognition with lighting component designs for NASA's SKYLAB in 1969. Today, with a dedicated division for AC/DC power solutions, IOTA proudly services the RV market with their DLS battery charging product line and IQ charge control systems.

DLS (Dual-State, Line/Load Controlled, Switch-Mode) converters and chargers provide the necessary capability of taking AC power from either a pedestal or generator and converting it to DC voltage for powering radios, fans and pumps, or to charge and maintain the RV's onboard batteries. Depending on the battery size or voltage of the connected load, DLS Series Chargers/Converters offer models to service 12 V, 24 V and 48-volt requirements. The IOTA DLS Series charger and converter has gained wide appeal with RV enthusiasts due to its reliable design and broad model offerings.

Two popular features on the IOTA DLS charger is the Dual Voltage Jack and the Proportion Fan Control. The Dual Voltage Jack lets users manually deliver a bulk charge for reducing charge times to the batteries. The proportional fan control causes the cooling fan to only operate at the necessary speed based on the temperature of the unit, eliminating sudden startup noise and quiet servicing of the unit. Additionally, IOTA offers the powerful IQ charge control accessory that delivers automatic smart charging based on the connected battery's condition.

The IQ is a popular method of maintaining batteries when the RV is parked and stored during off-season by making sure the battery frequently receives a boost charge to ensure a full charge and prevent battery stratification and sulfation. The IQ charge controller is available as both an external plug-and-play option or can be ordered as an integrated internal feature of the DLS unit. Additional IQ charging profiles are available to service unique battery applications.

Still based in Tucson, Arizona, IOTA prides itself on providing dependable AC/DC power solutions and first-rate industry service. To learn more, visit iotaengineering.com, call 1-800-866-4682, check out the many DLS videos available on the IOTA YouTube channel, or contact mktg@iotaengineering.com

iotaengineering.com





Valterra Products

In 1971, Bert Grengs started Grentec, a plastic injection molding company in Burbank, California. They began manufacturing RV gate valves, RV toilets, plumbing fittings and later some of southern California's iconic plastic skateboards like the "banana board." In 1981, Grengs retired and Valterra Products began with his son, George Grengs; daughter-in-law, Patricia Grengs; daughter, Barbara Glennon; and son-in-law, Dennis Lunder, owning the new company. Eventually, Valterra moved away from the skateboard business and focused on the expansion of their RV business with the acquisition of many important product lines including sewer hoses, RV locks, Fridgemate Fans and ABS tanks.

In 2008, Valterra established a contract manufacturing division to offer low-cost custom manufacturing and assembly services to client companies seeking to reduce costs and improve the bottom line. A year later, Valterra joined C-TPAT (Customs-Trade Partnership Against Terrorism). With 39 injection molding machines, three profile extrusion machines, warehousing with a global supply chain, prototyping, bottling, assembly and packaging, Valterra can handle a multitude of contract manufacturing projects. Our molding facility became ISO 9001:2008 (International Standards for Quality Management System) certified in 2015.

In 2013, Valterra management successfully completed a corporate restructure and recapitalization. This has assisted Valterra in acquiring several leading brand companies to round out product offerings in the RV, truck and motor coach markets. The recent acquisitions include Mighty Cord, Phoenix Faucets, Odorlos eco-friendly tank treatments, Diamond LED lights, GoPower! solar systems, Minder Industries tire pressure monitoring and Monochem deodorizers and cleaning products.

Valterra has, through organic growth and strategic acquisitions, become one of the premier RV suppliers in North America serving both RV OEMs and the RV aftermarket.

In 2021, Dometic entered into an agreement to acquire Valterra Products, as a leading North American provider of service and aftermarket products to the RV and CPV industries, including solar power solutions.

Though Valterra has grown through the years, the company continues to operate as a family business with many of the employees having worked at the company for 20, 30, even 40-plus years. With 160,000 square feet of production, warehousing,and shipping space, the Valterra team is here to help with all your RV, pool and spa, plumbing, industrial and custom manufacturing needs.

valterra.com



JANUARY 2023 RV PRO **55**

Lightspeed

Find new revenue opportunities. Eliminate unnecessary costs. Bring more customers into your dealership. Through our technology, Lightspeed enables more than 3,300 dealerships to deliver great experiences for your adventure-seeking customers — all while growing your business. Your dealership's focus is always delivering an outstanding customer experience, but it doesn't always leave much time to track inventory, revenue, costs and receivables.

Lightspeed delivers the innovative tools you need in your dealership to help increase lasting profitability across:

- **Service and Parts** - Find efficiencies and tackle distractions across the board. With Lightspeed, you can focus on selling units, and not addressing repairs, downtime or paperwork.
- **Sales and Inventory** - With Lightspeed, you can deliver personalized customer experience all while showcasing and selling the right units at the right time.
- **Rental and Storage** - Easily track unit maintenance records, payment histories and customer data using integration with your accounting, service and parts departments. With Lightspeed, you can even view meter and odometer readings. Easily track storage, rental, customer, part and unit information. See availability based on hourly, daily, weekly or monthly criteria for more control.



- **F&I** - Your F&I department is ready to excel. All it needs are the proper tools. The F&I office can be a powerful profit driver, so make sure you're getting the most out of yours. Whether you're trying to sell more add-on products, improve your compliance or refine your credit process, Lightspeed offers the digital solutions to evolve your entire F&I workflow.



Lightspeed is built to help you manage your business profitably by tracking and storing data from every department, then delivering information that will help you make successful decisions. Lightspeed empowers you to find new revenue opportunities, eliminate unnecessary costs and bring more customers into your dealership. We help make your job easier, so you can power your profits and focus on what you do best: serving your customers.

lightspeeddms.com

Demco Products

At Demco, we are continuously innovating with our RV towing products to keep up with the ever-changing marketplace. Our goal is to make consumer-friendly products that make RV towing simpler and more enjoyable.

Stronger construction, innovative design, easier operation and a long list of standard features are what you can expect from our towing products. Purchase your RV towing products from us and know that you're backed with the best warranty in the industry and that your towing equipment is Made in the USA.

Providing the most reliable, safest and performance-driven products is at the forefront of everything we do. Our team uses the phrase "Doing Our Best to Provide You the Best" to describe our commitment to customers, suppliers, coworkers and management. We strive for excellence every day and measure success through customer satisfaction.

On that note, perhaps above all else, customers need to be able to trust their towing capacity on their vehicle, regardless of the setup or the specifics. Not being able to do so adds a lot of stress to their day, and that's not worth any amount of savings. Demco Products have been delivering best-in-class fifth wheel hitches for a long time now, and we never stop striving to improve our already renowned product line or our already well-known level of service. We back everything we sell with our hard-earned brand.

We know that customers have options when it comes to towing an RV. For many reasons, a large percentage of drivers will choose fifth wheel hitches over gooseneck hitches or ball-mount hitches. Everyone's opinion is different, their situations are different and their towing realities are different. Fifth wheel hitches offer several advantages over the other types of hauling mechanisms, and most will say that one of the biggest is that it provides a smoother ride that features easier turning capabilities.

That type of dependability means a lot for those who haul cargo, as it's not often that anyone will make a trip without a turn. Demco Products has been providing customers with fifth wheel hitches for years across North America, and over the years we've continued to advance our products so that those who trust us with their towing needs never have to worry about getting there smoothly and safely.

Our line of fifth wheel hitches fall into four categories:

- **Autoslide** — Automatic sliding hitch for tight corners and maneuverability
- **Premier Series** — Above bed mounting systems for industry standard rails and gooseneck ball mounts
- **UMS Series** — Under bed mounting systems
- **SL Series** — Sliding, economical hitches



Finally, over the years, Demco has acquired several different brands to become part of the Demco Family. Some of these include Maurer Manufacturing, Hijacker 5th Wheel Hitches, Circle R Manufacturing and SMI Manufacturing.

demco-products.com/rv-towing



ADCO

Why ADCO by Covercraft?

ADCO has produced more than 30 million protective covers and assorted soft goods. Our quality, value and uncompromising customer service is second to none. We are the No. 1 selling RV cover brand with decades of experience understanding the needs of fellow RV enthusiasts. When you want an RV cover that is made to last and holds up to the rigorous needs of keeping your RV protected from the elements, you want ADCO by Covercraft. Our ADCO RV Covers have also been voted year-after-year as the best by real RV owners.

Choosing the Right RV Cover

We have three popular options depending on where your customers plan to park their RV, though all our Designer Series Covers have superior water resistance and breathability.

For all-weather protection designed with resistance to high rain, snow, wind, sun, heat and cold, you want the Designer Series UV Hydro or Designer Series Olefin HD Covers. These covers feature an ultra-reflective Olefin HD roof and can keep your RV cool and protected from the elements. Our Designer Series UV Hydro line is a dealer exclusive.

For areas with moderate climates, the Designer Series SFS Aqua Shed Covers work great. These covers are perfect for the Northern states, moderate temperature areas or even indoor use. These covers are still perfect for rain, snow and wind.

Water Resistant RV Covers vs. Waterproof RV Covers

Since 1955, we have been crafting the best RV covers, and one of the most popular questions we get asked is, "Is your RV cover waterproof?" While a waterproof cover sounds great, trust us, you don't want that. A waterproof cover would prevent moisture from escaping causing mildew, mold and rust. Instead, we make our covers highly water-resistant so that water beads off and they have vents built into each Travel Trailer Cover to allow moisture to rapidly escape.

covercraft.com





Designer Series

UV HYDRO™

ADCO by COVERCRAFT



THE MOST USER-FRIENDLY RV COVER AVAILABLE!

ADCO 3 YEAR WARRANTY

Outperforms Competitive Fabrics in:

- ✓ Tear strength
- ✓ UV resistance
- ✓ Water resistance



RV DEALER EXCLUSIVE



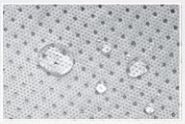
ZIPPER ENTRY ON BOTH SIDES OF THE RV
Allows slide-outs to be fully extended during storage for easy access



SUPERIOR WIND RESISTANCE
Patented wind channels on bottom corners help promote a snug fit



RED TOUCH POINTS
Red accents help identify interaction points for easy installation



HYDROPHOBIC WATER BARRIER
Repels water on contact, promotes cleanliness & reduces moisture build-up on the trailer

Protection Against ALL the Elements

✓ UV RAYS ✓ RAIN ✓ SNOW ✓ WIND

Available for Class A, Class C, 5th Wheel Trailer, Travel Trailer, Toy Hauler, Class B Vans, Tent Trailer, Hi-Lo Trailer, Micro Trailer & Truck Camper!

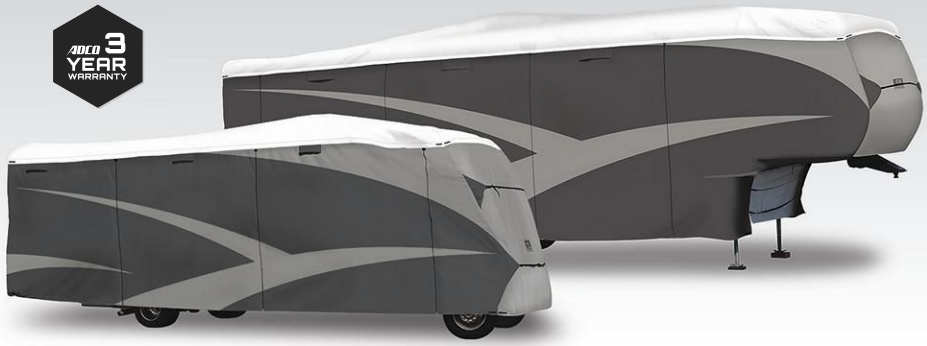
ALL CLIMATE + WIND

DESIGNER SERIES

OLEFIN HD™ RV COVER

ALL CLIMATE / WIND RESISTANT / WATER RESISTANT
MULTI-LAYER / BREATHABLE

Available for Class A, Class C, Travel Trailer & 5th Wheel Trailer!



ADCO 3 YEAR WARRANTY



NEW QUALITY ROOF MATERIAL! - Superior UV stability effectively blocks 99.8% of the sun's damaging UV rays that can fade interior & exterior surfaces.

NEW *IMPROVED REPLACEMENT FOR PREVIOUS ALL CLIMATE COVER*



PATENTED SLIP-SEAM STRAP SYSTEM
Buckles cinch the straps for a perfectly snug fit and to minimize wind impact



FRONT & REAR CINCHING SYSTEM
Removes slack, reducing billowing and loss to the wind



ZIPPERED ENTRY DOORS
Passenger-side zippers allow for easy covered access, regardless of door position



(4) RV GUTTER SPOUT COVERS
Prevent gutters from puncturing or tearing the cover

Learn more at www.ADCOprod.com or call us at 800-541-ADCO

Go Power!

Go Power! provides everything needed to get reliable power, on demand, off the grid. Our mission is to make switching to solar power easy: a cleaner and more sustainable alternative for energy generation while making mobile power easy, safe and reliable.

Since our humble beginnings in 1996 in Victoria, British Columbia, Go Power! has taken the mobile solar market by storm. Now a Dometic Outdoor company, Go Power! is the No. 1 provider of mobile power systems and solutions from the RV and utility vehicles markets throughout North America. Today, we continue to innovate, offering renewable power solutions to multiple markets worldwide.

Products

After 25-plus years in the mobile power business, we know how to build high-performance products. With more than a million solar panels sold to customers across North America, Go Power! products have a proven record of quality and reliability in harsh environments.

When you need portable, renewable electricity, you can count on Go Power!. Our solar panels, power inverters and batteries work together to bring electricity when grid power is unavailable or unsustainable. By pairing high-quality components and unparalleled customer service, Go Power! offers reliability in unpredictable conditions.

Innovation

While Go Power! is known for offering the industry's most reliable and efficient RV solar panels, our quest for innovation doesn't stop there. We are committed to adapting new technologies to create the most powerful, user-friendly RV solar solutions. Each product we sell works together to create a cohesive, easy-to-use and easy-to-install mobile power system.

Solar power is transforming many industries, and we're excited that our products provide a cost-effective, environmentally friendly solution for RVs, marine applications, overlanding and commercial trucking operations.

Reliability

Go Power! solutions are backed by a comprehensive warranty – 25 years for our large aluminum framed solar panels, and five years for most other major components.

And whether you're looking for training, installation help, technical support or post-sales service, the Go Power! team is here for you.

We are proud of our extensive network of partners, and with our products sold and serviced in more than 700 locations across North America, hands-on help for you and your customers is never far away.

About Go Power!

At Go Power!, we like to explore off the grid, and we know our customers do, too. Whether an RV owner is searching for off-grid power for the perfect remote campsite or a boater planning an extended cruise, we have the products to make that happen. We'll help keep lights, refrigerators and electronics running for extended periods without external power.

Easy to install and built to withstand even the harshest conditions, Go Power! is the choice of RVers everywhere and is available pre-installed on many types of RVs, including Jayco, Forest River and Tiffin. The leading choice for RV OEMs, RV dealers and end-customers alike, our Solar on the Side, Wired for Solar, and Solar on Board programs simplify adding, selling and installing solar.

gopowersolar.com









SAME FOOTPRINT, MORE POWER.

Go Power! has improved the efficiency of their most popular solar panel. Now rated at 200-watts, or 9.6 amps, these panels are available in many kits and systems, including:

- Overlander & Overlander E Kits
- Eclipse Rigid & Expansion Kits
- Solar AE 4 & AE 6 Kits
- Weekender ISW System
- Solar Elite System
- Solar Extreme System

Connect with your Go Power! representative or visit **gopowersolar.com** for more information.

Go Power! | DOMETIC

LAMILUX

LAMILUX Composites GmbH has been producing fibre-reinforced plastics for around 70 years. The medium-sized company is a leading European producer thanks to its technologically advanced continuous production process, large manufacturing capacities and wide product range. LAMILUX supplies customers around the globe in a wide range of sectors, such as the building industry, the automotive and RV sectors, refrigerated storeroom and cell construction, and many other industrial sectors. With more than 1,250 employees, LAMILUX generated a turnover of 335 million Euros in 2021. The family-managed company is based in Rehau, Bavaria.

LAMILUX Sunsation

LAMILUX presented the long-awaited revolution in fibre composite plastics at the leading trade fairs for mobile travel, the Caravan Salon Düsseldorf, and for transport logistics at the IAA Transportation. An innovative gelcoat technology that completely redefines the standard for external applications. LAMILUX Sunsation features 20 times better UV resistance than the gelcoats currently available on the market. In terms of image, appearance, care and value, the materials expert LAMILUX makes investments look like new, even after decades in the sun.

"LAMILUX Sunsation is not a polish, cream or wax, but a UV protection technology that is firmly integrated into the GRP material. This means that nothing has to be applied at a later stage. Ask your dealer or manufacturer about LAMILUX Sunsation," says Senior Product Manager Sascha Oswald.

Europe's leading manufacturer of fibre-reinforced composites, LAMILUX Composites' LAMILUX Sunsation is the world's most UV-resistant GRP face sheet and one of the most revolutionary developments in the world of glass fibre-reinforced plastics.

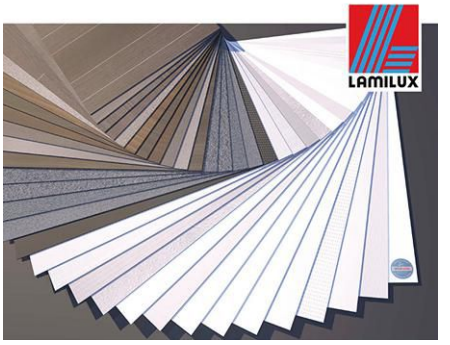
The New GRP Standard in the Sun

Extreme color and gloss retention and no color difference when removing decals from surfaces, LAMILUX Sunsation sets a new benchmark in the quality standard of glass fibre-reinforced plastics. In artificial weathering tests, such as according to DIN EN ISO4892–2, LAMILUX Sunsation demonstrates absolute resistance. Even after 15 to 20 years of real weathering, LAMILUX Sunsation retains its rich colors and maximum gloss. The results of the tests confirm the revolutionary development for GRP exterior applications.

More Design, Less Effort and Expense

LAMILUX Sunsation significantly reduces the care requirements of exterior applications. Surfaces with extreme gloss retention no longer need to be waxed for preventive protection or subsequent repair. This means 90% less effort and expense





for waxing, thanks to the use of LAMILUX Sunsation. Not to mention the significantly higher resale value and the enhanced appearance. After all, LAMILUX Sunsation still looks like new, even after years in the sun.

Sascha Oswald, responsible for the market launch: "At both of our trade fair appearances, we noticed an overwhelming response from our audience. This reinforces our view that our LAMILUX Sunsation can revolutionise the market requirements for durable vehicle exteriors."

The All-Rounder in the Sun

Sunsation's innovative technology can be combined with almost all LAMILUX products. Whether it's the most sophisticated look, the highest impact resistance and damage tolerance or the lightest in lightweight construction: LAMILUX Sunsation, the new GRP standard in the sun, is perfectly equipped for any external application, no matter how demanding.

LAMILUX Product Portfolio

LAMILUX manufactures fibre-reinforced plastics based on polyester and epoxy resin, which are used in various fields of application as a face sheet for sandwich panels or as panels in the caravan industry. Our fibre-reinforced plastics are used in side walls, roofs, doors, curved structures, in flooring, as non-slip flooring in rear external storage lockers or as interior wall cladding. There, they support the caravan, motorhome or mobile home in meeting the challenges of everyday life.

lamilux.com

LAMILUX SUNSATION®

THE WORLD'S MOST COLOUR AND GLOSS RESISTANT COMPOSITE MATERIAL



Your Benefits

+ Extreme gloss resistance, extreme colour resistance
+ Brand new look even after years in the sun
+ 90 % less effort and costs for maintenance & care
+ Higher resale value

LAMILUX COMPOSITES GMBH | E-Mail: composites@lamilux.de | www.lamilux.com

Pace International

Family-owned and privately held since 1972, Pace International (Pace) is an electronics supplier with more than 50 years of experience offering a wide range of products, services and value-added solutions for some of the most recognized brands in the country. Pace operates out of Rochester, Minnesota, where its facilities include a warehouse, fulfilment center and call center. Pace is also the national distributor for DISH Network in the RV marketplace.

An Award-Winning Organization

Pace has been recognized for being one of the best places to work in Minnesota, and by its peers in the RV industry for its quality people, products and services.

Notable awards include:

- Lifetime Achievement Award from Rochester Area Economic Development
- RV Industry "Supplier of the Year"
- RV Industry Association (RVIA) "Product of the Year" for its multi-carrier internet solution, TravlFi

DISH Outdoors

Pace entered the RV industry by partnering with DISH Network to offer Pay as You Go satellite TV to RVers. This gave customers the ability to watch HD satellite TV in their RVs and only pay for the months they used the service. Now, over a decade later, Pace offers a complete DISH Outdoors aftermarket program that includes the DISH Wally HD satellite receiver, along with accessories to support the entertainment experience. Dealers can request free marketing P.O.P. and support materials through a dealer portal by visiting DISHoutdoors.com/dealers.

TravlFi Pay as You Go Internet

Booming demand for connectivity never stops, and this inspired Pace to create the first pay-as-you-go, multi-carrier internet solution for RVers, called TravlFi. In October 2021, Pace launched the TravlFi Journey1 4G/LTE portable hotspot, which allows customers to get the best signal between the major carriers (AT&T, T-Mobile and Verizon) without changing SIM cards or plans. TravlFi devices automatically find and lock on to the strongest cellular signal in the area, and customers only pay one bill for TravlFi pay-as-you-go internet service, while getting the benefit of all three carriers. Next up for Pace and TravlFi is the JourneyXTR 4G/LTE Router and Wi-Fi Extender, a cloud-connected smart router that gives customers the ability to use TravlFi service or use local public or private Wi-Fi to get connected. Pace sells TravlFi devices through distributors, dealers and OEMs. Dealers looking for more information about carrying these products, visit paceintl.com/mobile/travlfi or call 1-800-444-PACE (7223).

OEM SOLUTIONS

Pace is a supplier to OEMs in the RV and marine industry and specializes in solutions to enhance the customer experience. As a value-added distributor, Pace sources products and offers thousands of items to support production including HDMI matrixes and cabling, security systems, mobile internet, TVs, appliances, cellular boosting and more.

Products/brands include:

- DISH Outdoors
- TravlFi
- Ring
- Philips
- Insignia
- HDMI
- USB-C
- Coax
- Cell boosters
- And more

SERVICE AND SUPPORT

To support its products, Pace proudly offers an inbound call center based in Rochester, Minnesota. This gives OEMs and dealers the peace of mind knowing their customers can activate their equipment and receive technical support from tenured RV electronics experts seven days a week.

paceintl.com/mobile





dish outdoors



Maximize your profits in 2023



Create a free DISH Outdoors dealer portal account to access everything you need to successfully sell this season!

- Educational Retail Displays
- Versatile in-store and RV collateral
- Customizable materials for in-store and digital advertising
- Branded swag

Create your account at:
DISHOutdoorsDealer.com

BOOST SALES

With on-site or online sales training and Free DISH tools!

Request in dealer portal below.

Get this **FREE EVENT KIT** for Open House and Launch Events!



KIT INCLUDES:

- Indoor display
- 15 Teddy Bears
- 25 Koozies
- 25 Pens
- 25 Magnetic White Boards

REQUEST YOUR KIT

By scanning the QR code or visiting **DISHOutdoorsDealer.com**

SCAN HERE TO GET YOUR FREE EVENT KIT!

Riverside RV

Retro Elite

Customers asked for a laminated retro travel trailer and Riverside RV responded. Kicking off the new laminated retro at the 2022 RV Expo in Elkhart, Indiana, the 511 and the 135 floorplans are now available to the retail customer while the 190BH and the 245RB are now in production.

Some of our key features in the Retro Elite line include upgraded Interior colors with hardwood cabinet doors, reinforced galvanized steel wheel wells and 16 inches on center aluminum framed side walls and Indratech Elite residential memory foam mattress standard.

Riverside RV is currently taking orders on all the floorplans that are available in the Retro Line with the Elite Package.



Elite features:
- Classic vintage look, with modern technology
- Aluminum framed
- Vacuum bonded Azdel walls
- White wall tires with baby moons
- 10 available floorplans

Xplorer

This product was introduced for that off-road minded customer approximately 16 months ago. Our dealers asked us for more smaller floorplans and the Xplorer brand was born. The Xplorer package includes laminated Azdel composite material exterior sidewalls, 3-inch lift with off-road tires and aluminum wheels. The new Xplorer graphics package is one of a kind with a heated and enclosed underbelly (tandem axle only). Riverside RV is giving customers the off-road experience and features for less money.

Xplorer features:
- Designed with off-grid customers in mind
- Upgraded off-road tires and wheels
- Vacuum bonded Azdel interior and exterior walls
- Aluminum framed
- 10 floorplans available

goriversiderv.com



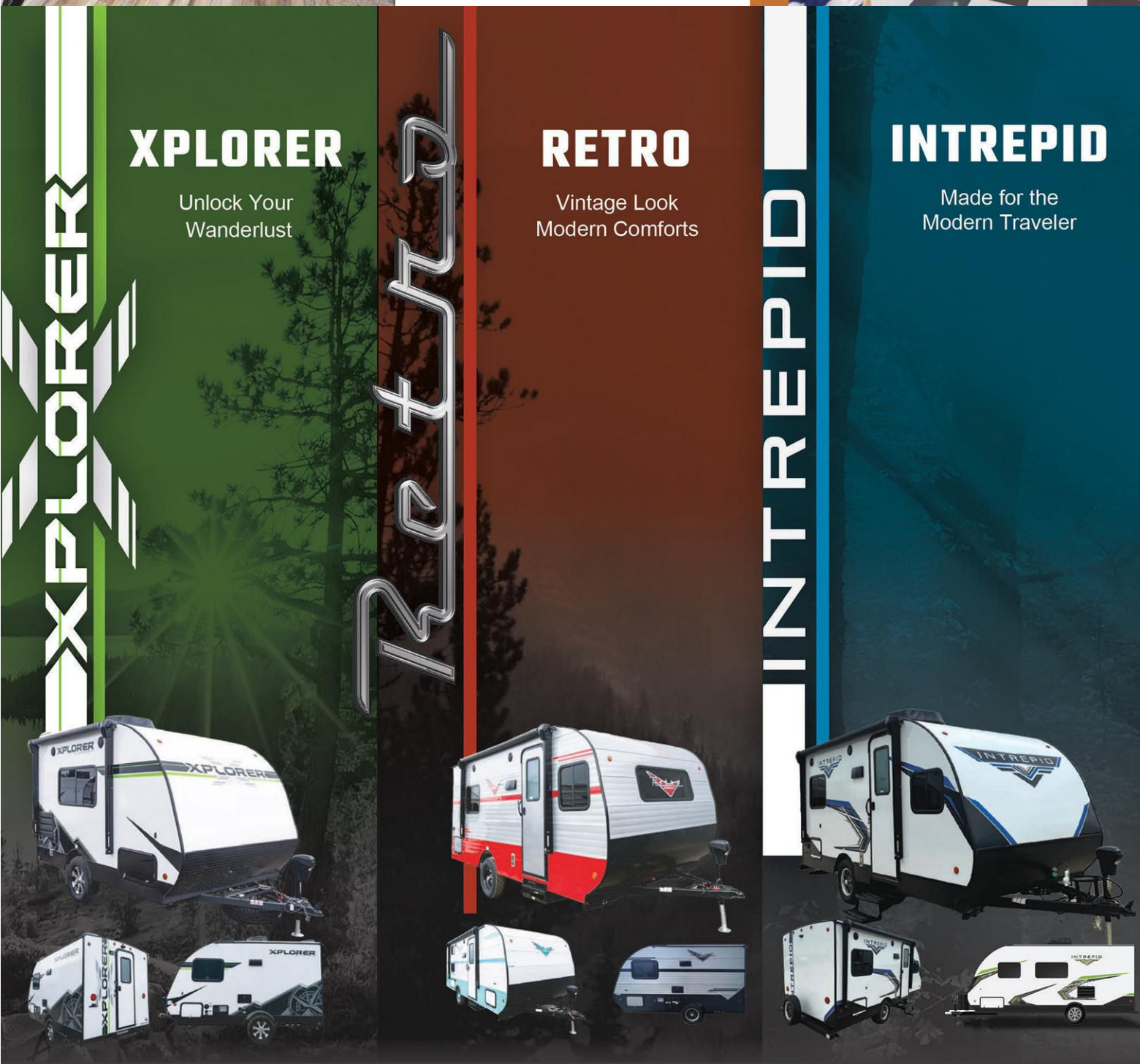


RIVERSIDE RV

Accepting New Dealers!

Sales@GoRiversideRV.com
260-499-4578 Ext 108
GoRiversideRV.com





Robert Weed Corp.

Founded in 1966, Robert Weed Corp. is a wholesale distributor of wood and wood products and a value-add manufacturer supplying quality products for the RV industry including: laminated panels, flooring, countertops and other RTF products, cabinet components, cold press products, wrapped products and more.

Robert Weed Corp. capabilities include:

- Lamination: panel lamination, including aluminum/stainless steel panels and slide out floors, cold press lamination
- Engineered: CNC machining, edge banding, cut-to-size/rip-to-size, milling/molding, rigid thermoform
- Wrapped: face frames, battens, wrapped moldings, trim
- Wholesale Distribution: a large selection of domestic and imported products

We believe every business relationship is about more than just a sale. It's also about ensuring every action is executed with integrity, full transparency and risk mitigation.

From there, we developed our six core criteria that comprise the Robert Weed Difference:

1. Service – The right product at the right price delivered at the right time
2. Quality – Recommending, sourcing and delivering the best solutions
3. Supply – Transparency in tracking supply from origin through delivery
4. Ethics – Doing the right thing, with customers' best interests in mind
5. Compliance – Only sourcing products that meet all requirements
6. Pricing – More control through forecasting, inventory and supply chain management

With years of supply chain management expertise, Robert Weed Corp. created the Discipline in Supply Chain (DiSC) program. This program provides multiple benefits to customers, including mitigating price volatility, steady supply and consistent delivery. The program is a long-term solution to several challenges customers may be facing.

Robert Weed Corp. maintains a Due Care Compliance program and uses long-term, trusted and vetted suppliers ensuring that all materials, composite wood and plant products comply with, and have all required certifications, related to:

- CARB
- TSCA
- LACEY
- California Prop65 Regulations

robertweedcorp.com





ONE STEP AHEAD

CAPABLE & FLEXIBLE

LAMINATION
ENGINEERED PRODUCTS
WHOLESALE DISTRIBUTION

Robert Weed has been serving RV, marine, manufactured home, cargo trailer, and cabinetry OEMs since 1966. With our industry-leading processes and supply chain management, we're able to meet your needs in the most cost-efficient way. Learn how we can help you by visiting robertweedcorp.com.

Robert Weed



ROBERT WEED CORP. | 800.771.9632 | www.robertweedcorp.com | 705 Maple Street, Bristol, IN 46507

Southwire

Southwire's Focused Breadth of Line Powers the RV Experience

There has never been a higher demand for reliable energy to effectively power the RV experience. Whether the journey requires surge protection for cross-country camping, or it calls for portable power for all-day tailgating, Southwire delivers the solutions you need to ensure your products are powered safely. With the endless possibilities of destinations and spectacular accommodations that can easily be accessed from anywhere – RVs aren't fully experienced without the highest quality of power and protection.

The electrical grid that RVs rely upon is evolving rapidly, and the sophistication of today's RVs offer continual conveniences. As these conveniences grow, they also come with a risk of damage to sensitive electronics. Even a few short seconds of faulty power can damage equipment within the coach such as inverters, converters, microwaves, TVs and refrigerators.

Southwire is committed to bridging the gap between the electrical hazards that can damage an RV and the peace of mind of RV owners everywhere. We understand that the power quality in RV parks is subject to vast fluctuations. This can happen for a variety of reasons including weather conditions, faulty wiring, undersized or deteriorating electrical connections, and even the intensity of electrical loads placed on the RV park itself.

With more than 60 years of experience in providing power where it's needed most, Southwire is a trusted partner in delivering RV solutions. From our SURGEGUARD products that supply complete electrical protection for your RV, to the Portable Power Stations Elite Series that delivers power anytime, anywhere, to our complete line of Shoreline Reels that offer an all-encompassing line of reels for connecting watercraft to utility reels. When you're preparing for an RV trip, you can trust Southwire to supply the products you need.

Southwire delivers the Surge Guard family of power protection devices to keep your RV's electrical system and sophisticated electronics safe from the dangers of faulty electrical power. The variety of Surge Guard products protect your RV from high and low voltages, poorly wired pedestals, open ground, open neutral, reverse polarity, high neutral currents, surges and overheating of the plug or receptacle.

The Portable Power Elite Series can power a 32-inch TV for more than 21 hours



and charge up to 12 devices at a time. It features a UL certified lithium-ion battery for safe use and provides a pure sine wave to ensure your delicate electronics run properly and are protected with a clean power output. The eco-friendly solar panels pair perfectly to produce clean power anywhere your journey leads you. You'll never be left in the dark with Southwire portable power at your side.

Southwire's Shoreline Reels are designed to connect RVs to utility services. These reels are designed to retrieve quickly and store compactly for convenient use to ensure you never waste time setting up or tearing down when you should be enjoying your RV experience.

Southwire delivers RV solutions to ensure you can explore safely and travel efficiently wherever the adventure leads you.

southwire.com/recreational-power



Southwire™

SURGEGUARD* + PORTABLE POWER STATION ELITE500 SERIES™

POWER YOUR JOURNEY



SCAN TO LEARN MORE

Bluetooth®

SurgeGuard* 30A
34931
120V, 30A
2450 Joules

SurgeGuard* 50A
34951
120/240V, 50A
4200 Joules

Portable Power Station
Elite 500 Series™
53252

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Tri-Lynx Corp.

Co-founded in 1992 by Reg Funk, Tri-Lynx specializes in RV leveling blocks and related accessories.

The key reason for the company's founding came down to the realization that there was a need for a product to level RVs without having to rely on stones, planks of wood and other jerry-rigged items.

Tri-Lynx's distinctive orange leveling blocks are used by RVers in campgrounds across North America. They provide a much more reliable solution for leveling than using items found around the campground, such as stones or wood.

Considered to be the "first of its kind," nearly 30 years ago, Tri-Lynx was the original RV leveling block on the market.

Within a short period of time, Tri-Lynx became a core product within the RV stabilization category – thanks in part to Funk's presence on the trade show circuit and his efforts to directly connect with as many RV aficionados as possible, according to Colak. Funk's marketing efforts significantly impacted Tri-Lynx's presence in the marketplace and helped put the company on the proverbial map, he adds.

Company's Success Built on Levelers

The manufacturing of Tri-Lynx leveling products takes place in the Dallas-Fort Worth metroplex in Texas. And while Tri-Lynx's product line has expanded over the years to include such things as the Lynx Stay-Put Hanger and the Lynx Work Rite Lite, the company's core focus continues to be on levelers and stabilizers.

In addition to consumers being drawn to Tri-Lynx being made in America, the longevity of the product's quality speaks volumes.

The Tri-Lynx products come with a 10-year warranty, which adds to the consumer confidence level of their products. The Tri-Lynx team determined the 10-year warranty was apropos after reviewing the data, including the number of annual returns the company receives each year.

Leveling Blocks Simple to Use

The core facet of the Tri-Lynx leveling blocks and leveling systems is simplicity.

For retailers working with consumers interested in Tri-Lynx, the 10-pack is the company's bread-and-butter product. The Lynx Levelers 10 Pack includes a set of interlocking plastic blocks that configure to fit any leveling function and withstand significant weight. The 10 Lynx Levelers come with a heavy-duty blue nylon storage case.

Although the Lynx Levelers 10 Pack is the company's best-selling product, the Lynx Stop N' Chock is not far behind.

Ideal for customers looking for stability and leveling for marine, personal watercraft, all-terrain vehicles, as well as street and sport motorcycles, the Lynx Chock 'R Dock works well as a chock, with the added benefit of being an easy- to-use tongue dock.

Reaching Customers Through Social Media

In today's highly competitive marketplace, companies are vying a for consumers' attention by expanding their community outreach. To achieve this, many are turning to social media platforms to connect with potential consumers – and Tri-Lynx is no exception.

In addition to using social media to connect with customers, Tri-Lynx also features a unique blog on the company website. The blog focuses on all aspects of RV travel including innovative camper transformations, eco-friendly RV ideas and even how to host a Christmas dinner in an RV.

trilynx.com

WHY LYNX™?



WE ARE THE ORIGINAL RV LEVELING SYSTEM

Established in 1993

The Lynx Levelers® Original RV Leveling System uses orange interlocking plastic leveling blocks that configure to fit any leveling or stabilizing function.

30 Years of Product Development

With Lynx Levelers® at the core of our product line, we've developed multiple products that enhance the leveling and stabilizing experience.

Made in the USA

All Lynx leveling and stabilizing products have ALWAYS been proudly manufactured in America.

ALWAYS MADE IN USA

OUR INTERLOCKING OCTAGON DESIGN

Strong Octagonal Shape

The shape provides maximum weight dispersal, with an impact rating of up to **40,000 lbs**

Porous Interior

Maintains durability, increases strength and is light weight

Backed for 10 Years

We believe our products should last a long time, so we back them with a 10-year warranty



DESIGNED WITH THE USER IN MIND

FROM LEVELING TO LIVING

LOOK FOR THE ORANGE... LOOK FOR LYNX™

TRI LYNX

Trim-Lok



Trim-Lok is proudly Made in the USA since 1971 and is a global leader in thermoplastic and thermoset rubber profile extrusions. For more than 50 years, their innovative and traditional processing methods have enabled them to meet the most challenging requirements for top quality plastic and rubber trim and seal parts.

Company History

In the late 1960s, owner Gary Whitener began work on a new and innovative co-extruded plastic trim used to trim the edges on motorcycle helmets. His proprietary process slit, stamped and coined steel or aluminum, extruded it inside a flexible PVC plastic, and then roll-formed the flat piece into the well-known Trim-Lok Edge Trim. Their Edge Trim is still sold today and is commonly used in nearly every industry.

In-House Expertise

Trim-Lok enlists the most experienced team in the industry for the development of custom engineered design solutions across the industries it serves. The product development team brings high caliber mechanical design, excellent materials knowledge and strong manufacturing expertise to provide full-service solutions to their customers. Trim-Lok's highly skilled team can design parts, build the tooling necessary and then fabricate each part to your exact specifications ensuring performance and value.

Quality

Trim-Lok adheres to strict quality control standards and continually invests in modern equipment and highly skilled employees who are experienced in all phases of manufacturing and production so that you can count on reliability, efficiency and repeatability. From engineering to inspection, Trim-Lok can repeatedly provide complex shapes, within specific tolerances, with extreme accuracy and exacting finishes. Trim-Lok produces UL component recognized Rubber Seals and is IATF 16949 and ISO 9001 certified for automotive supply, which assures its customers that parts will be made to specification and on-time with 100% traceability. Trim-Lok works with numerous rubber and plastic materials and our extrusion lines provide the flexibility to run single material extrusion as well as multi-material extrusion (co-extrusion).

Innovation and Custom Design

Trim-Lok provides a personal hands-on approach to every customer that includes engineering design and development using the latest in 3D CAD software and FEA, reverse engineering as required, state of the art rapid prototyping techniques, internal lab testing, on-site fit trials of first articles and more. Trim-Lok designs remain cutting edge more than 50 years later allowing Trim-Lok to excel in a demanding industry. That is why their custom design business growth has been in the double digits over the last few years.

Two Locations to Serve You

To better serve Trim-Lok's nation-wide existing customer base and support the growth that the company has experienced during its more than 50 years in business, including more than six years in Elkhart, Indiana, Trim-Lok has expanded their Midwest location. If the fall of 2022 Trim-Lok Midwest moved into a new, state-of-the-art facility on the Eastern border of Elkhart. This new facility is 150,000 square feet of manufacturing and warehousing space with the latest technologies to support all facets of their business.

trimlok.com

TRIM-LOK®

TRIMS AND SEALS

CELEBRATING 50 YEARS

1971-2021

NEW LOCATION

NOW OPEN!



Trim-Lok Midwest



Trim-Lok Corporate
6855 Hermosa Circle
Buena Park, CA 90620

CALL US TODAY!

800-405-2966

www.trimlok.com • info@trimlok.com

Trim-Lok Midwest
5540 Beck Drive
Elkhart, IN 46516

Truma Corp.

Truma is celebrating 10 years of providing premium solutions to the North American outdoor recreation community. Backed by over 70 years of German engineering, Truma provides world-class systems including the Truma AquaGo, Truma Combi, Truma VarioHeat, Truma Aventa and Truma Cooler. Truma is also the North American manufacturer of Alde hydronic heating systems. Truma sets itself apart with high quality at every level from the systems we sell to the services we provide.

Warm or Cold Weather – Truma Makes It Simply Better

Truma believes enjoying the outdoors should be a year-round pursuit. We have engineered all of our systems to keep RVers comfortable in all weather, with year-round instant hot water from the Truma AquaGo; heating systems like the Truma Combi, Truma VarioHeat, and Alde 3020 for the winter months; and the Truma Aventa and Truma Coolers for the summer months.

Truma's North American headquarters features a state-of-the-art climate chamber that can be leveraged to increase ROI for OEMs by allowing them to test their RV in extreme weather conditions. We have developed a clear testing and certification process for RVs so that manufacturers can rest assured that their RV will exceed expectations in all seasons.

Truma currently offers two levels of cold-weather certification using international testing standards for our RV manufacturing partners. This gives the manufacturers a formal process to help optimize heating system layouts and improve efficiency.

Manage Your Climate

Truma Interconnect links a single control panel with the heating, air conditioning and hot water systems installed together on new RVs. The Truma Interconnect package is available in three configurations: a two-piece package featuring the Truma Combi combination water heater and furnace paired with the Truma Aventa rooftop air conditioner; a two-piece package featuring the Alde 3020 and the Truma Aventa; and a three-piece package featuring the flagship Truma AquaGo instant water heater, Truma VarioHeat furnace and Truma Aventa.

RV owners will now be able to set the temperature for the RV and control select functions of their water heater from the same panel, using either the Truma CP Plus or the Alde control panel. The control panel will automatically engage the furnace or air conditioner as needed to maintain the desired temperature for a more comfortable and energy-efficient experience, just like a home thermostat.

Simply Better Service

Our commitment to customer satisfaction extends beyond the initial purchase of a Truma or Alde product. We are dedicated to providing our customers with the best possible service no matter where their travels may take them. We have two full-service, brick-and-mortar sales and service centers in Elkhart, Indiana, and Lakeland, Florida, as well as mobile service vans in Arizona, Colorado, Florida, Indiana and Texas.

Our growing network of certified dealerships and service centers helps us provide simply better support to Truma customers across North America. Our highly trained customer support phone representatives are available to help customers troubleshoot or find Truma-certified RV service centers in their area.

truma.net





Simply Better
No Matter the Weather

Heating Systems for Cold-Weather Comfort

Truma offers innovative heating solutions and certification for RVs

With more RVers celebrating year-round camping, it's more important than ever before to offer reliable and effective heating options. Truma has the most advanced and innovative heating systems on the market.

Truma Combi



- Space-saving
- Delivers hot air and hot water
- Diesel model now available

Truma VarioHeat



- Ideal for small spaces
- Quiet
- Compact

GOLD STANDARD
Cold Weather **Certified**

www.truma.net

American Bolt & Screw

American Bolt & Screw is your premier source for commercial grade fasteners, nuts, bolts, screws and hardware. For more than 60 years, ABS has set the standard for quality, value-added services and superior customer service.

Quality products, quality service and quality people are what we're all about!

From our seven ABS warehouses strategically located across the United States and Mexico stocking more than $20 million in inventory, we are uniquely poised to serve your fastener and hardware needs for manufacturing and assembly.

Choose from an extensive range of fasteners, including commercial grade bolts, washers and overhead door specialty items. We also offer a huge selection of cabinet hardware, bath hardware, cargo hardware and lock sets.

ABS Services includes custom bagging and packaging, vendor managed inventory, warehousing and deliveries. Our Quality Control Lab and "Dock to Stock" Program ensures the highest of quality for our customers and our ABS Patents provide new products to help customers meet their specific needs.

American Bolt & Screw has developed relationships of trust and respect with customers from coast to coast. We offer you that same "win-win" approach for your fastener and hardware needs.

Contact us today to find out more.
At ABS, we hold industry together.

absfasteners.com



ASA Electronics



ASA Electronics builds its products to enhance any adventure, whether at work or play. From the ground up, the ASA team develops observation systems, safety technology, entertainment systems, TPMS (tire pressure monitoring systems) and more, ensuring that the materials used will withstand the elements encountered in the RV world. ASA Electronics is the proud developer of iN-Command control systems, JENSEN speakers and TVs, iN-Command TPMS, ADVENT air conditioners and Voyager observation systems. Every product is extensively tested against the elements, such as water, dust, heat, cold and vibration. Easy installation capability means a more production-friendly product for fast and effective integration into your lineup. From safety to entertainment, ASA delivers above and beyond, accompanying your teams from the prototyping stage through implementation to ensure success at every step.

Just as they are committed to building quality electronics, they are committed to meeting their customer's needs at each stage of the development journey.

ASA offers more than quality electronics; they provide a true partnership and the capability to help you dream something new.

asaelectronics.com



Impel



Impel offers RV dealers, OEMs and third-party marketplaces the industry's most advanced digital engagement platform. Impel's comprehensive solutions feature best-of-breed applications in digital merchandising, automated communication and imaging, all powered by the industry's leading conversational AI technology. The company's always-on technology engages, educates and influences consumers at every touchpoint in the customer journey.

Impel's 360˚ WalkArounds enable dealers to deliver personalized, interactive shopper experiences in their digital and physical showrooms, as well as on third-party marketplaces. Dealers using Impel's merchandising and imaging products are able to offer shoppers enhanced vehicle photos, rich virtual exterior walkarounds, clickable feature callouts and detailed interior panoramic views.

Impel's Sales AI optimizes a dealership's effectiveness and productivity by responding immediately to (and following up with) every online lead submission, pre-qualifying shoppers, engaging in dialogue, and automatically scheduling live calls and showroom appointments in a dealer's CRM system.

Designed to enhance and optimize RV retailers' existing systems and processes, Impel's advanced cloud-based technology integrates seamlessly with leading website platforms, third-party marketplaces, digital retailing tools, dealership management systems (DMS) and CRM platforms to help RV dealers of all types and sizes deliver exceptionally engaging experiences. To date, the company has delivered more than 4 billion shopper interactions in more than 50 countries.

impel.io/specialty-retailers

Impel
Exceptionally Engaging Experiences.™



Bring your showroom to their living room.

Impel's advanced 360˚ digital merchandising and conversational AI solutions will turn your online shoppers into buyers.

Give your shoppers the experience they deserve.

impel.io | +1 84 GETIMPEL

Omniasweden



With your Omnia products, you can make fresh-baked bread and delicious oven dishes directly on the stovetop. Omnia is easy to use, lightweight, compact and requires no installation.

History

No one is quite sure when the Omnia first saw the light of day, and there are a few different legends about how the idea came about and was realized. What we know for sure is that this little oven has been around a long time and is hugely popular in Sweden and other countries. We have evidence that it has been around since the 1940s, and probably even earlier.

In the mid-1970s when Optimus, which manufactured the oven, merged with Alde, the pan was made 25% bigger and the lid, which used to be blue, was changed to the now-familiar red.

Koala Marketing has been making the Omnia product since 2006.

U.S. Journey

Since 2018, we have had a subsidiary in the U.S. and are learning new things every day about everything from RV cooking to sales structures. We see a substantial demand and looking forward to the upcoming years with more experience and a recently signed partnership with RVLI.

omniasweden.com

This little oven has been around a long time and is hugely popular in Sweden and other countries.

WELCOME TO THE WORLD OF OMNIA

For more information on the Omnia line - contact RVLI at info@rvli.com

OMNIA STOVETOP OVEN

With your Omnia, you can make fresh-baked bread and delicious oven dishes directly on the stovetop. Gives you a new dimension of camping cooking.

Omnia is easy to use, lightweight, compact and requires no installation. Works on all heat sources except induction.

Omnia is ideally suited for RV owners:

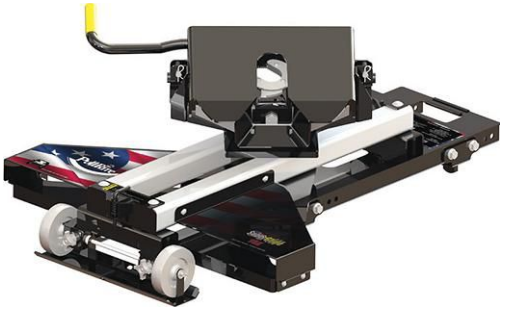
- who do not have an oven
- who want to bake/cook/warm food outside
- who think that the regular oven uses too much gas
- who want to quickly warm up pre-baked bread



Instagram: Omniasweden Facebook: Omniasweden INT YouTube: Omniasweden

omnia
omniasweden.com

Pulliam Enterprises, Inc.



Pulliam Enterprises, Inc. has been designing and manufacturing extraordinary hitches for more than 40 years. We are recognized as the leading innovator in the design and manufacture of fifth wheel hitches.

PullRite strives to go beyond expectations in developing new technology, crafting quality products with care and providing superior customer service.

We've combined skilled engineering and ingenuity to make the safest, strongest hitch you can find.

We also maintain the highest levels of quality and craftsmanship in our U.S. facilities.

We Have Something to be Proud of...

...and a story to tell of our commitment to American-made products.

Few hitch manufacturers can truly claim that all their products are conceived and created on American soil.

In the 2008 financial crisis, when banks were closing down local RV businesses around us, we were faced with some hard decisions. Once again, the easy way out of such a crisis was to let 80% of our employees go and send the manufacturing off to China.

We held a meeting with every company employee and talked with them in an honest, one-on-one forum.

We tell our story not to boast or to get an "edge" over the competition, but rather to let you know that we have made a commitment to keep our products made in the USA.

The decision and commitment has been made – both to our employees and to you, our loyal customers.

pullrite.com



Samlex America



Experience a new way of selling solar power systems that will increase the number of products you sell.

Recently, Samlex introduced a new way to sell solar systems. The newly launched RV Solar + Power Bundles sales tool helps you match your customer's lifestyle to an appropriate bundle designed to simplify selling an off-grid solar and power system. With a series of easy-to-follow charts, dealers can help customers select their RV type, power needs, number of people in their group, and the duration of time they'll be away to recommend one of three bundles: EXPLORE 200W, SHARE 400W or ENJOY 600W.

We also offer great benefits to support our dealer network, including:

- Dealer Success Program – sales tool to help make selling solar simple, now enhanced with RV Bundles
- Widest Array of Inverters – easy to fit your customer with the right power solution
- Training Webinars – help your staff sell solar with confidence and close more sales
- P.O.P. for Dealers – ask about gondola toppers and triangular displays

Since 1991, Samlex America has been a leading manufacturer of solar, power inverters, inverter/chargers and more. Samlex has everything your customers need to power their necessities and comforts of home while dry camping. All Samlex products are backed by our manufacturer's warranty and supported by the best customer service in the industry.

Set your dealership sales team up for success – contact Jonathan Krawchuk for a free consultation at jonathan@samlexamerica.com or 1-800-561-5885.

samlexamerica.com/rv



United States Warranty Corporation

United States Warranty Corporation, Cleveland, offers an expansive range of coverage at affordable rates on new and used RVs, powersport vehicles and marine watercraft with no minimum quotas. The Eagle Infinity Coverage | Timeless Protection Plan features no expiration date, no expiration mileage and was created exclusively for new RVs. Unique features are the in-house enhanced wheel and tire and enhanced service call products.

USWC offers 24/7 in-house claims administration and cancellation protection for authorized partners. A cloud-based, menu-selling platform option allows turnkey F&I solutions. One-of-a-kind exclusionary programs and ancillary options like GAP, RV tech, and paint and fab provide increased revenue while providing customers with unmatched service delivery.

USWC covers vehicles up to 20 model years and in-house customer payment plans. Customized marketing materials and no-cost benefits (i.e., winterization reimbursement and deductible reduction for returning to the dealership for service) are customer-requested value adds. USWC welcomes agents/reps, manufacturers and multi-site locations as well as mom-and-pop shops to its network of partners, and now serves Ontario, Canada. Service, integrity and trust guide the company's 47 years of dedication to the industry.



uswceagle.com

WORD OF THE MONTH

HINT

Dealers from this industry maximize profits with ***USWC Service Contracts***

_____able

(fill in the blank)

CONFIRM YOUR ANSWER WITH OUR VERY ***ABLE-BODIED*** STAFF

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United States Warranty CORPORATION
SERVICE, INTEGRITY AND TRUST SINCE 1975

DealerPRO RV Training

DealerPRO RV Training is the nation's No. 1 performance-based Fixed Ops Training company designed exclusively for RV dealers. The company's proven training builds your team into top customer retention specialists, coaching dealers, managers, and fixed ops personnel on customer communication, the service sales process and expert phone skills in the RV Service Lane.

Don Reed, CEO of DealerPRO RV Training, has worked with hundreds of personnel in RV stores in the United States, teaching them how to increase profits in fixed operations. As an RV Dealer for 14 years, Reed achieved a 65% market share in interior Alaska for both sales and service and was awarded the Fleetwood "Circle of Excellence" and Winnebago "Circle of Excellence" for outstanding customer service. In his first year as a Jayco dealer, he received the "Rookie of the Year" award. He has been published in Fixed Ops, RV PRO, and Dealer magazines and has conducted workshops for the RV Dealer's Assocation (RVDA), NTP-Stag and National Automobile Dealers Association (NADA) as a Top 10-rated speaker.

DealerPRO RV Training is an approved curriculum for the Mike Molino RV Learning Center and provides custom training for all size RV dealers, including pop-ups, travel trailers, fifth wheels, Class C motorhomes and Class A motorhomes.

The company's proven, in-dealership performance driven training initiatives have produced additional gross profits for RV dealers that beat their previous year's performance by up to 40% or more. The company accomplishes these remarkable results by training, teaching and coaching the RV dealership service team to provide every customer with the highest level of service they possibly can on each and every visit.

DealerPRO RV Training is the only training company with the 200K Club, exclusively for dealers who have achieved a $200,000 or more increase in fixed operations gross profits while training in its program. No other training company can make that claim.

Join the club – our Top 100 dealers gained more than $30 million added gross profit!

rvdealerprotraining.com

When's the best time to get service sales, process, & customer communication training?

NOW!



Now thru March 1st, 2023, 3 days Service Drive Training ONLY $7500. All inclusive*

Get your service team professional training in 2023 and take advantage of our special pricing.

Better Trainers! Bigger Results!

*Contact us for details

888.553.0100

DEALERPRO™ RV

results@dealerprotraining.com
rvdealerprotraining.com

Dragonfly Energy Corp.



Dragonfly Energy Corp., headquartered in Reno, Nevada, is a leader in lithium-ion deep cycle batteries, making renewable energy accessible and affordable. Best known for their popular line of consumer products, Battle Born Batteries, the company is focused on providing cutting-edge solutions in renewable energy storage. Their nontoxic deep cycle lithium-ion batteries are designed to displace lead acid batteries across industries, including RV, marine, off-grid



residential, work truck, and stationary and industrial applications. Taking customer experience to a new level, these products are a lighter weight solution, have more power, charge faster, and require zero maintenance when compared to lead acid. In addition, customers can expect their batteries to last 10 to 15 years and can have confidence as each Battle Born Battery comes backed with a 10-year warranty.

With industry leading customer service, Battle Born Batteries serve as full system integrators, offering all components needed for a complete power system through in-house sales and technical support and through the Battle Born e-commerce website. Available products include Li-ion batteries, inverters and chargers, alternator regulators, solar panels and more.

Dragonfly Energy also has an extensive Reno, Nevada-based R&D department where they are developing the future of high-grade renewable energy storage through the development and deployment of their proprietary and patented solid-state cell technology. With this unique technology, Dragonfly Energy looks to revolutionize renewable energy storage.

dragonflyenergy.com



Eberspaecher Group





With approximately 10,600 employees at 80 locations worldwide, the Eberspaecher Group is one of the automotive industry's leading system developers and suppliers. The family business, headquartered in Esslingen am Neckar, Germany, stands for innovative solutions in exhaust technology, automotive electronics and thermal management for a broad range of vehicle types. Eberspaecher components and systems provide more comfort, greater safety and a cleaner environment on or off the road. The family business has based its future development on three pillars: clean mobility, smart solutions and dedicated people.

With the Special Markets Business Unit, the automotive supplier ensures the right temperature in commercial and special vehicles: trucks and mini/midi buses, boats and ambulances, in construction, agricultural and forestry machines as well as recreational vehicles. With various offers to choose from, fuel-operated auxiliary heaters are particularly suitable for camping enthusiasts who value comfort and self-sufficiency.

Eberspaecher's air heaters are engine-independent and keep the vehicle pleasantly warm even on colder nights or when the outdoor temperature is low. The third generation of Eberspaecher's air heater Airtronic combines state-of-the-art technology with proven functions for fast cab heating. Thanks to its compact design, the Airtronic can be installed even in tight spaces.

The fuel-operated water heaters of the Hydronic product family are the ideal solution for applications where the cab and the engine should be pre-heated, for example, in very cold regions. Here, it makes sense to pre-heat the coolant to make sure the engine starts smoothly. This prevents idle time and motor wear and, thus, preserves the engine.

Specifically designed for the needs of the North American RV market, the new modular Hydronic AquaSystem for manufacturers completes the portfolio. It not only ensures a pleasantly warm passenger compartment but also heats domestic water at the same time – based on the coolant circuit through which the coolant heated by the Hydronic S3 water heater flows. Thanks to its modular design, the system can be tailored precisely to the user's needs.

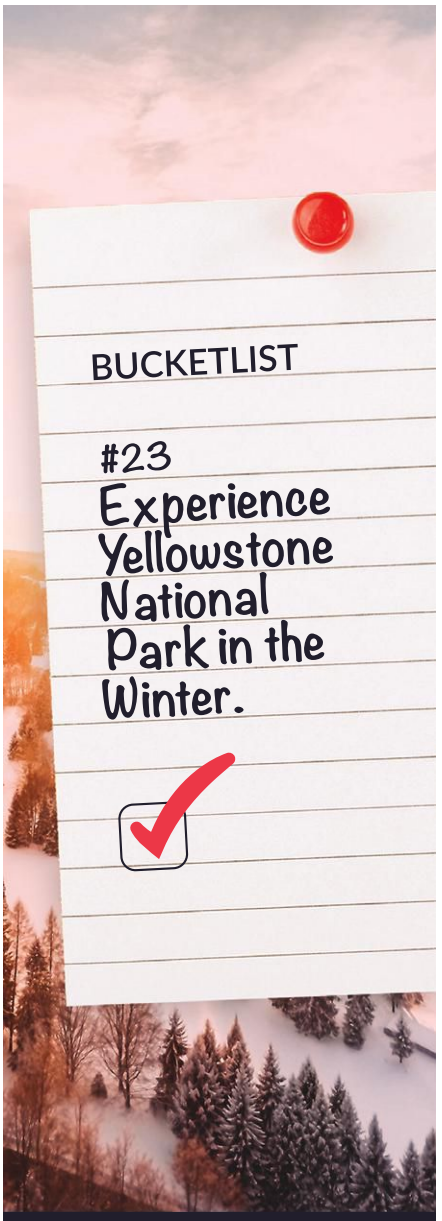
The comprehensive Eberspaecher portfolio is the perfect choice to secure a pleasant level of comfort and offers custom-fit systems for the specific needs of RVs and campers.

eberspaecher.com

Eberspächer
A WORLD OF COMFORT

AIR AND WATER HEATING / THE NEW HYDRONIC AQUA SYSTEM
THE PERFECT CHOICE FOR MAXIMUM INDEPENDENCE AND ULTIMATE COMFORT!



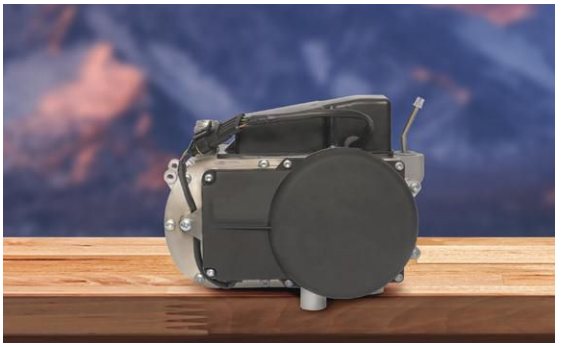


Go with
Timberline

The Timberline heat and hot water system is intentionally designed to provide luxurious, comfortable heat in harsh environments and high altitudes, so you can finally explore where you've always wanted to.

TIMBERLINEHEAT.COM
BY: ELWELL

Elwell Corp.



Elwell Corp. is a family-owned and operated firm that specializes in providing innovative technical products to the RV and marine markets. The family has been active in the industry for more than 25 years, with a goal to enhance and improve the RV lifestyle.

The principles at Elwell Corp. all started in the service sector of the industry; developing service networks and managing service and installation centers nationally. This background puts the company in a unique position to represent and develop technical integrated products, which we have made the main focus. Representation and distribution of these products is being provided to the OEM, wholesale and retail levels. Whether you're a supplier aiming to grow your customer base or an OEM looking for solutions, the company looks forward to working with you and creating good partnerships.

Elwell Corporation has been instrumental in providing support and insight to companies both already doing business in the North American RV market and for companies intending to bring their products to the American market from other countries. Leading suppliers from Europe have looked to Elwell Corp. to facilitate interviews and exploratory reviews and provide valuable market insight.

Timberline

Timberline is specifically designed to provide consistent heat and hot water, even in extreme temperatures. The system is programmed to efficiently manage energy using the Autoterm Binar Compact Heater, which is optimized for seamless use whether you're traveling in high altitudes or at sea levels.

Comfortable heat is provided by automated air handlers that run softer or harder depending on what your climate demands. Should you want a quick boost of heat, a supplemental 120 V heating element is also available when your motorhome is plugged into shore power. Set your desired temperature and enjoy your adventure with peace of mind, knowing that warmth and hot water will be waiting for you when you get back.

elwellcorp.com

NSA RV Products



NSA RV Products is the premiere manufacturer of quality tow bars, fifth wheel hitches and more. Known for their lifetime warranties (no one can beat a lifetime warranty), each tow bar and fifth wheel hitch is completely made in the United States in Iola, Kansas.

AMERICAN MADE.

It's not just a motto, it is our promise to you.

We are proud to be one of the only remaining American manufacturers of RV towing products. We are committed to building our products in the USA, where we can ensure quality of every detail. We recognize that quality and safety for our customers is most important.

NSA RV Products is the only tow bar company to offer an integrated tow brake that saves the customer and dealer time and money. So, if you want quality products with a lifetime warranty and unique, customer-centric benefits – you want NSA RV Products.

Our latest product – the Zeus fifth wheel hitch – is made in the USA. It is the only fifth wheel hitch on the market with a lifetime guarantee. It can be used in either short bed trucks or long beds. The ball can be moved 24 inches forward or backward and the hitch weighs only 54 pounds. It is powder coated for extra durability and has a chrome steel ball. It can only be used with ISR Industry Standard Bedrails.

The King Pin adapter is a solid 5-inch by 5-inch by 7-inch block of aluminum. It has a locking internal spring-loaded pin; once sitting on the ball, it will not come off for any reason

Using the aluminum clamp to fasten onto the King Pin, once connected aluminum grabs steel it will not spin or move around. By using the block of aluminum, it raises the pulling point on the King Pin 3 1/2 inches, allowing you to have more clearance with your truck bed.

nsarvproducts.com



Pinnacle Appliances

Pinnacle Appliances is known for appliances that match (or even exceed) the capabilities of customers' appliances at home. Based in Houston, Texas, the company has built partnerships with RV dealers around the nation.

Laundry Solutions – The Super Combo Washer-Dryer functions as a two-in-one appliance, with the capacity to both wash and dry in the same drum, which is convenient, space-saving and money-saving. The Super Combo Washer-Dryer is available in multiple colors and two sizes (18-pound and 13-pound capacity).

The stackable laundry sets are a perfect fit for the RV. The washers offer multiple wash programs and the compact dryers allow the set to be short stacked to a height less than 60 inches.

The latest models heat water to 165 F to kill any viruses or contagions, in addition to a cycle that also kills allergens like dust mites. The drum features anti-microbial drum baffles to prevent growth of bacteria to keep clothes safe. Both laundry solutions offer 2-minute winterize options for easy shutdown. Pinnacle laundry products have a two-year warranty, and five years for the main motor.



Wine Coolers – Choose between three appealing wine refrigerator styles. The first is a countertop model that can rapidly chill one bottle at a time. Pinnacle offers three other traditional refrigerator options, including the Slim Nine Bottle Wine Refrigerator (measuring 5.90 inches wide), a 12-bottle refrigerator, and a 16-bottle refrigerator. All three refrigerators can be used as a freestanding or built-in unit.

Refrigeration – Pinnacle recently released DC 12 V refrigerators in 10 and 3 cubic feet capacity, which are convenient for boondocking. Durable with stainless finish, vibration resistant, nonslipping rubber bases make these refrigerators the optimal choice.

Cooking Ranges – With a line of induction cooktops, and an energy transfer rate of 84% (versus 74% of other technologies), choices range between single, dual and quad burner cooktops. No flames are involved, and most styles have an auto shutoff feature for enhanced safety. The Combo Microwave-Oven (choice of microwave or oven) 5-in-1 Pinnacle AF500 Air Fryer, offers the safest cooking solutions on the market. The freestanding appliance occupyies 17 inches of counter space (width-wise).

Lifestyle – *Electric fireplace*: With the touch of a button, the indoor fireplace enhances any space with its stunning walnut finish and 7 LED light options.

Outdoor AC: No installation is needed for this low-noise portable AC unit, which is movable with the universal wheelspoint. Its all-metal design won't rust or corrode, and the electronics inside are waterproof.

pinnacleappliances.com

TST (Truck System Technologies)

Tire Pressure Monitoring Systems can protect you from tire-related issues on the road





TST's tire pressure monitoring system (TPMS) transmits wireless, real-time tire temperature and pressure readings directly to the legacy 507 series wide-screen color display, as well as the new 770 touchscreen color display. User-programmable warnings are presented on the digital displays as audio, visual and textual alerts, in most instances giving you ample time to pull to a safe location.

In addition to RVs, TST systems are expandable and can monitor up to five trailers and 115 tires, including spares. This allows you to not only monitor your RV, but also boat, agricultural, utility and cargo trailers, and your "toys," such as side-by-sides, motorcycles, ATVs, etc.. The three-year warranty and lifetime customer support make this the choice of OEMs and aftermarket alike.

TST's products are designed to commercial vehicle standards. TST's parent company, Pressure Systems International (P.S.I.), is the global leader for automatic tire inflation systems (ATIS) in the commercial trucking industry. With 1.8 million ATIS systems in use worldwide since 1993, the TST team has learned a lot about tires. Utilizing TPMS telematics and real-time reporting and analysis from hundreds of millions of miles of real-world use, we have applied this knowledge to ensure the sensors report accurately and consistently.

"Air carries the load," and our proven IP67 dust and water-resistant sensors (over 1.2 million sold) let you know if you are ready to hit the road. Traveling with properly inflated tires is not just a safety benefit; proper inflation can also save fuel, which saves money. According to fueleconomy.gov, under-inflated tires can decrease fuel efficiency by 0.2% for every 1.0 psi drop in the average pressure of all tires. Additionally, tires can lose 1 to 3 psi per month due to climate conditions and normal operation.

In the RV industry, TST is the preferred factory-installed OEM TPMS system on Forest River's Rockwood and Flagstaff lines, as well as other lines within Coachman, Dynamax and XLR, with other lines continually being added to the list.

TST's dealer support and live training network ensures the RV sales force is educated about the operation of the system, enhancing the customer experience at delivery, with TST customer support representatives ready to take over after the sale.

To learn more about San Antonio, Texas-based TST and its TPMS, visit tsttruck.com or call 770-889-9102 to find out why TST's products, dealer training and customer support is second to none.

tsttruck.com

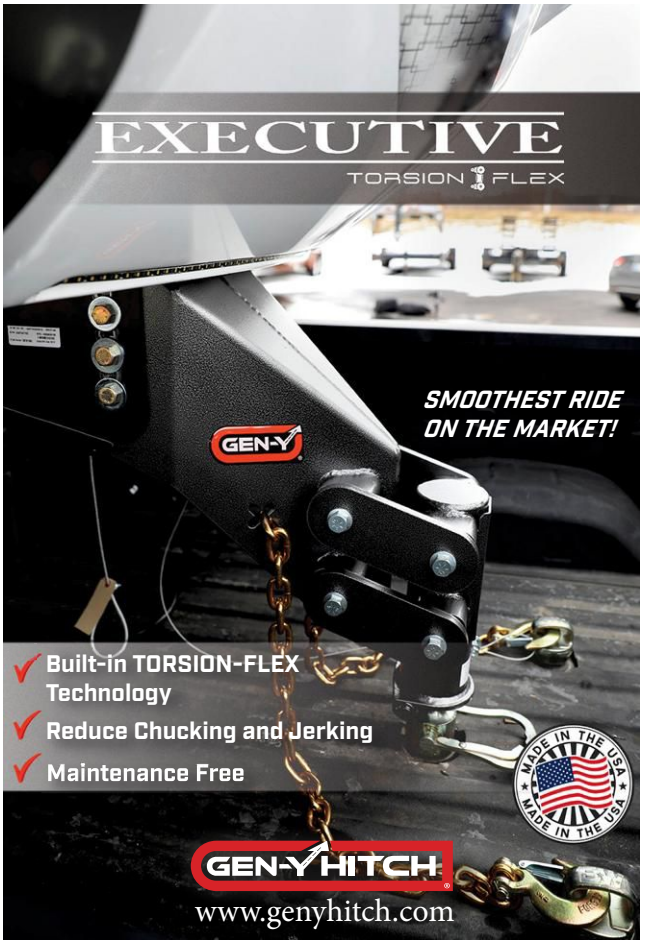




Century Chemical

The Century Chemical name has been synonymous with sanitation since 1926, offering specialty chemicals, custom blending, contract packaging and private labelling. A turnkey solution for dry bulk blending and liquid filling starting at ¼-ounce bottles to 275-gallon tote tanks. Century Chemical provides sanitation products and other chemical supplies to the RV, marine, aviation, charter bus and portable sanitation industries. In the last 96 years, we have continuously given our customers the most efficient service possible, including quick response time, meeting fast production needs and establishing long-term client relationships.

centurychemical.com



GEN-Y Group

GEN-Y Group is located in northern Indiana and comprises two divisions: GEN-Y Hitch and NEXGEN Industryz. These divisions design and manufacture innovative towing products that are made 100% in the USA. From fifth wheel pin boxes to bumper pull hitches, trailer couplers and more, GEN-Y Group strives to satisfy all towing markets. What makes GEN-Y different from competitors is our fully adjustable drop hitch that allows for one hitch to be used for many applications. Furthermore, our patented TORSION-FLEX technology removes up to 90% of inertia between truck and trailer, creating the smoothest ride on the market. GEN-Y's priorities are to bring value and safety to the towing industry, while providing the best customer service.

genyhitch.com

Jaeger-Unitek Sealing Solutions, Inc.

With more than 75 years of experience, Jaeger-Unitek has the expertise and capabilities to deliver the most cost-effective products to achieve your sealing needs. Our automotive pedigree and IATF [International Automotive Task Force] quality systems ensure the highest performing seals for your application. The patented Flip 'N Seal product line is the new industry standard with an integrated one-piece designed bulb and wipe ideally suited for any slide-out sealing application. The integrated design allows for part consolidation, improved installation time and eliminates the worry of bulb seals falling off your RV during transit. Flip 'N Seal products are engineered using the highest quality automotive grade materials and adhesives used by global OEM manufacturers. Our products, packaged in a coiled fashion, help minimize the footprint in your facility. Other design features include a wiper blade tip for wiping water off the slide room and an anti-friction coating under the integrated bulb to aid in installation.

jaegergroup.com/en/jaeger-unitek



Sweepovac

We make cleaning easy

The brand-new Sweepovac BIG Kick vacuum designed especially for RVs and motorhomes makes cleaning easy. The BIG combines a kick pan and regular vacuum in a single space saving unit that can be fitted in less than 10 minutes. It offers incredibly powerful suction (23KPA) and an easy-to-handle hose, which extends from 10 feet to 33 feet. The BIG Kick comes with a full range of attachments including a pet grooming tool and a cloth carrier bag to store everything. Three re-usable bags are included so owners never have to buy bags again. The Sweepovac BIG kick is the ultimate cleaning convenience for any RV or motorhome.

sweepovac.com





Thermo-Tec

Thermo-Tec produces the highest quality products for heat insulation, heat protection and acoustical control. The company's products out-perform the competition in the recreational, automotive, motorcycle, powersport, marine and aviation industries. Several disciplines of racing, from grassroots to professional race teams, depend on Thermo-Tec high performance products. It's the company's reputation for producing the highest quality and best performing products that keeps racers, and automotive enthusiasts alike, using our winning products.

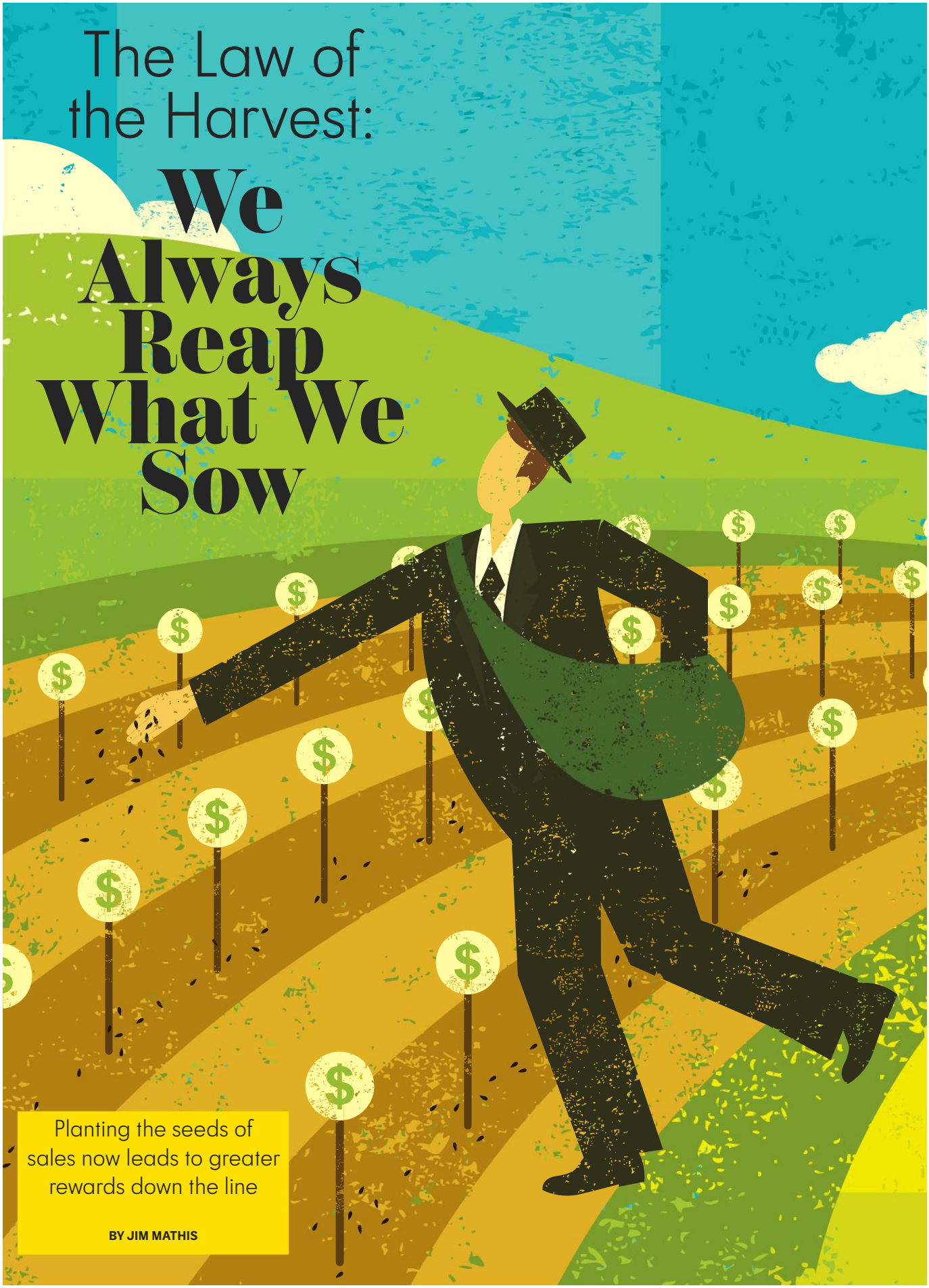
Extreme heat conditions and the destructive nature of radiant heat in general continue to be a major problem for consumers of our products. They find that Thermo-Tec products provide logical, easy-to-use solutions at reasonable prices.

thermotec.com



The Law of the Harvest:

We Always Reap What We Sow



Planting the seeds of sales now leads to greater rewards down the line

BY JIM MATHIS



"What goes around comes back around in abundance."

The Law of the Harvest: We always reap what we sow, later and in more abundance. Life is filled with consequences of actions. Successful people know how to plant the seeds that yield the best consequences and nurture them, and then they have the patience to wait.

My Most Unusual Hang-Up

About 10 minutes before I left my hotel room one day, I received a cold call from a company that prepares taxes for small and midsized businesses. The man was formal and totally inattentive. He rushed right into his calling script. I could tell because he was reading it like it was a high-speed radio ad. He talked on and on about his services without pausing for a breath (or a response from me). He rattled it off so fast that I knew he had done no research on me or what I did for a living. And he wanted to do my taxes!

Finally, I told him nicely that I could not talk with him at that time. But before I could say thank you, he hung up on me. That's a first! I have had someone hang up on me a few times (less than seven) in my sales calls, but I have never had the person selling to me hang up on me! Has that ever happened to you?

The man was so busy reading his script and telling me information that I don't think he had a clue what seed he was planting in his prospects' minds. He probably doesn't care, but I am sorry it ended.

I wish there had been more time for us to talk. I would have liked to help him make his calls more effective and harvest a bigger crop from the seeds he is planting.

However, he is throwing seeds indiscriminately and not cultivating the right ones that are guaranteed to prosper. He needs to reinvent his approach and attitude.

I wish I could have shared the Law of the Harvest with him. There are multiple sources, but these laws apply to your sales. If you know these laws, you will reap a great crop of sales.

1. You always reap what you sow.

The first law of harvesting is that you get out what you put in (what goes around, comes around). If you plant tomato seeds, you will get tomatoes. If you plant apple seeds, you won't grow oranges.

In the same way, you will get the benefits of many buyers by planting the seeds that grow buyers. People don't care about the features you are selling; they only care about the benefits to them. If you plant seeds just about your features, people won't know the benefits of your products or services and your "crop" won't grow!

Make your sales about the prospective buyer (the benefits to them). I heard a speaker say years ago, "Nobody cares about your products – only how they can benefit from them." I learned watching the cable show "Pawn Stars" that the more someone sells their own value to the shop owner, the less they

Successful people know how to plant the seeds that yield the best consequences and nurture them, and then have the patience to wait.

Energizing Your RV Experience
for over 20 Years!

DLS SERIES
BATTERY CHARGERS and POWER CONVERTERS



Clean DC performance for charging your RV batteries and operating your RV's DC equipment...



Voltage input/output and amperage models to meet your unique RV system requirements...



...and Plug and Play IQ Charge Control options to match the DLS to your charging preferences!

For over 20 years, IOTA® DLS Series Battery Chargers and AC/DC Power Converters have delivered confident, hassle-free power solutions for RVs across the continent. Whether using pedestal or generator power, IOTA's DLS Series is designed to keep batteries charged and fans, pumps, and other DC loads operating properly for optimal life...We'll help energize the vehicle so owners can focus their energy on recreation!

IOTA®

Download a free IOTA Power Solutions guide at www.iotaengineering.com

1-800-866-4682 www.iotaengineering.com

20' SEWER HOSE KITS

USE A SINGLE HOSE FOR DUMP STATION CONVENIENCE
CONNECT BOTH HOSES FOR A 20' EXTENSION

GOOD

DOMINATOR

- 23 mil polypropylene material
- Fittings rotate to keep hose flat
- Holds position for superior drainage





BETTER

SILVERBACK

- 24 mil polypropylene material
- Fittings rotate to keep hose flat
- Spring back - crush proof

BEST

Viper

- Tough 25 mil TPE material
- Fittings rotate to keep hose flat
- Spring back - crush proof



VALTERRA® | DOMETIC

www.valterra.com



want to buy the item. No buyer cares about what you value or your problems. They all want to know what is in the deal for them.

Face it: We have become obsessed with what we think we deserve, to the point that the new national anthem should be, "Oh say, can you see? What's in it for me?"

We are really into self-indulgence. In fact, almost everyone's favorite radio station is "WII-FM" (or "What's In It For Me?"). Arguing about the features or shaming me into buying fails every time. It loses the benefits and focuses on emotions. Emotional buying usually ends with one emotion: regret.

I never bought anything because I lost an argument with a salesperson. I never sold anything because I won an argument with a buyer.

So what can you learn from sowing/selling in a narcissistic market? Don't argue! Rather, take advantage of the buyer's self-focus. Ask more questions about the buyer, their customers, their competition and their business and history. If you ask great questions and engage prospects, you will reap their benefits. You will reap exactly what you sow.

2. You reap later than when you sow.

The second law involves time. Sales success is about time and numbers. What goes around comes back at some point after time has passed.

I used to live in Indiana. I learned there is a narrow window in which farmers can plant to get their crops in and matured in time for the fall harvest. Nobody plants expecting to harvest immediately. The work a planter does today won't be reaped for quite some time. In sales, most people don't buy on the first call. You must put in time and many contacts to get results.

Persistence might pay off, but diligence makes you respectable.

Sales results are all in the numbers. It takes time to close a deal. I have only sold twice in my life on the first call.

Some people say I am persistent, and there was a time when I liked that characterization. But in a market where there are pestering salespeople all competing for the same thing (with usually the same approach), I started to dislike that word. There isn't a lot of difference between the words "pest" and "persistent."

Besides, they share too many letters in common. I prefer the word "diligent." It implies hard work and faithfulness to the customer. It is positive in almost every way. I tell customers I am calling back to be diligent to their request. This gets very positive feedback — and results.

I heard a saying several years ago:

Apathetic salespeople have hungry children.

If you practice diligence now, it will pay off later. I know that for every cold call I make today, it will reflect in about six months to a year with more clients. That is why I laugh when someone says, "We aren't looking for anything now, but we will be next year."

"That's okay," I say. "I need to work next year, too!"

I prefer the word 'diligent.' It implies hard work and faithfulness to the customer.

That remark usually gets a positive response. And when I call back the next year, I have a better chance to close the sale. You will reap later than when you sow.

3. You reap more than what you sow.

The third law is that for every seed you plant, the yield (results) will increase in volume. What goes around comes back in abundance.

I live in Florida, where much citrus is grown. It has been a very rainy season, and the orange and lemon trees are tall and abundant. Each tree is producing a lot of fruit, and each fruit contains more seeds. Do you realize that each tree that is producing all that citrus fruit was started with just one seed?

In the same way, the sales numbers work in your favor. The calls you make today will result in more business tomorrow.

I just presented for the fifth time to a group that I cold called eight years ago. They keep bringing me back, and each time, it has resulted in more people who want to hire me. That happens frequently in business every year.

It can happen to you, too. The calls you make today will multiply what you reap in the months and years to come. You will have more business than you know what to do with if you put in the efforts (sow more seeds) today.

Successful salespeople know that 60% of their business comes from repeat customers – repeat customers who not only keep buying from them but tell their friends and acquaintances. Great sales almost always result in great referrals, and vice versa. You will reap more than what you sow.

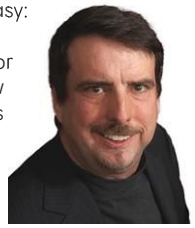
"If you help enough people get what they want, you will get what you want." — *Zig Ziglar*

The seeds you plant today will yield multiple harvests for years to come. Stay with it now and you will be more prosperous in the future.

Look at your recent sales calls. Where are you planting seeds that you expect to result in a harvest? How many sales seeds are you planting today? Do you have a plan for the time it will take to grow your harvest?

The more you plant today, the more will come back to you in a plentiful harvest. What are you doing to plan for a greater yield in the future? RVP

Jim Mathis, IPCS, CSP, CJMT, is The Reinvention PRO, an International Platform Certified Speaker, certified speaking professional, certified John Maxwell team speaker and trainer, and bestselling author of "Reinvention Made Easy: Change Your Strategy, Change Your Results." For more information on how Mathis and his programs can benefit your organization or group, call 404-922-8199, or visit jimmathis.com.







Get Out AND LIVE

The Handicapped Travel Club's GOAL is accessibility – a move spreading across the U.S. that is working to drive innovation for disabled adventurers with wanderlust.

BY EVI ARTHUR

Photos courtesy of The Handicapped Travel Club

The Handicapped Travel Club has one motto: get out and live (GOAL).

"Don't sit in your home and not have the fun you could have when you go and travel," says Barbara Gratzkr, the group's public relations committee chair. "It makes you feel better about yourself and gives you something to look forward to."

Founded in 1973 in Arcata, California, the Handicapped Travel Club (HTC) has spent nearly 50 years advocating for more accessibility during travel for those who are disabled and wheelchair-bound, particularly in RVs and campgrounds. The organization's original founders – five disabled couples from California and Texas – met while camping and started the club to share information with other disabled travelers.

"People that would see [the HTC founders] in the campgrounds had no idea that you could make an RV wheelchair-accessible," Gratzkr says.

Today, the club has members in three U.S. regions – Western, Central and Eastern – and an annual rally that members from all over the country are encouraged to attend. The rallies rotate regions and are five- to six-day events with notable speakers, wheelchair races, karaoke, food and RV open houses, so members can see what accessibility customizations other members have made.

Following the HTC 2022 rally, the organization was added to the RV/MH



Hall of Fame in Elkhart, Indiana, where its exhibit features old photos, meeting minutes and memorabilia from the club's history.

Aside from the community, connections and exchanging of new ideas, HTC rallies also offer members an opportunity to travel to new places.

"When [members] get there, they know that we've looked around and found out everything that's wheelchair accessible around us," Gratzkr says. "So, we can give them ideas on where they can go to sightsee.

"We bring away such joy from the rallies looking at these people who have overcome so many issues," she says. "We've had members whose wives have had strokes and couldn't move, and they've put a ceiling lift in and put 150,000 miles on their RV taking their wife all over the country."

Barbara and her husband, Bill, the former president and current regional director of HTC's Eastern region, have been involved in the club since 2007, after their neighbors told them about an accessible RV they saw while camping. At the time, Barbara was in a wheelchair full-time, following complications from a polio diagnosis prior to the Salk vaccine. The discussion led the Gratzkrs to traveling the country together and camping – something they previously thought was not possible.

"We didn't know that [experience] existed, and that's why we're trying to spread the word to people," Gratzkr says.

ADAPTING FOR ACCESS

The club advocates for more accessibility in a multitude of ways. Over the years, members have worked with state and national parks to improve accommodations for disabled campers, like wider walking paths and beach mats. This advocacy has included working with the U.S. Access Board to make guidelines for federal and state parks.

The club has also focused on making campsites more accessible, suggesting concrete paths to water, sewer and electric hookups, accessible bathrooms, sites that can accommodate a wheelchair lift and similar adjustments. Many accessibility improvements do not always need to be big, according to the Gratzkrs. In one case, Barbara and Bill were looking at a campsite bathroom to offer feedback: one of the doors on the accessible stalls was backward, making use difficult for a person in a wheelchair.

"[Campgrounds] are always very receptive. They just want to know how and what to do," Gratzkr says.

"Every time we have a rally in a campground, they contact me afterward and say that they have instituted more and better things to assist disabled people on their campgrounds," Bill Gratzkr says.

The couple says HTC has been trying to form partnerships with more RV manufacturers. The organization currently has working relationships with Newmar Corp., Winnebago Industries, Braun and H L Enterprise, all of which already make RVs with accessibility options such as lifts and roll-in showers. At the club's 2022 rally in Elkhart, BraunAbility – a maker of wheelchair accessible vans – and H L Enterprise attended and were looking for feedback on their accessible products.

However, Gratzkr says they would love to get to know more manufacturers and contribute to making RVs more widely accessible.

"The manufacturers don't exactly get enough feedback from people





in wheelchairs. So, when they do manufacture (RVs), people complain about something, and they may change it two or three years down the road. But they don't get enough feedback on what is truly accessible," Gratzkr says.

The Gratzkrs are also under the impression that manufacturers are unsure of what accessible RV market currently exists in the United States.

IT'S IN THE DETAILS

Making an RV or motorhome wheelchair accessible, depending on the user, can include modifications like laying out the coach so the aisle is wide enough for a wheelchair, lowering countertops, creating openings under sinks for wheelchairs to fit under, adding a remote to control the lift and door, or putting buttons and controls lower on the wall.

Of course, different people have different needs.

"Some people have a lot of use of their arms and no use of their legs, and other people have a lot of use of their legs and no use of their arms," Gratzkr says. "So, it just depends for each person what might be of the most importance to them."

Accessibility usually centers around the most important components of the RV, such as the toilet, shower and a place to eat.

HTC members can spend between $100,000 and $150,000 customizing their RVs and motorhomes – and there are currently no places in the United States where accessible RVs can be rented. The Gratzkrs say there are a few places in Canada that provide this service, but it hasn't made its way to the States yet.

Of the organization's recent accomplishments, one has been getting the club fully integrated onto its website (handicappedtravelclub.com) and connected through social media, where its Facebook group has more than 1,000 members who share travel photos, RV customizations and personal successes with each other.

"In the beginning, there was no internet. Thus, club members traveled to speak to camping groups such as Kampgrounds of America (KOA) and other independent campgrounds to educate on what a campground needed to do in order to attract campers with disabilities, as well as corresponding with the federal park and state park agencies," the group says. "As the internet and email became more available to people, our Handicapped Travel Club website was created, and many found it useful to get information."

The HTC encourages people with disabilities and their families to travel, to meet and to share information on making RVs accessible for the disabled.

"People who join our group will find the warmth and understanding of our HTC family, as many have over the years..." the organization says. "We take a lot of pride in our club."

As the industry booms following the pandemic, and with more people "full-timing" to avoid high living costs, the Handicapped Travel Club hopes opportunities for disabled travelers will boom as well – allowing those with different abilities to "get out and live."

Following the group's addition at the RV/MH Hall of Fame, Gratzkr says the museum is still looking for someone to donate an accessible RV to its exhibit. To find out more or get involved with the Handicapped Travel Club, visit handicappedtravelclub.com or the group's social media pages. RVP

Special Product Focus

P.O.P. & PACKAGING





FIFTH WHEEL HITCH DISPLAY

Blue Ox, Pender, Nebraska, presents the display for its new Blue Ox 5th Wheel Hitch. The display will accommodate the BXR2100 (attaches to 2-5/16 inch gooseneck) or the BXR2410 (attaches to Industry Standard Rails).

blueox.com



RV COVER MINI DISPLAY

ADCO by Covercraft, Valencia, California, presents the Designer Series UV Hydro RV Cover Mini RV display, which showcases the features of the company's UV Hydro RV Cover. Features include material, zippers, red accents and buckles. Make it easy for your customers to make the best choice to protect their RV.

adcoprod.com

UNIVERSAL WATER PUMP DISPLAY

Aqua Pro, Exeter, Pennsylvania, offers the 5.5 gpm (gallons per minute) Universal Water Pump Display. This compact countertop display is made of durable metal construction that includes a vinyl graphic sticker and a printed styrene backer card outlining the product benefits and specifications. The stand mounts one Aqua Pro 5.5 GPM Water Pump (sold separately) using predrilled holes and hardware included with the pump.

aquaproducts.com/products/water-pumps





MIX 'N' MATCH DISPLAY

Bio-Kleen Products, Kalamazoo, Michigan, offers the P.O.P. display stand with Mix 'N' Match. Brighten up your retail space and boost your sales with this eye-catching, three-tier display stand. This display can be used to house your existing stock of Bio-Kleen products or paired with a preselected three case Mix 'N' Match of our most popular products. Whether you specialize in marine, RV, automotive, snowmobile or motorcycle parts and accessories, Bio-Kleen has a specific header card and product combination to suit your needs. Includes a brochure holder that can be affixed to display stand. Dimensions are 54 inches height by 18 inches wide by 12 inches long.

biokleen.com

RV TOILET TREATMENT DISPLAY

Camco Mfg., Greensboro, North Carolina, offers the Wild Thing Display. Showcase Camco's Wild Thing RV Toilet Treatment DropINs with this eye-catching display. It will keep products organized without taking up a lot of space. This display makes an attention-grabbing, space-efficient addition to your store that highlights items customers will love. The display includes eight bags of each of the three scents (a total of 24 DropIN bags) to keep toilets smelling fresh and clean. The display measures 53 inches high by 12 3/4 inches wide by 12 inches deep.

camco.net



BRAKE CONTROLLER COUNTERTOP DISPLAY

REDARC, Lonsdale, South Australia, presents the Tow-Pro Elite Countertop Display. This brake controller countertop display is free with the purchase of five Tow-Pro Elite Electric Trailer Brake Controllers.

redarcelectronics.com



INSECT SCREEN PLANOGRAM

Ultra-Fab, Elkhart, Indiana, offers the Insect Screen Planogram. Everywhere the company puts its planogram, the dealer sees an immediate jump in insect screen sales, it says. Ultra-Fab's bright, shiny packaging captures people's attention and gets the sale. With just two of each to start the planogram, it is a small investment with large benefits.

ultra-fab.com





6-PACK REPLACEMENT SKYLIGHTS

Icon Technologies, Winkler, Manitoba, Canada, offers its aftermarket skylights in convenient bulk packaging. The 6-packs are available in a variety of colors of the 14 by 22 size skylight dome – the most popular size in the market. The company says having this size conveniently on-hand to draw from at the service center can make for quick and easy turnarounds in busy seasons affected by weather or just the normal winterization and spring checks for customers.

icondirect.com



NEW PRODUCT PLANOGRAM

Camp Casual, Clarence Center, New York, presents the New Product POG JRP-CCM-C22, one of Camp Casual's newest planograms with a 4-foot section showcasing many of the company's new products and other favorites. Product mix includes the new picnic baskets, "mommy and me" mug sets, coffee mugs, pitchers and tumbler sets, microwaveable dish sets and cutlery sets. Several products come in multiple colors and some products have different design options to choose from. Camp Casual prides itself on eye-catching displays with highly recognizable items.

campcasual.com



MOBILE DISPLAY RACK

Southwire, Carrollton, Georgia, offers the Mobile Display Rack, which includes one side dedicated to Surge Guard and the other side dedicated to a mix of power cords, lights, tools and adapters.

southwire.com



RETAIL QR CODE

RV SnapPad, Calgary, Alberta, Canada, offers the Retail QR Code. The company has made finding the right SnapPads easier than ever before with its new retail QR code. When scanned, customers can learn more about the product, as well as get a product recommendation with a live agent on the spot.

rvsnappad.com



HOLDING TANK DEODORIZER

Century Chemical Corp., Elkhart, Indiana, offers the Travel Jon Liquid & Blue Bax Toss-Ins with display boxes. Travel Job Liquids and Blue Max Toss-ins offer odor controlling formulas that last for days breaking down waste and tissue. Give your customers the products they need to keep their bathrooms smelling fresh.

centurychemical.com/travel-jon-holding-tank-deodorizer



SOLAR AND POWER DISPLAYS

Samlex America, British Columbia, Canada, presents the Dealer Success Program for Solar. The 3-foot end cap or 4-foot gondola toppers are available to grab attention to the solar and power section of your store. The triangular display featuring the company's new solar bundles would be a perfect addition to any showroom, reminding customers to ask about solar. Top it off with Samlex's updated sales binder, which makes selling solar and power in a bundle easier, by matching the customer's RV lifestyle to the right solution.

samlexamerica.com/rv

TANKLESS WATER HEATER

Furrion, Elkhart, Indiana, presents the Tankless Water Heater with retail packaging that provides "Endless Hot Water on Demand." Furrion tankless water heaters for motorhomes, fifth wheels and travel trailers endlessly deliver consistent hot water to all RV taps. The output capacity of 2.4 gallons per minute (gpm) and heating capacity of 60,000 BTUs translates to an RV water heater that is made to keep up with the hot water demands of a busy family on the road. Plus, the water stays consistently hot even when outside temperatures dip below 32 F.

store.lci1.com/all-about-rv-tankless-water-heaters





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www.skypointtransit.com

RV SURGE PROTECTORS

Dicor Products, an Airxcel brand, Elkhart, Indiana, presents the retail packaging for its debuting line of Dicor Power RV Surge Protectors. Available within the Dicor Power line is a 30-amp circuit analyzer plug, a 30-amp pigtail and 50-amp pigtail. The new retail packaging features a vibrant color scheme with bold graphics to catch the customer's eye. With Dicor products on the shelf, retailers can provide quality goods to help consumers protect their investment and stimulate planned and impulse purchases to increase per visit revenue.

dicorproducts.com





VERTICAL DISPLAY STAND

GEN-Y Hitch, Nappanee, Indiana, offers the Vertical GEN-Y Hitch Display Stand, designed to attract maximum retail customer attention while making the most efficient use of your space. The vertical display stand comes with one Monitor Bracket, five 2.5-inch slots, one 3-inch slot and two Reducer Sleeves to display GEN-Y bumper pull hitches and accessories.

genyhitch.com



CONNECTIVITY DISPLAY

KING, Bloomington, Minnesota, presents the KING Connectivity Retail Display. Sturdy steel display holds entire line of KING Wi-Fi and cellular products. Full color side panels educate on campground connectivity needs. Small 24-inch footprint allows display to fit anywhere in the store. Display ships from KING at no charge with a qualifying stocking order.

kingconnect.com



KEYLESS RV DOOR LOCK

Lippert, Elkhart, Indiana, offers the retail-ready Lippert Keyless RV Door Lock with Bluetooth. With a Bluetooth range of 60 feet, the lock uses proximity sensors to register your location and provide remote locking and unlocking access through the OneControl app, along with audible feedback for successful functions. This Bluetooth RV door lock is equipped with two additional methods for entry. The buttons will light up green to indicate proper code entry, red if there is an error and yellow if the battery is low.

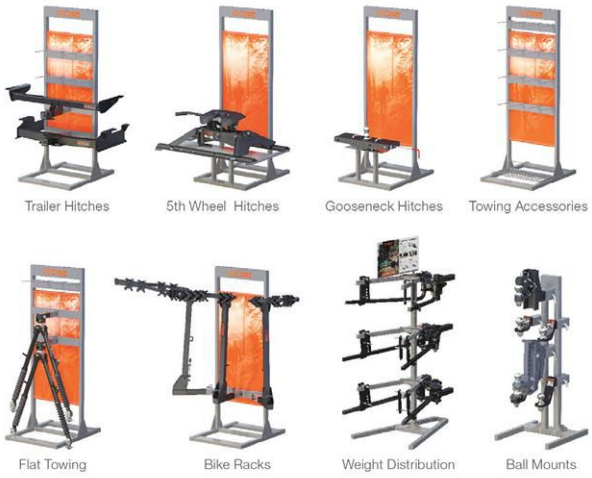
store.lci1.com/lippert-keyless-rv-door-lock-with-bluetooth-blue-tooth-door-lock



CLIMATE CONTROL ACCESSORIES PLANOGRAM

Coleman-Mach, an Airxcel brand, Wichita, Kansas, presents the Climate Control Accessories POG, the updated 3-foot and 4-foot multi-product planogram showcasing Climate Control Accessories (CCA). Each CCA planogram is an assortment of impulse purchase and upgrade products engineered to improve the interior climate of the RV and increase the functional life of the air conditioner. Display includes Coleman-Mach Smart Control Center, soft stark kit, i-Wave-M Air Purifier, replacement air filters and air space heater. The CCA planogram features new retail-orientated packaging and an attention-grabbing, in-store display.

airxcel.com/rv/coleman-mach



MODULAR FLOOR DISPLAYS

CURT, Eau Claire, Wisconsin, offers the Modular Floor Displays. CURT's newest line of showroom displays feature a lightweight, modular design to allow for endless configuration. The main display base/uprights can be reconfigured to show products, from fifth wheels to trailer hitches, and can display products single-sided or in double-sided applications for showrooms with limited space for multiple displays. Additional add-on accessories (i.e., shelves and peg hooks) are also available upon request to merchandise related items. Displays are orderable by contacting a CURT sales representative.

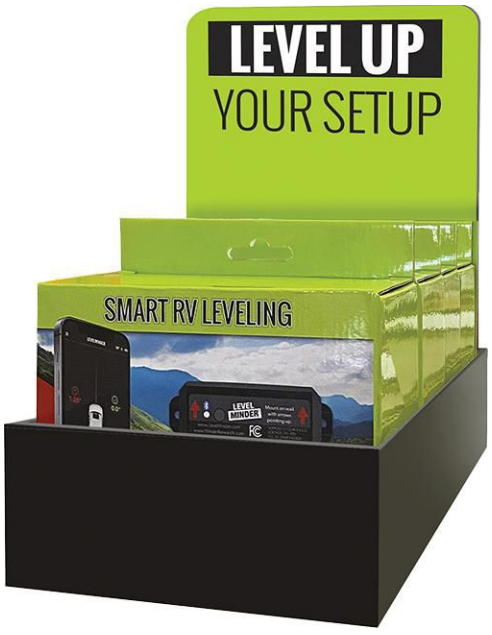
curtmfg.com



FREESTANDING DISPLAY

Walex Products Co., Leland, North Carolina, offers the Walex Freestanding Display. The new Walex freestanding display has three shelves on each side to display Walex's line of premium RV sanitation products. With its branded graphics and dual-sided design, the display is ideal for endcaps or aisles. Each shelf will hold 12 bags of product. It stands 62.75 inches tall, about 22 inches wide and 38.125 inches deep.

walex.com



RV LEVELING COUNTERTOP DISPLAY

Valterra Products, Mission Hills, California, presents the LevelMinder. Want to give your customers peace of mind while leveling their RV? Valterra has the display for you. Real-time leveling data right from your smartphone with up to 60 feet of long-range Bluetooth. This leveling tool will cut your customer's leveling time in half. The new countertop display's dimensions are 6.4 inches wide by 11.6 inches high by 10.2 inches deep. It holds four product boxes and will showcase the LevelMinder at checkout registers. The LevelMinder countertop display is free with qualifying purchase.

valterra.com



UNIVERSAL STEP RUG DISPLAY

Prest-O-Fit Mfg., Chandler, Arizona, offers the 3-Sided Universal Step Rug Display. This display is preloaded with an assortment of colors and materials of the Universal Step Rugs, fitting both straight and curved steps. The design merchandises products effectively and efficiently with a modest footprint of 25 inches by 22 inches and 75 inches tall. It comes with three Universal Step Rug header signs and a lifestyle sign to promote the products. Easy assembly with a castered base that allows for placement anywhere in your showroom.

prestofit.com



STABILIZING AND LEVELING DISPLAY

Stromberg Carlson, Traverse City, Michigan, offers the Stabilizing & Leveling Display. Showcase the new Stromberg Stabilizing & Leveling product line in a tidy two-gondola display measuring 96 inches wide, 52 inches tall and 22 inches deep. Eye-catching and informative signage picture products in use. Free two-sided signage with each display ordered. Visit your warehouse distributors trade show for special pricing.

strombergcarlson.com



TRAVLFI PRODUCT PLANOGRAM

TravlFi, powered by Pace International, Rochester, Minnesota, presents the TravlFi 4-foot Product Planogram. This new POP TravlFi setup basically sells itself. It includes a new backer paper with a QR code to a "Pay As You Go" service video, a new display for each product (Journey1 and JourneyXTR) that features a QR code to an explainer video, as well as actual product space and data package takeaways. This 4-foot56 section can be adapted to your product and spacing needs.

paceintl.com/mobile/travlfi



INSECT SCREEN PLANOGRAM

JR Products, Clarence Center, New York, offers the Flying Insect Screen POG JRP-BUG-H22. Wasps, mud daubers, birds and rodents pose a serious threat to RV furnaces and/or water heaters. These and other pests can enter through vents and openings and cause serious damage by building nests that interfere with air flow in and out of a furnace, water heater or battery compartment. Help your customers by offering them a valuable investment in the company's new Flying Insect Screens. These easy-to-install screens will help ensure that their furnace, water heater or battery compartment stays safe from costly invasion by unwanted pests.

jrproducts.net



NEW RETAIL PACKAGING

DUO FORM, Edwardsburg, Michigan, offers new Retail-Ready Packaging for some of its most popular aftermarket items, including renovation upgrades and more.

duoformplastics.com



POINT OF PURCHASE LIGHT

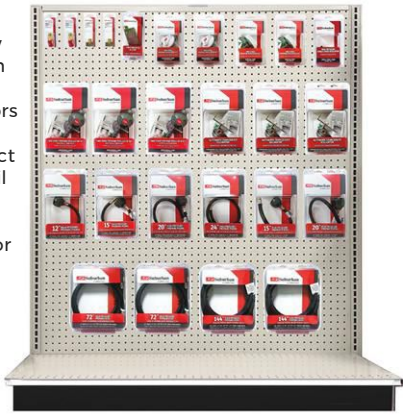
Hughes Autoformers, Anaheim, California, presents the LED Dog Sign Point of Purchase light. Free to stocking dealers, this catchy LED dog sign will flash from red to white, just like the actual Power Watchdog EPO units do. It is sure to grab your customer's attention and pretty cool to have in general.

hughesautoformers.com/dealers

LP GAS ACCESSORIES PLANOGRAM

Suburban, an Airxcel brand, Dayton, Tennessee, presents the LP Gas Accessories Plan-O-Gram. The 4-foot display includes a comprehensive product assortment featuring the new line of LP gas accessories from Suburban comprised of brass fittings, a range of LP regulators and various pigtail hoses. In the space of 4 feet, the product mix and packaging gives retail customers all they need to make the buying decision on the spot and walk out the door with the product in hand.

suburbanrv.com



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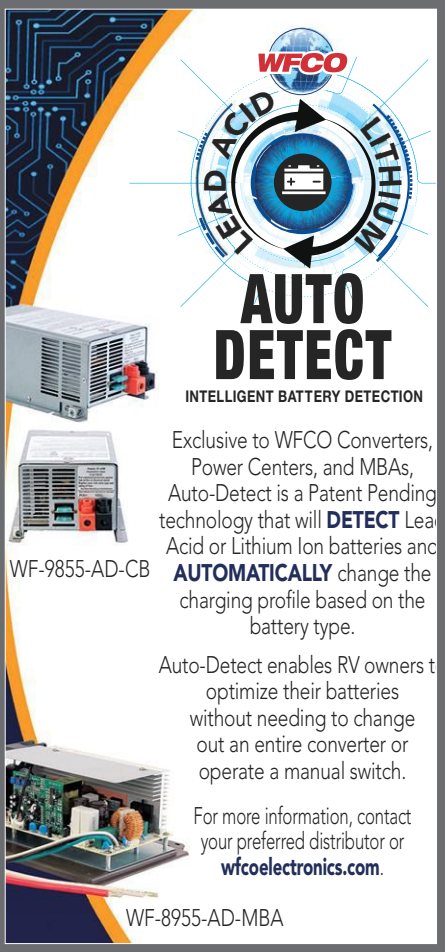
www.balrvproducts.com



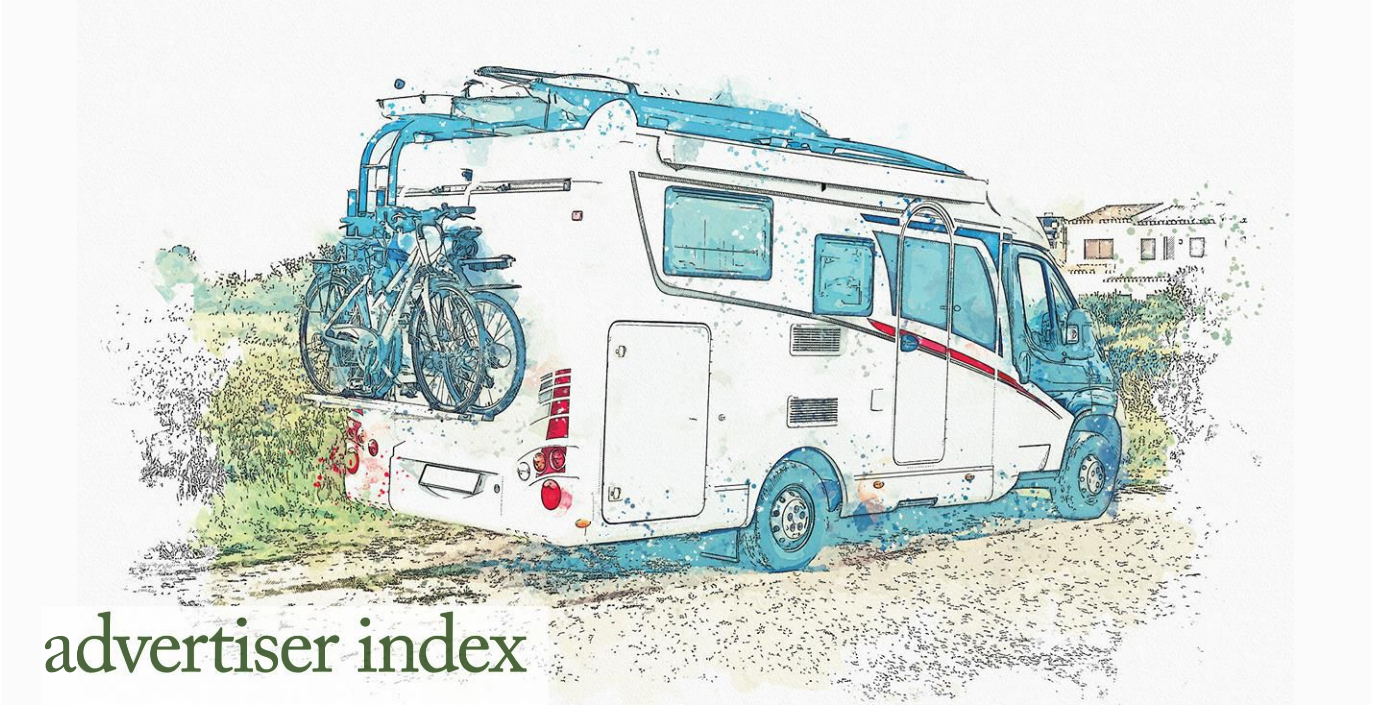
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Pit Stop



Holiday Travel

15.3 million Americans planned to travel in RVs between Thanksgiving and New Year's last year.

78% OF SURVEY RESPONDENTS WANTED COLD WEATHER FEATURES TO CAMP IN WINTER/FALL

29% OF MILLENNIALS AND 20% OF GEN Z PLANNED TO STAY IN AN RV OVER THE HOLIDAYS



SOURCE: **RV INDUSTRY ASSOCIATION SURVEY OF LEISURE TRAVELERS**

OCTOBER SHIPMENTS

32,652 TOTAL

43.7% DECREASE compared to Oct. 2021 (at 57,971 units)

12.2% DECREASE through Oct. 2022 compared to same point last year

"As we enter the holiday season, shipments of RVs continue to normalize from last year's record production," Craig Kirby, RV Industry Association president and CEO, said late last year. "The RV industry is still on track to deliver a top 5 year. And with our latest research showing over 15 million Americans planning to go RVing between Thanksgiving and New Year's, it's clear our industry is delivering an incredible way for friends and families to enjoy the holidays together in the outdoors."

Crucial Business Practices *for the Start of a New Year*



1. Pay attention to what's trending
2. Define success – discuss and agree on objectives
3. Focus on today – hire only for the needs you have now
4. Seek referral partners – help solve pain points for other industry companies
5. Define impact initiatives – focus on your brand's message
6. Boost infrastructure – create better systems to focus on growth
7. State of the Nation – align the team on brand values and goals

SOURCE: **FORBES**



Hitting the Books

Students and those seeking a career change are eyeing the outdoor recreation industry. The latest college to offer degrees in related fields is Colorado's **University of Denver** – the university's new "Leadership in Outdoor Recreation Industry" program offers two post-grad certificates. Supply chain challenges, financial models and growth management are in the curriculum – and virtual attendance is an option.

SOURCE: **OUTSIDE BUSINESS JOURNAL**

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