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MODEL YEAR 2024



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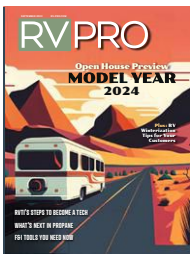
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SEPTEMBER 2023

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RV PRO



Looking back now at my first Open House week experience in 2022, I can sum it up with three words: joy, awe and relationships.

As a newbie to this ever-important week in the RV industry, I came away with smiles after spending time with the RV PRO team, overwhelmed – in a good way – at the amazing new coaches I'd been able to tour, and grateful for the connections I made while walking around admiring it all.

That first Open House wasn't without a few hiccups, however, and lessons learned. Lesson 1: Book your rental car early so you don't wind up using the Airbnb service for cars and rolling around in a deeply tinted low-rider all week. Not exactly my style! Lesson 2: Double-check your hotel reservations early as well, so you're not frantically calling around trying to find your coworker a place to lay his tired head. Lesson 3: Forget the weather reports – come prepared for anything, especially rain, and don't let your usually warm nature prevent you from packing a coat, no matter how sunny it's predicted to be. Lesson 4: Wear comfortable shoes. Yes, this is a work event and yes, you want to look professional. But in this case, sneakers are just fine and, in fact, galoshes may be appropriate, too.

Despite a few lessons learned the hard way, Open House confirmed how exciting it is to be a part of the RV industry, and we are proud to play a small role in sharing with others how and why you do what you do. This year is no different – the RV PRO team can't wait to drive into Elkhart and walk through all of the units we've been researching, writing and dreaming about over the last month. Starting on page 32, you can get a sneak peek of approximately 55 pages on what's new for model year 2024 and Open House week. I think you'll be just as impressed as we have been.

When RV PRO arrives on the scene in Elkhart during the last week of September, we'll have a new team member with us – Account Executive Gannon Greene. With five years of experience working with B2B advertising partners under his belt, Gannon is a Birmingham, Alabama, native and an enthusiastic outdoorsman. We are excited to have him join us at RV PRO, and we hope you'll welcome him warmly, just as you always do. Gannon, Account Executive Rebecca Tittel, Managing Editor Jordan Benschop and I will see you all soon – and don't forget to email me if you would like to set up an appointment ahead of time (jdking@cahabamedia.com). We'll bring the umbrellas as needed!

As always, thanks for reading!

Jennifer King



(l-r) Vice President of Sales **Greg Meineke** and Account Executives **Rebecca Tittel** and **Gannon Greene** enjoyed a sunset view while attending the RVIA Aftermarket Conference in August.

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Timbren Promotes Andrew Hodgson to Executive VP

Timbren Industries has promoted Andrew Hodgson from director of sales and marketing to executive vice president. The company said Hodgson has been an integral part of its growth since he started and it expects he will continue to bring a high level of energy and enthusiasm to his new position of leadership.

"Timbren is very much part of my DNA," Hodgson said. "I've been extremely fortunate to have spent time in several areas of the company over the past 17 years as a student working summers in the shop, then coming on board full time in customer service and finally moving to the marketing and sales side of the business. Each department and team has taught me valuable lessons and given me an incredible amount of insight into our organization, products and customers.

"I'm proud to carry on the legacy of my grandfather, Arnold Heron, who built an incredible product and organization. I am forever grateful for the foundation he laid. I'm equally grateful to my father, Neil Hodgson, our current president, for the leadership he continues to give to this company.

"I'm enthusiastic for the future of Timbren. We have incredible customers, world-class products and an impressive team committed to the continued growth and success of Timbren."

Grand Design Launches New Online Shopping Site

Grand Design is offering its customers and dealers a new and enhanced e-commerce shopping experience. Developed on Adobe Commerce (Magento), customers shopping for Grand Design RV merchandise now experience an end-to-end personalized B2C and B2B experience.

Owners, family members and friends can now register to create a Grand Design account through a single sign-on to save their product wish lists, allow remote shopping assistance, view their orders and securely store their payment information.

"We are constantly looking for ways to give our customers the very best experience when working with Grand Design," said Don Clark, president and CEO. "Whether it's finding a new home on the road, engaging with our customer service team, or offering an upgraded merchandise experience. Investing in all aspects of their outdoor journey is how we continue to strive for 'Customers for Life.'"

Providing owners with a personalized, comprehensive shopping experience was a top priority when evaluating which development platform to work with to enrich the Grand Design customer journey, the company said.

"We are thrilled to provide our customers with an easier, more mobile-friendly platform to purchase their favorite Grand Design apparel, outdoor equipment, games, pet accessories and more," said Natalie Martin, director of marketing for Grand Design. "The enhancements that have been developed greatly improve our customer's shopping experience and offer an opportunity to engage in Grand Design's unmatched commitment to service."

The company's new shopping platform is at https://store.granddesignrv.com/.

Ironhorse Funding Expands Into RV Financing and Refinancing

Massachusetts-based Ironhorse Funding, a provider of financing solutions to motorcycle and powersports enthusiasts and dealers, said it will be expanding its lending programs to include RVs.

Effective immediately, RVers with loans on their motorized or towable RVs can apply to refinance to lower their monthly payments through Ironhorse's online refinance application. Consumers looking to finance a new or used RV purchase can apply through Ironhorse Funding's finance application.

Ironhorse Funding is also working with select agents and originators to help RV dealers in 45 states offer their customers competitive financing rates and flexible terms backed by Ironhorse Funding's 5-star customer service, it said.

This marks the second program expansion in 2023 for Ironhorse Funding. With the addition of RVs, riders and adventurers can now refinance or finance motorcycles, ATVs, side by sides, personal watercraft, motorhomes, towable RVs and more.

"We've been anticipating the addition of RVs to our dealer and direct-to-consumer lending programs for a while," said CEO Jon Krumdick. "We waited until we were ready to enter the market with a very competitive program as well as the technology updates and staff to fully support the launch. We're excited to serve RV customers with the same exceptional service we've become known for in the motorcycle and powersports markets."

RVs Move America Week Hits 5 Industry Goals

The RV Industry Association's recent RVs Move America Week 2023 was a resounding success, with several legislative impacts resulting from the event's advocacy day in Washington D.C. More than 120 association members participated in 111 meetings with federal policymakers on Capitol Hill, sharing the industry's significant economic impact and advocating for solutions to industry pain points. Legislative support on these key issues to the RV industry continues to grow as a direct result of the advocacy efforts at this year's RVs Move America Week, the RVIA reports.

Here are some of the most notable impacts of the RV industry's day on Capitol Hill:

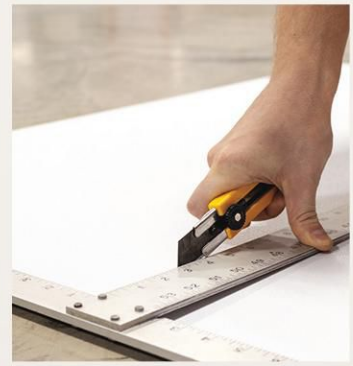
Supporting the Travel Trailer and Camper Tax Parity Act. Shortly before Advocacy Day, Rep. Rudy Yakym (R-Indiana-2) and Rep. Dina Titus (D-Nevada-1) introduced the Travel Trailer and Camper Tax Parity Act. This bill would resolve an error in the federal tax code's definition of "motor vehicle," which currently inequitably impacts the towable segment of the RV industry. As a result of Advocacy Day, more cosponsors have been added to the bill.

Advocates are crucial to the continued success of RVs Move America Week. A highlight of this year's Advocacy Day was the association's members' willingness to make an impact on Capitol Hill with more than one-third of our advocates participating for the first time. Support from advocates, both new and experienced, allows the RV industry to make steady progress on legislative priorities and have an even stronger showing of support on the Hill during advocacy day – and year-round.

Building strong relationships with the current administration. Association members continued to forge positive relationships with the current administration through several avenues. These include meetings with the United States Forest Service to discuss campground modernization as well as meetings with

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the Office of the United States Trade Representative (USTR) to discuss the Generalized System of Preferences (GSP) and lauan. This led to a positive finding by the USTR on their ability to waive thresholds as related to the GSP program. In addition, RVs Move America Week participants heard from the Department of the Interior's Assistant Secretary, Shannon Estenoz, on outdoor recreation.

RVs Move America Week was an opportunity for advocates to share the RV industry's incredible economic impact. The RV industry has an overall annual economic impact to the U.S. economy of $140 billion, supporting nearly 680,000 jobs and paying more than $48 billion in wages. In addition to the economic impact, the RV industry pays $13.6 billion in federal, state and local taxes. These taxes fund roads, bridges, education, parks and recreation areas. Advocates were able to share the specific impact of the RV industry in each state and Congressional district members met with. Opening meetings with this direct impact to the member of Congress is a great way to show the impact the industry has with the policymaker's constituents.

Displaying the next generation of e-RV technology. During Advocacy Day, Airstream's eStream and Winnebago's eRV2 were displayed on Capitol Hill for members of Congress and their staff. This was a great opportunity for policymakers to learn more about the RV industry and its latest technological advancements and see firsthand why the RV industry cannot be left out of the conversation around electric vehicle infrastructure.

Blue Compass RV Celebrates 5th Anniversary

Blue Compass RV is celebrating its fifth anniversary. Blue Compass – then known as RV Retailer – entered the RV business on June 29, 2018, with the acquisition of Motor Home Specialist in Texas, the largest motor home dealer in the U.S. for 10 straight years.

Since then, Blue Compass has grown to more than 100 dealer locations across 33 states, which it claims is a pace of growth faster than any other RV dealer in the industry.

In its five years, the company has:

- Serviced 750,000 RVs
- Sold 250,000 RV complete products (which the company began doing in January 2021)
- Sold 140,000 RVs
- Operates more than 1,000 service bays
- Has more than 100 locations in 33 states

"The achievements from the Blue Compass RV team has been nothing short of spectacular driven by talented associates and incredible OEM partners," said Blue Compass RV founder, CEO and President, Jon Ferrando. "We have only just begun, as we continue to invest in our people, our brand and our customer experience to keep reaching even higher records within the industry."

In 2023, Blue Compass RV has been rolling out its brand on more than 100 stores across America. The rollout started early in the year with the flagship Tampa, Florida, location and has been successfully completed at more than 20 stores in Florida and Texas.

Grand Design, Beacon Health Form On-Site Clinic

Grand Design RV and Beacon Health System announce the recent opening of a new onsite Team Services Clinic at the RV manufacturer's Middlebury, Indiana, campus, as part of an expanded partnership between the two organizations, designed to promote the health and well-being of employees.

The new facility houses a comprehensive clinical care team focused on injury prevention and care services.

Dr. Vivian Onunkwo, MD and medical director with Beacon Occupational Health, will provide medical oversight for the clinic, and Brock Haut, DPT and director of retail operations for Beacon Health System, will oversee the Beacon physical therapy team.

"Grand Design is committed to providing high-quality, respectful and compassionate care for their team. We believe that can be best accomplished by having a dedicated medical team onsite to build trusting relationships, meet team members in their work environment and understand who they are and the work they do," said Dr. Onunkwo.

At the clinic, an onsite occupational health nurse and physical therapist are on hand. Any Grand Design RV team member experiencing discomfort in their job duties works with the physical therapist to alleviate the discomfort before it becomes an injury, the company said. Potential injuries will be assessed by the trained occupational health nurse who provides immediate care and refers the patient for additional treatment when appropriate.

"We place a very heavy emphasis on and commitment to safety here at Grand Design," said Don Clark, President and CEO of Grand Design RV. "Our partnership with Beacon demonstrates our dedication to true, compassionate care for our colleagues and their well-being. We are proud to provide outstanding medical treatment to our Grand Design team."

As part of the Winnebago Industries family, Grand Design said it is committed to achieving a "zero-harm" workplace. To do that, the company works hard to meet and exceed health and safety laws and regulations, identify risks and take action to protect and empower its employees while at work.

Camping World to Acquire Indiana's Mount Comfort RV

Camping World Holdings is set to acquire Mount Comfort RV in Greenfield, Indiana, which predominant selling Forest River, Coachmen, Tiffin, Newmar and Winnebago products. The transaction is anticipated to close in the fourth quarter of 2023 and will increase the company's Indiana location count to three.

"Mount Comfort is one of the premier RV dealers in America," said Chairman and CEO Marcus Lemonis. "They bring expertise and talent which help strengthen our already No. 1 position in Indiana."

This is Camping World's 200th store, and the purchase comes in the middle of a year when buying and opening new stores is the company's top priority.

Other recent acquisitions and new store openings include California, Wisconsin, Oklahoma and Wyoming.

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RV Inn Style Resorts' headquarters within its convention center in Vancouver, Washington.

INNOVATION DRIVES GROWTH

RV Inn Style Resorts is a different type of RV 'campground.'

STORY AND PHOTOS BY JASON R. SAKURAI

A person that starts new businesses through a series of their own ideas is a serial entrepreneur, and at 7, Mike Werner began by using his allowance to buy 100 chicks, which produced eggs that he and his brother sold on his family's 5-acre farm in Vancouver, Washington.

When Werner was 11, he won a $50 bonus for picking berries and graduated to the line where he picked the best of the crop. He picked more berries, had a higher yield and was paid more than the other pickers. At 13, Werner signed on to a fishing boat in Iwaco, Washington, as a deckhand, working 12-hour days, seven days a week. It was this same drive that got Werner hired at 16 at the Fred Meyer store in Hazel Dell, even though he was considered underage in those days.

While a student at Vancouver's Evergreen High School, Werner met Denise, who is now his wife of 40 years and business partner. After graduating high school in 1982, he operated a warehouse, developing relationships with Crown Zellerbach, Georgia-Pacific, Weyerhaeuser, Boise Cascade and others. Obtaining a commercial drivers license at 21, Werner bought his own truck by 23. Working with Tom Milky, a local politician and owner of a flatbed company out of the Columbia area of Vancouver, they entered the refrigerated container business, buying more trucks and containers. Hauling paper processing chemicals is a dangerous business, and Werner became very skilled at this task. So much so that he had a fleet of trucks and drivers for the operation, an undertaking that Werner admitted, "was such a heavy responsibility that even with contracts from the leading paper mills, the stress alone was exhausting," causing him to sell this business to Harrisburg,

Oregon's Sherman Bros. Trucking.

During the expansion of his trucking business, Werner began buying real estate with his earnings, founding Deer Point Meadows Investments, which has positioned itself to be an RV resort and manufactured home community leader, focused on the acquisition, development and management of some of the country's most desirable real estate. He and Denise still own the very first home they purchased in Vancouver, and his son, Steven, and daughter, Brooke, are both involved in real estate.

A new venture, headquartered in the Hazel Dell neighborhood of Vancouver, Washington, RV Inn Style Resorts is housed within a 31,000-square-foot building that's also a convention center, with a full kitchen, cocktail reception space, meeting rooms, full stage with sound and lighting and more. There's room for more than 2,000 guests, and since opening last year, it has hosted numerous events.

"People are retiring in record numbers, and everyone deserves an affordable place to live," Werner says. "Baby boomers have been priced out of the market in Washington and Oregon, and they end up living in RVs. Everyone wants to live in a safe, clean environment, and to have pride in their homes. There are different rules for RV parks, which provides for temporary living, and manufactured homes, which are stationary."

RV Inn Style Resorts, three of which are located in Oregon and 14 in Washington, broke ground in March on their 15th Washington RV park (see sidebar), and 18th overall.

"RV Inn Style has only existed for the past four years," Werner says. "It was two years ago that Brooke said we needed to develop a brand for our resorts, and here we are."

Much of RV Inn Style Resorts' success is based on teamwork. It was Werner's past experience as a coach in baseball and other sports that led to five state championships, and resulted in a group of driven, hardworking and resourceful employees that are more like a family than staffers.

"I've known some of the people

"Werner's past experience as a coach resulted in a group of driven, hardworking and resourceful employees that are more like a family than staffers."



Mike Werner, RV Inn Style Resorts' CEO and co-founder



The expansive lobby/waiting area at the entrance to RV Inn Style Resorts' headquarters.



Bigfoot, the sasquatch rumored to live in the Pacific Northwest, is a favorite among visitors.



Amphitheater-style seating within the convention center.

we've employed since they were kids that I coached," he says. "It was what they learned playing together that has made them successful in life and at work. That's not a cliché – it's true."

Participation in athletics isn't the only way RV Inn Style Resorts supports the local community. They sponsor the Boys & Girls Club of southwest Washington, Bridge The Gap children's charity, Clark County Fair, Columbia River High School Beauty Pageant, Coos Bay Speedway, East Vancouver Business Association, Evergreen School District Foundation, Hazel Dell Parade, Kalama Untouchables car show, Ridgefield Raptors baseball team and the Vancouver Volcanoes basketball team.

The Need for More Campgrounds

The RV Industry Association's 2022 Campground Industry Market Analysis' demand indicators support campground and RV campsite expansion and improvement and follow many of Werner's theories.

Hospitality and recreation consulting firm CHM Government Services collected and analyzed data from sources including the 2021 North American Camping Report and 2021 Go RVing Owner Demographic Profile. Their supply and demand insights indicate public and private campgrounds in the United States need to grow, expand and redevelop their facilities to keep up with consumer demand, as Werner also advocates.

Camping households increased at a compound annual growth rate (CAGR) of 3% in the last seven years. Active camping households at a 7.1% CAGR more than doubled that of camping households, a sign that camping demand is growing. Household camping trips increased from 68.5 million in 2014 to 105.6 million over the past seven years, a 7.5% CAGR. With campgrounds at capacity, supply needs to increase by 7% annually to keep pace with current demand growth levels, and RV Inn Style Resorts is one entity in position to meet this need.

RV shipment growth and ownership increase has created the need to know if there are enough campsites to accommodate demand. RV wholesale shipments increased at a CAGR of



RV Inn Style Resorts only recently started its branding efforts.

PASSAGE



170 extended kitchen, milkweed ash wood featuring the all new galley with the new deep sink, satin-finish faucet, double burner induction cooktop and accent lighting that can be changed via phone app built into the countertop and Gree rooftop AC system.



Lagun table with new acrylic nonskid top.



New top storage compartment with open access at the rear.



170 extended milkweed ash wood bedroom.



170 extended with awning.

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11.1% from 2009 to 2021. The RVIA reported that 600,200 units were shipped in 2021, the highest level of shipments ever. Go RVing's 2021 RV Owner Demographic Profile estimated that 11.2 million U.S. households own RVs, or 8.7% of total households, up from 7.4% total in 2011.

Previously, there was no U.S. private and public campground supply information. Data from this report, the 2021 North American Campground Report and others, yielded a peak and off-peak occupancy rate. During its peak – June, July and August – the national campground occupancy is 76%. Annually, it is at 54%. In 2019, the hotel industry's most recent year of normal operations, their peak was 70%, with 66% annual occupancy.

The ratio of private to public campgrounds is 81:1, with private to public campsites at 2.50:1. There are far fewer public than private campsites, and public campsites need to grow by 250% to equal private campsites. Even greater is the ratio of RV private and public campsites at 5.29:1. However, public and private sites aren't competitors. Instead, it's a demand generator for the private sector, with public settings creating demand.

In the West, public campgrounds are two times greater than private, and campground developers like RV Inn Style Resorts recognized these supply and demand indicators when making their investments even prior to the study being performed.

The report indicated that full-service water, sewer and electric hookups are among the Top 10 amenities sought by 29% of campers selecting campsites. Sixty-three percent of private campgrounds provided water and electric hookups, and 51% had sewer hookups, compared to public campgrounds where 59% provide an electric hookup, 30% a water hookup, and only 8% sewer hookups at public campgrounds. Sixty-two percent of private and 32% of public campgrounds have dump stations. State parks are the largest supplier of public RV hookup campsites, but most are electric only.

RV Inn Style Resorts' Lewis & Clark Campground & RV Park in North Bonneville, Washington, was randomly selected to compare amenities with those noted in the study. At this site, there are large RV spaces with full water and electricity, a sewer dump, laundry facilities, bathrooms and hot showers. There are also scenic views of the Columbia River Gorge, Multnomah Falls, nearby restaurants, museums, a golf course and easy access across the river into Oregon. All of the amenities that campers are looking for are included in this and other RV Inn Style Resorts properties, which likely leads to why they receive exemplary reviews both online and in social media.

Investing in improving the camping experience by offering campsite amenities should be an industry priority. As more and more young campers, first-time RV renters and owners are introduced to campgrounds, their initiation should be one that's pleasurable and memorable. Word of mouth and what they post to social media has become so important that it's no longer enough to provide them with directions to their campsite, a map to the campgrounds and send them on their way. Younger generations have higher expectations and it's incumbent upon the owners of campgrounds to be more proactive and step up their game as RV Inn Style Resorts has. RVP

DICKY'S RV RESORT, RIDGEFIELD, WASHINGTON

Breaking ground in March, the latest RV Inn Style property, Dicky's RV Resort, is situated east of the I-5 freeway in Ridgefield, Washington, not far from their Clark County RV Park & Storage Inn. Richard 'Dicky' Arland Weaver, the resort's namesake, was Denise Werner's father and Mike's father-in-law. Dicky was employed his entire life as a heavy equipment operator for Clark Public Utilities District and married to Winnie, Denise's mother, for 52 years until his passing in 2014.

Dick played an enormous role in the Werner family. A great dad, father-in-law and grandfather, Dick was a part of his grandson's athletics and that of his teammates. He and Winnie opened their home to all of Steve or Brooke's friends, nurturing them and instilling a sense of family that continues today as one of the pillars on which RV Inn Style Resorts is built.

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REUSABLE PROPANE CYLINDERS

Ignik provides a sustainable approach to portable fuel.

BY ELIZABETH MANNING



"There have to be better solutions available." This was Graeme Esarey's initial thought, but the passing consideration would turn out to be the key driver in creating a new company and providing a sustainable solution to portable fuel for heating, eating and living in the outdoors. At the time (2018), Esarey, founder and CEO of Ignik Outdoors, was on a sailing expedition through the Northwest Passage with his wife, two daughters – then ages 9 and 12 – and more in the crew.

As an outdoorsman, propane has been a part of Esarey's life – or his pack – for a long time. And as an outdoor industry executive, Esarey became even more familiar with the solutions propane provides for life in the outdoors. Aboard the expedition sailboat they traveled on to the Arctic, they carried four aluminum Worthington cylinders to provide fuel for their needs.

Taken from Ignik's website (ignik.com), "With the rotating crew of Graeme's parents (in their 70s) and writer/photographer friends (in their 30s), this multigenerational team performed research on sea surface temperatures for NOAA, visited remote Native Alaskan settlements carved from the permafrost, and were followed by whales, chased by muskoxen, and, at times, enveloped by sea ice as far as the eye could see."

While on the expedition, the family stayed in a whaling camp that had a lot of temporary dwellings. The whalers who lived in them heated them with 1-pound, single-use bottles of propane. Because of the weather conditions, the camp went through a significant number of these bottles.

"The green bottles were all over the landscape surrounding that camp, but we also ran into them in various places throughout Alaska," Esarey says. The nagging thought kept returning: Better solutions must exist. Upon their return from the Arctic, that thought evolved into, "Why not us?" For people who are journeying long distances, whether by water or by land, refillable propane cylinders have long been an important factor in facilitating that travel.


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"It's a fundamental aspect of our adventure," Esarey says. "But consumers don't always understand that refillable propane doesn't have to be scary or inconvenient."

While propane solutions exist in the form of larger, traditional refillable cylinders, they present obstacles in situations where a light, durable fuel source is necessary. And this challenge was the catalyst for Ignik and the development of its Gas Growler, a reusable, refillable 5-pound cylinder. The Gas Growler includes a carrying case, hose and adapter.

The goal? To show the outdoor market that propane cylinders are a safe, convenient and easily transportable fuel option – wherever you go. The 5-pound cylinder was Ignik's first product, but today the company sells 5-pound, 10-pound and 11-pound cylinders, as well as a host of other portable fuel and heating solutions. Esarey says the team didn't have to invent a new product, but simply improve on one that already worked well for a variety of other applications.

The Gas Growler line is made up of both aluminum and composite cylinders, and each one is targeted to fill a specific need. All the growlers come with cases made of recycled materials and include straps to safely secure tanks in the customer's vehicle. The included hoses and adapters allow customers to customize the tank to their specific needs as well.

One example of that specific need is providing heat in areas where fire bans are in effect for much of the year. On the West Coast, with fire bans in many camping areas and parks, the Gas Growler connected to the company's Firecan Deluxe portable fire pit and grill provides both a heating and cooking solution that is safe and legal.

In the overlanding space, Esarey says people are willing to pay more for products and solutions that can go anywhere and do anything – or products that weigh less and are more durable. He mentions that safety and reliability are both important attributes for potential customers, but convenience is





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also paramount to determining the customer's decision to buy.

This point brings up one of the biggest challenges Ignik faces in selling the Gas Growler line – convenience of refilling. Since its inception, Ignik has worked to create a network of local and regional marketers that refill its products. But the responsibility of refilling is ultimately up to the customer, and it's a prevailing pain point that Esarey is trying to solve.

Refilling is far and away the main topic the company gets questions on most from customers, Esarey says. "It's easy to understand what our product does, but I think the most challenging point is setting the customer up for that first refill. Once they've found their product and then the source for refilling and reusing, they're good to go," he says.

In addition to growing outreach to regional refillers, Esarey says much of the company's strategy for training and education lies in event-based outreach. He was recently at Overland Expo, where the 70,000-plus attendee list was a perfect opportunity to show the ease of use and safety provided by the Gas Growler line.

"Not only do you have the chance to demonstrate the benefits of the product on the show floor, but also, at a show like that, many of the folks attending are camping or sleeping on the ground where the event is taking place," he says.

As for overcoming the challenges of convincing the customer of the value of the product and facilitating easier refilling, Esarey says it will take a combined effort between solutions providers



like Ignik and propane marketers who refill cylinders. "Propane is safe, reliable and relatively inexpensive. If the problems are fear and complexity, the antidotes are convenience and simplicity, right? I live on Bainbridge Island [Washington], and we have two main propane retailers here. Their entire process is extremely service-oriented. You drive up; they take your tank out; they refill it for you; and you're on your way. Our job is to increase simplicity and knowledge of the product. We should be a part of the solution, not the problem."

What do we get in return? A more sustainable fueling solution that uses propane – a win for the environment and those looking to go off-grid. RVP





RV PRO webinar

Thursday, Sept. 14, 2023 11 a.m. CT

Maximizing Your Online Marketing ROI

For RV dealers to succeed in an environment where rising consumer expectations clash with their limited resources, they need to utilize online marketing tools that capture shoppers' individual interests and personalize their buying journey. InteractRV will discuss best practices to get the most out of your marketing campaigns and leverage personalized marketing to drive customer loyalty.



Aubrey Amborn
Director of Sales for Interact RV

Aubrey Amborn brings over 20 years of experience in dealer sales and marketing. She is passionate both about her teams and the dealers they serve. While at Interact RV she has lead teams within several verticals including RV, powersports, marine, used auto and tire and service dealers as well as auto aftermarket. Amborn has built strategic partnership programs with companies like NTP Stag, Keystone, Land N Sea and US Auto Force, which have allowed dealers and jobbers more turnkey online solutions to service their customers with more ease. Under the Interact RV umbrella, Amborn has lead teams for Interact RV, TCS Technologies, ARI Network Services, Auction 123 and Net Driven. Her exposure and experience in different verticals over the years has allowed her to maximize what works and what to avoid. Amborn lives in Duluth, Minnesota, with her husband, teenage son, two adult daughters, and a new granddaughter as of 2022.

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Baby, Soon It'll Be Cold Outside

How to sell winterizing and seasonal maintenance to customers to protect their coaches and bring in revenue.

BY LISA DICKSTEEN

It stands to reason that when you leave water outside in temperatures at or below 32 F, it will freeze. And it is common knowledge that frozen water, aka ice, takes up more space than liquid water. And we all know that expansion is why pipes burst.

Burst pipes are an expensive problem, no matter if they happen in a home situated on a stable foundation or one mounted on a rolling chassis.

Naturally, we're only going to talk about the latter here.

Prevention is the key to happiness, according to Andy Mikesell, Valterra product manager. If you winterize, you have a nice, happy RV to take out again in the spring, or later in the winter if you prefer.

If you don't, your pipes may burst, the seals on your faucets may be damaged, and you may face a major repair bill – and lots of time with the rig in the shop rather than on the road.

The solution, of course, is winterization, which requires removing all the water and replacing it with biosafe RV antifreeze.



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Most people reading this are well aware of these facts. So, why reiterate them here? Because proper dissemination of this information to your customers keeps you in touch with them, makes them feel looked after, and brings them (and their wallets) back into the dealership on a regular basis.

According to Mikesell, who was promoted to product manager in February after 17 years as a sales rep, the best way to make this happen is to carry well-made products that you can sell at a reasonable price to customers who want to do all that on their own. Or offer them access to your trained, reliable, expert staff who can do it for them – ideally as part of a multipoint annual inspection.

While Valterra sells a kit that owners can use to do it themselves, it maybe not be the best option for everyone. In fact, Mikesell said, "I second-guess myself every time I do it. And I have been doing it for 25 years." That's a strong endorsement that dealers can pass on to customers for not going the DIY route and instead getting an expert to help out.

The pitch is basically "peace of mind." The result is an increase in both customer loyalty and revenue.

THE IMPORTANCE OF BEING PROACTIVE

Mikesell suggests inspection packages that encourage owners to be proactive. Some dealers bundle roof inspections and/or inspections of the seals around slide outs. He noted that roofs are a great option because very few owners ever climb up onto their roof. Most are not comfortable up there.

Once the coach is back in the dealership, the connection to the customer is strengthened, making them feel cared for and increasing the chances that they will purchase their next RV from you – and refer you to their friends in the meantime.

This is clearly a job for your marketing department. Email blasts, ads, mailings, phone calls – whatever you use to stay in contact with the people who have made a purchase with you is the best tool for selling a preventive maintenance program.

Stressing the importance of being proactive, the cost savings inherent in not having burst pipes or other emergencies, and whatever incentives you bundle into the package, will bring people into the service department and increase overall customer loyalty.

Perhaps you want to sell two years as a bundle: Purchase a winterization maintenance package this year and for next year right now, and save 10% on the whole thing.

Perhaps you want to offer multiple options for what you will inspect in addition to doing the winterization.

Your marketing team can create the type of options your customers will appreciate.

Mikesell suggests contacting everyone in your database soon – next year you might try to do so before Labor Day, when many weekend warriors start cleaning things up and preparing for winter storage. That is the best time to offer winterization packages and it allows you to schedule more conveniently for customers and not overwhelm your service department when everyone suddenly realizes that summer is ending.

There are a lot of dealers in states with colder weather who actively sell antifreeze but could also sell bypass and pump converter kits, Mikesell says.

For over 40 years, Valterra has been manufacturing faucets, fittings, heated water hoses, pump connector kits, blowout kits, hand pumps, and anything else needed to keep coaches safe through the winter.

"We know exactly what's going on inside the coach and are dedicated to our dealers and their customers," Mikesell says.

Now is the ideal time to start creating the marketing plan that will fill your service bays for the fall. RVP



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THE 2024 MODEL YEAR PREVIEW

By Jordan Benschop, Tony Kindelspire, Jennifer King, John McCurry and Ronnie Wendt

Every year, as OEMs prep their latest and greatest to show off at Open House week in Elkhart, Indiana, you can find the RV PRO team politely – and unrelentingly – in the inboxes of representatives at THOR Industries, Forest River, Winnebago, REV Group and more to ask one thing: "What's new?"

Here, we bring you an extensive inside look at just that: the latest innovations for 2024. From lower price points and expanded solar packages, to brighter interiors and a strategic investment in smaller coaches, these manufacturers aim to include and impress every type of camper – and we think you'll agree they have achieved that goal. Get a sneak peek here before the real deal in person during the last week of September.



CROSSROADS RV

Crossroads RV's latest innovation is coming to its luxury flagship model, the Hampton. A new windshield provides owners with a remarkable panoramic view of the great outdoors, spanning across the front of the RV.

"Whether you're parked amidst towering mountains, serene lakes or picturesque campsites, this windshield ensures that you won't miss a single moment of the breathtaking scenery. Gone are the days of feeling disconnected from nature while inside your RV," Crossroads says.

The new windshield is constructed using high-quality materials that offer insulation, minimizing noise intrusion and maintaining a comfortable interior climate. Additionally, the windshield's robust design provides structural integrity and meets the industry's safety standards.

"By combining unparalleled visibility, seamless integration, versatility and a focus on comfort and safety, Crossroads RV has created a remarkable addition to their already impressive lineup. Whether you're a nature enthusiast, an avid traveler or a family seeking memorable adventures, the Crossroads RV Hampton's new windshield ensures you'll experience the great outdoors like never before," the company says.

Hampton's new HP390PVL floorplan spotlights the panoramic view along with a loft.

In addition, Crossroads is debuting the 299QB and 242BH floorplans in its Sunset Trail Super Lite travel trailer line. The latter is a twist on an old model, the company says. It features a new 92-inch U-shaped dinette with a 51-inch table that can be moved outside. The 24-foot bunk model sleeps eight and includes a fireplace, 40-inch TV and king-size bed.

On 25-foot and larger models, Crossroads is standardizing roller shades, porcelain toilets, Dream dinettes and 54-gallon freshwater tanks.

Within its Volante lineup, the company is spotlighting the new 269RK – a half-ton towable fifth wheel.

"This floorplan gives plenty of room in a small package. From the pop-up 50-inch TV, cabinet storage throughout and abundance of windows, this floorplan has it all," says Robert Fitzsimmons, product manager. "On all Volante fifth wheels, they will come with a 2-inch wired receiver hitch for our customers to set up to use out of the gate."

In addition, Crossroads' new Zinger 390DB floorplan will offer owners two bedrooms and two full bathrooms. The unit has three entry doors covered by two exterior awnings, and a Z Lounge allows the sofa and U-Shape dinette to shift into multiple furniture variations – available in living room slides only. The new Zinger layout also features tankless, on-demand water heating.







THOR

KEYSTONE RV

REDWOOD RV

Luxury RV maker Redwood RV is spotlighting interior design with its latest offering, which it says combines elegance, functionality and modern aesthetics.

"The Redwood interior design is a testament to the brand's commitment to impeccable craftsmanship," the company says. "From the moment you step inside, you are greeted with meticulously crafted details that exude luxury. High-quality materials, including premium hardwoods, luxurious fabrics and refined finishes, create an ambiance of opulence that rivals high-end residences."

A standout feature of the new Redwood interior design is its space utilization. Every inch of the RV has been carefully planned to maximize functionality without compromising on comfort. Smart storage solutions including hidden compartments, built-in cabinets and cleverly designed nooks ensure ample space to store belongings, keeping the living areas clutter-free.

Smart storage solutions including hidden compartments, built-in cabinets and cleverly designed nooks ensure ample space to store belongings.

Redwood RV's contemporary aesthetic is marked by clean lines, minimalist décor and tasteful color palettes. Neutral tones accentuated with pops of color in strategic places creates a visually appealing atmosphere that is both sophisticated and inviting, the company says.

"Redwood understands that comfort is paramount when it comes to enjoying life on the road. The new interior design prioritizes relaxation, ensuring that every moment spent in the RV is a comfortable experience. Plush seating options, including luxurious sofas and recliners, provide ample space for unwinding after a long day of exploration," Redwood says.

"The fusion of impeccable craftsmanship, thoughtful space utilization and modern aesthetic makes the new Redwood interior design a standout in the industry. Whether you are a full-time RVer or a weekend traveler, the Redwood's interior design promises to elevate your experience on the road, ensuring a luxurious and comfortable journey."



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This top-of-the-line gas Class C Motorhome is spacious and loaded with the desirable features you've been looking for. From the JRide Plus Ride and Handling Package to the panoramic window in the front cap, the Greyhawk will keep you comfortable on the road so you can explore farther.

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THOR

CRUISER RV

AVENIR

A fresh perspective on best selling floorplans sparked the debut of Cruiser RV's new brand Avenir, which will showcase three floorplans for 2024.

"The fresh and sleek interior décor creates a modern aesthetic that sets it apart from traditional RV styling. And for another modern touch, it comes with advanced Wi-Fi capabilities, offering seamless connectivity so campers can access resources to stay in touch with loved ones and plan their future travels," says Lesley Melvin, director of marketing.

Avenir offers home-like luxuries like a spacious living room, pull-out trash bin or laundry hamper and a spa shower in the bathroom. The new, Cruiser-exclusive air fryer oven cooks perfectly crispy food in the existing oven space. The new Lux Lounge transforms the dinette and sofa into new arrangements, providing flexibility to adapt the space to certain needs.

In the bedroom, a redesigned sleeping area optimizes wardrobe storage space, while giving campers a true 60-inch by 80-inch queen bed. Additionally, true flush floor slides, a fireplace, concealed window shades and a lit slideout soffit provide additional space and plenty of ambiance, Melvin says. An outdoor kitchen with an additional refrigerator comes standard on every Avenir model.

"For environmentally conscious travelers looking to reduce their carbon footprint, Avenir includes a standard 190-watt solar package, perfect for supplementing traditional energy use or camping off-grid. Plus, with our new central wiring hub, The Vault, it's easier than ever to maintain or install new connections, thanks to a color-coded wiring system," Melvin says.

The new brand will introduce its A-27BH, A-29RK and A-25BH, with more planned soon, for the new model year.





25BH



27BH

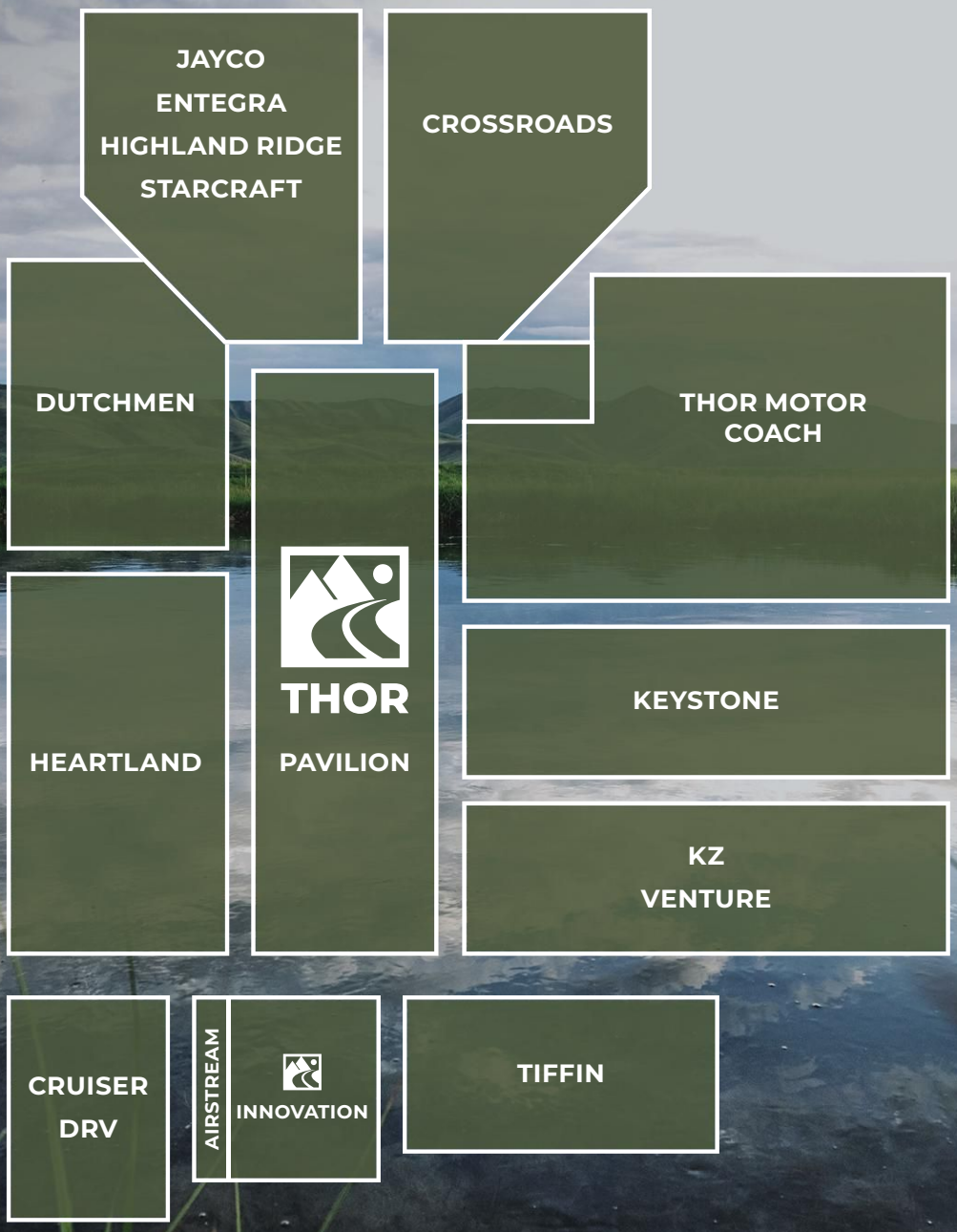


29RK

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CRUISER RV

MPG

Cruiser's MPG (Memories Per Gallon) travel trailer lineup will include its new air fryer oven and flip-up dinette storage that maximizes space to store cargo.

"There's additional hidden storage on the king bed slide in the bedroom, and true flush floor slides expand the interior's footprint. Outdoors, unified wiring and our new central wiring hub, The Vault, make maintaining and installing new connections easy. The Vault keeps connections organized, provides color coding for every element, and protects wires and breakers from the elements – all in an easy-to-access location at the front of the coach," Melvin says.

MPG models will also come with new graphics and a new front cap design, plus all-new white skirt metal for a fresh look. New floorplans in the lightweight travel trailer lineup include the 2850RK and 3000RL.

RADIANCE

The 2024 Radiance lineup also includes Heartland's new, standard air fryer oven. In the dinette, flip-up storage creates additional room to store cargo out of sight, and there's more hidden storage in the bedroom on the king-bed slide. True flush floor slides throughout the coach expand the interior while keeping all the floors level and smooth. Unified wiring plus The Vault makes it easy to keep components running properly, Melvin says.

The travel trailer brand has 13 diverse floorplans and no new layouts for 2024.

SHADOW CRUISER

The company's Shadow Cruiser models will include an updated graphics package for a sharp-looking exterior and the aforementioned Vault, Heartland's new central wiring hub. Inside, all the solid wood cabinetry comes in an updated, modern color with dark maple accents. The Cruiser-exclusive air fryer oven makes crispy, crunchy meals with the power of convection heat, saving precious counter space in the process.

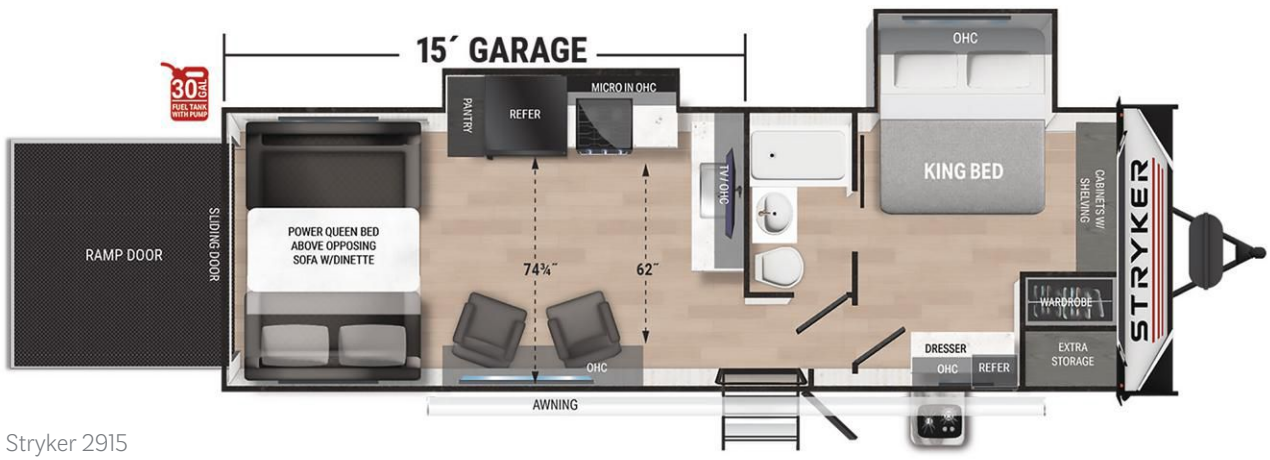
The family-favorite Shadow Cruiser will add a bunkhouse model (250BHS) and a rear kitchen model (242RKS) to its lineup for 2024.

STRYKER

Cruiser's toy hauler brand Stryker is getting an updated graphics package and new décor in the company's Align colorway.

"Stryker will include an optional three-season wall that separates the space between the garage and back patio while letting the breeze through and keeping bugs out," Melvin says. "There's also an option to add our new energy management system, which can run two high-efficiency A/C units with a 4.0 generator on 30-amp service, with electric load-shedding capabilities built in."

The toy hauler lineup will debut its 2314 with a 14-foot, 2-inch garage; its 2614 with a 14-foot garage; its STG3415 with a 15-foot garage; and the ST2915 with a 15-foot garage, a bedroom slideout and an outdoor kitchen.



Stryker 2915

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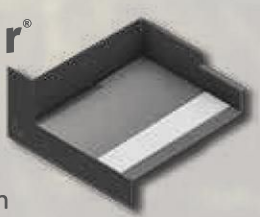
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THOR

KEYSTONE RV



TRAVEL TRAILERS WITHIN REACH

Keystone is turning back pricing as close to pre-pandemic as possible. The company is rolling out new Classic Collection opening price point models from six travel trailer brands.

In its lightweight laminated segment, the Bullet brand lowered price points across the board and will debut a new, compact 2220ML floorplan at under 27 feet long with an estimated weight around 5,400 pounds. The layout is designed for solo travelers and couples, featuring a wraparound rear kitchen and panoramic campsite views, plus sliding doors that reveal a queen-size bed with ample storage, opposing bedroom windows and a 19-foot awning outside.

"With this floorplan, we're giving owners everything they want in a super towable floorplan. The super slide and awning were added to give campers nearly a third more living space once they're at the campground," says Jeff Wagner, product manager. "The best feature of this model is its length."

Bullet will now offer solar prep only – SolarFlex Ready – with its standard build. Buyers can opt to upgrade to the more robust SolarFlex Protect 220 and SolarFlex Discover 440i packages.

Keystone's Passport will also see updates with towing enhancements – 2024 models feature Dexter's torsion axles with an 11-year warranty and a TPMS system. Passport warmed up its interiors and added black appliances and origami-inspired door pulls. The brand's featured model – 2600FK – has a first-ever front kitchen and new cap design, which a price tag expected to be under $24,000. Other features include a 32-inch TV, power awning, tankless water heater and glass front door.

"Being able to bring to market all the changes that have been requested from dealers and owners is something I am proud we have accomplished and am excited for the direction of where Passport is headed," says Product Manager Colin Dechant.

Conventional travel trailers will see a new value line – the Hideout Sport with five floorplans – in addition to lower prices on all 2024 Hideout models. MSRPs for the single-axle Sport models start at just over $17,000, with the opening price point for dual-axles under $24,000. Standard Hideout models are getting a top-to-bottom refresh, moving from white cabinets to Modern Maple shaker-style cabinetry, white marble countertops and more.

"The most exciting new floorplan in Hideout's standard product line is the 32TQS. Designed for families or adults who want to travel with friends, this floorplan introduces queen-over-queen, open-concept bunks with staircase dressers on either side. In addition, there are two exterior bay doors at the rear of the coach, providing easy access to storage beneath the bunks," says Product Manager Andrew Elliot. The layout also has a large, U-shaped dinette and a split kitchen that maximizes counterspace, with a price tag starting just under $40,000 and expected dealer pricing in the mid-$30,000.

The segment will also see lower price points and new Classic models in its Springdale brand, the latter lineup offering single- and dual-axle models starting under $17,000.

"This year is Springdale's 25th anniversary and what better way to celebrate than going back to the basics and providing entry-level campers with everything they need," says BJ Kloska, product manager.

Springdale Classic fine-tuned its "best-selling layout for families" with the new 260BHC, shedding 300 pounds of weight on a 28-foot nonslide bunkhouse with a price tag around $24,000 and key features not typically seen at that price point – including a three-piece bathroom, two-burner cooktop, 12-volt refrigerator and more.

Like all Springdale models, Classics will be built with Keystone's solar prep package, but owners can opt for SolarFlex Protect 220 for added battery protection and continuous operation of 12-volt systems when not connected to shore power.

On the other hand, luxury travel trailer brand Outback is debuting two new single-axle models in its OBX lineup extension.

"Outback has never done a single-axle floorplan," says Product Manager Jeff Kloska. "At between 3,000 to 3,700 pounds, OBX models will be a great fit for SUV owners. This is the perfect model for adventure campers who want to get off the beaten path."

The OBX 17BH and 18BH will be followed by three more models later in the year, with the first offering a baggage door on the trailer's off-campside side for access to under-bunk storage, a bike storage exterior compartment and an optional Y-style bike rack and roof rack. The SolarFlex Protect 220 will be standard on all OBX models, but buyers will have the option to add SolarFlex Discover 440i and Dragonfly Energy heated lithium-ion batteries.

The OBX 17BH is just over 20 feet long and will have a suggested retail price in



Fuzion 425

the low $30s.

Outback will also debut a new ultra-light luxury trailer deemed the 296URK – the brand's first rear kitchen floorplan with an island and dedicated workspace. By eliminating overhead kitchen cabinets, owners get "immersive" campsite views with a 72-inch by 35-inch window above the sink and another near the wraparound countertop.

"With remote working in mind, the 296URK was designed with a 45-inch-wide desk with drawers and pop-up USB and 110-volt outlets and its own picture window to sneak a little daydreaming in during the workday," says Jeff Kloska, product manager. The Outback 296URK will have all of the luxury features for which the brand is known: 6-point hydraulic leveling, tankless water heaters, Hyperdeck high-performance flooring, dual-ducted A/C, and the four-season Elements climate control package.

A BROADER TOY HAULER PORTFOLIO

Keystone's Raptor and Fuzion are targeting powersports enthusiasts with new, wide-open floorplans. Raptor Carbon WFO and Fuzion Impact Wide-Open models remove the garage barrier wall and add tie downs so owners can travel with multiple bikes. Both brands introduce stick-and-tin models with haul-worthy chassis and running gear for a more affordable price.

For 2024, Fuzion is adding a second two-patio floorplan complementing its popular 424 side-patio model debuted in 2020. The new 425 shifts the side patio to the back, bridging a 13-foot garage and the living area. The patio has a sliding door and entertainment center with a 40-inch TV.

"The 425 also features an outdoor kitchen that is equipped with a pull-out cooktop and refrigerator. The open concept living and kitchen space flow together in one combined space. The Fuzion 425 gives owners additional sleeping space with a built-in hide-a-bed in the living room," says Product Manager Nick Ebenroth.

The layout's garage is equipped with Fuzion's frame welded tie-down system that gives owners 38 points of contact. Different from most other floorplans, the loft bunk area/storage is accessed through the garage and not the main living area. Off the garage is a half bath for added privacy.

"Perhaps the biggest change for 2024 is Fuzion's new front cap and exterior graphics, this new profile allows for much more usable exterior storage. By opening up the passthrough and front storage, this space is more easily accessible and easier for owners to store larger items," Ebenroth says. The 425 weighs about 16,675 pounds at 44 feet, 11 inches long.

Also new to the segment is the Raptor 428, a full-size fifth wheel toy hauler with a 15-foot garage and living area made for entertaining. The hauler includes a bar-height cocktail table that sits next to heated, massage and USB recliners. All Raptor floorplans for 2024 have upgraded to a 24-inch Insignia oven and range.

Not only can you haul, but also the 428's garage space can be used as an additional sleeping space with two extra queen-size beds for another couple, kids or friends joining the adventure.

"Rarely do you find a functional toy hauler with a defined living space and main bedroom that has a 15-foot garage. We are extremely excited for owners to have the best of both worlds in this great floorplan," says Ian Griffith, product manager.

Raptor will also debut its new Carbon Series WFO lineup with toy haulers made for powersports enthusiasts, including open concept garages with an eliminated barrier, open floorplans and tie downs throughout the coach. This series includes two fifth wheels, four laminated travel trailers and four traditional travel trailers with aluminum side walls.

"In the past few years, we've introduced 15- and 17-foot garages to accommodate larger equipment, but I saw a need to build haulers that could carry multiple bikes," Griffith says. "This series was born out of my love for motocross. With the new WFO multi-bike design, those buyers now have options in our product line."

At less than 40 feet, the Carbon 340 has a 23 feet of usable garage space. Equipped with 17 frame-welded tie downs and multifunctional furniture that can be moved out of the way for whatever an owner is hauling, WFO floorplans like the 340 invite more buyers into the brand.

"There truly is no sacrifice that owners will have to make when choosing a wide-open floorplan," Griffith says. Like all Raptors, the rear of the Carbon 340 includes a queen bed on a lift with two HappiJac sofas underneath. The main suite has a walk-in shower and linen closet.

TRAFFIC-DRIVING FIFTH WHEELS

Fifth wheels saw an "incredible" 2023, Keystone says, including its No. 1-selling Cougar brand. For 2024, Montana gets an interior facelift and new exterior graphics, Alpine formally introduces the Avalanche series, Arcadia debuts new models for a full portfolio in 2024 and more.

The segment's new luxury full-profile Alpine 3011CK will spotlight a "spirited" exterior makeover tailored toward the brand's younger and young-at-heart owners. "Legendary" fifth wheel designer Sam Lengerich started with the lineup's 35-footers.

"Our goal was to dominate this segment with a better experience,"

THOR

KEYSTONE RV

Lengerich says. "In shorter fifth wheels, owners normally lose space in the bath and kitchen. Our primary objective with Alpine's 3011CK was to give owners both a more functional bathroom and a kitchen that has better space and utility."

Notable improvements for owners include a linen closet with pull-out shelves, enclosed on three sides. The bedroom offers an east-west king-size bed and full-width wardrobe with prep for a washer and dryer. Alpine added four pull-out drawers to the kitchen pantry, a bank of drawers near the range and hidden storage behind the range hood. A pull-out countertop was added to the range buffet area and an 18-cubic-foot residential refrigerator with an icemaker, or a 20-cubic-foot, 12-volt refrigerator, provides more than enough food storage for long stays. Alpine's 100-inch-wide body gives owners a larger rear pullout sofa.

The brand will also debut its 3303CK layout with similar kitchen and living designs to the 3011CK plus an extra 3 feet, bringing the unit to 400 square feet at 37 feet long. The master suite has a dual-sink vanity and 48-inch shower, with additional space in the linen closet and dresser, plus a smart TV and a 36-inch by 22-inch window.

Arcadia will introduce two floorplans in its Super Lite lineup of mid-profile half-tons. The 246SLRK comes in under 29 feet long, with a rear kitchen and flexible dining/workspace.

"With remote work on the rise, we wanted our owners to have a large workstation without having to sacrifice eating space. They get the best of both worlds in this floorplan," Lengerich says.

The camp-side table with a window has plenty of surface area for computer monitors, and a 50-inch smart TV on a lift sits across from theater seats or optional tri-fold sofa.

On the other hand, the new 294SLRD is "perfect for entertaining" as the

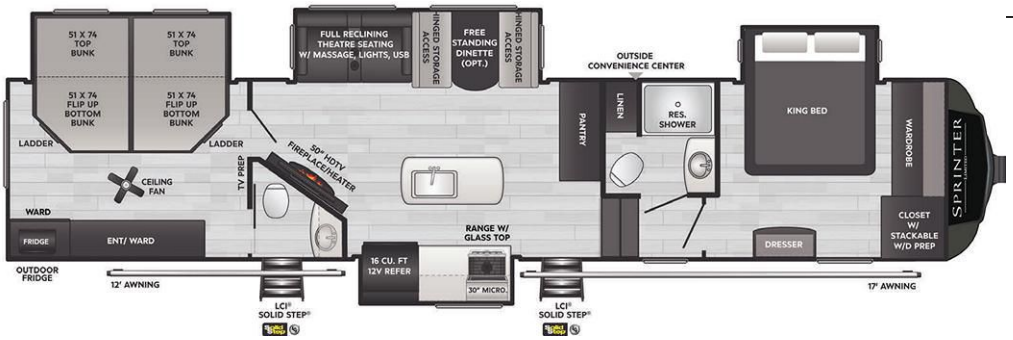




longest coach in the brand's Super Lite 2024 debuts. At just over 33 feet, the triple-slide layout weighs under 9,000 pounds with a rear living configuration and U-shaped kitchen. Arcadia's twist on the design is an extra-long 82-inch sofa sleeper, two theater seats and a free-standing dinette. The floorplan is equipped with an outdoor kitchen and mimics the bedroom/bathroom layout of the 246SLRK.

Keystone's best-selling Cougar brand will debut its new mid-profile 260MLE at under 31 feet long, with an innovative dining/entertainment setup designed for long-haul travelers. A wraparound kitchen includes ample counter space, a pull-out trash can, coffee station and hutch. The layout's dinette was eliminated for a tabletop that can be pulled out and stowed above a fireplace. A ceiling fan sits overhead and an outdoor kitchen is tucked underneath kitchen cabinetry. An added convenience, owners are able to access the refrigerator and bathroom while the slides are in.

"Customers want more usable space instead of a stationed dinette, and customers want a workspace," says Product Manager Scott Taylor. "We solved both by introducing our pull-out table/entertainment center. Our cleverly designed entertainment center, which normally houses a TV and fireplace,



Sprinter 3810QBS

now transforms into an eating area or office space by pulling out a hidden table surface."

In its luxury full-profile segment, Montana will introduce sectional seating in its new 3531RE floorplan that comes in just over 38 feet long. Buyer enthusiasm for Keystone's new shorter fifth wheels encouraged product manager Nick Ebenroth to add a third compact unit for 2024 – the Montana 3531RE.

"The new floorplan makes shrewd use of its footprint with a wraparound peninsula kitchen flanked by nearly 60-inch-wide pantry. From behind a massive countertop, owners look at the living area that is outfitted with a gorgeous 9.5-foot by 7-foot sectional sofa, dining nook and rear entertainment center with a 45-inch smart TV," Ebenroth says.

Lastly in Keystone's 2024 lineup is the wide body, full-profile Sprinter 3810QBS for families – a bunkhouse boasting four double beds and a private bathroom. The quad bunk was first introduced by Passport in 2020 and became a brand mainstay, Keystone says, and its newest Sprinter "ups the ante" in the bunkroom with a massive wardrobe, mini fridge, TV prep and half bath directly accessible from the campsite.

Flip-up bottom bunks combined with Sprinters' 100-inch-wide body offers loads of space for oversized gear.

Product Manager Jeff Kloska says the model was designed with privacy in mind.

"By providing a separate half bath and entrance to the rear bunkhouse, this floorplan is perfect for large families with older kids who all appreciate having their own space," he says.

The unit's living area boasts theater seats and a dinette or a new, optional 135-inch Super Sofa that fills the slide room's width – all sitting across from a TV and fireplace, near a kitchen with a massive wall-sized pantry and a large island.



THOR

THOR MOTOR COACH

With Open House fast approaching, Thor Motor Coach (TMC) announced numerous new product debuts across all its lineups, including new floorplans for all motorhome brands. Tankless water heating systems will integrate into most products for an overall camping experience upgrade.

"More and more motorhomes in our lineup are offering upgrades on the electrical components. We are working to provide sustainable features to our owners. Many units have lithium batteries instead of traditional lead-acid, and we see a very high option take rate for solar. Just about every vehicle we are producing has the ability to include or option solar charging," says Chris Carter, director of product development.

Several product lines now offer optional blind spot monitoring for increased safety out on the road, providing visual indicators to alert the driver when another vehicle is in the blind spot. Other new-and-shiny features are hitting TMC brands across the board.

CLASS A

TMC revealed its latest across numerous brands for 2024 Class A motorhomes, including the "epitome of luxury" in the new Riviera motorhome. The diesel pusher now comes with blind spot detection for enhanced safety, and for comfort, an electric power cord reel and a Project 2000 cockpit bunk, as well as a stacking washer/dryer and soft-closing drawer guides throughout. The diesel brand will receive a new 34HD floorplan.

Hurricane and Windsport lines will come equipped with a 100-watt solar panel and a Euro-style loft bunk, and a choice from two HD-MAX graphics and partial paints. In the interior, new décor options are available exclusively in the Windsport.

Palazzo will also feature the Project 2000 cockpit bunk mechanism, a quiet ducted return A/C system, smart TVs in the living area and new furniture styling.

"A Palazzo GT model is slated to be shown at the Open House," says Product Manager Matt Grubaugh. "Deemed the most affordable diesel pusher in the Thor Motor Coach lineup, the GT refreshes what has provided success for the Palazzo over the last 10 years. Designer interiors, modern cabinetry, mainstream floorplans and aggressive pricing are all intended to give more consumers the chance to experience the ride comfort and seamless power a diesel pusher platform can provide."

Meanwhile, the Miramar will tout three new full-body paints and blind spot detection.

In addition, a 25.7-foot floorplan is the latest to Axis and Vegas Class As. The company says the new floorplan offers more sleeping arrangements and new countertops, luxurious carpets and a gray décor option, London Fog, complemented by Coastline Gray cabinetry. Both models now include standard holding tank heat pads and a 100-watt solar panel. The Vegas boasts two HD-MAX graphics packages designed to stand out.

The Outlaw Wild West Edition has a new look and more features for buyers



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THOR MOTOR COACH

needing a budget-friendly Class A toy hauler motorhome option. On the other end, the Laminate luxury Class A will introduce its MM30 floorplan.

"The ACE continues to set the bar for modern design and contemporary styling, with all new exterior colors and graphics, marble patterned shower surround, chic Malibu interior cabinets and luxurious new furniture designs," adds Terry Jones, product manager.

CLASS B

TMC's Class B brands will also feature a slew of 2024 upgrades.

Dazzle and Twist lineups will see minor tweaks such as Diamond Shield paint protection and a redesigned rear passenger side cabinet on its 2AB floorplan, offering more storage space.

Compact camper vans Rize and Scope will feature interior design updates, a convenient sewer hose storage container and new cabinetry options on both models.

Tellaro and Sequence lines will also boast Diamond Shield paint protection along with induction cooktops inside, new sewer hose storage and an optional lithium-ion power package.

"The Re(Li)able energy kit option for the Sequence and Tellaro vans now feature Austostart for the engine. If the lithium batteries become depleted, the electrical system will protect itself by starting the vehicle engine, using the underhood alternator to charge the system rapidly," the company says.

Sanctuary and Tranquility models also have paint protection, along with a hitch step/dog tie and sewer hose storage in the 19L floorplan. The Sanctuary line will debut three new floorplans – the 19M, 19R and 24C.

In addition, Product Manager Hillary Trout says, "A new line of Ford Transit-based vans will drive dealer excitement at Open House. These vans are aimed at those adventure seekers who love getting way off-road, not just off the pavement."



Class B Sanctuary

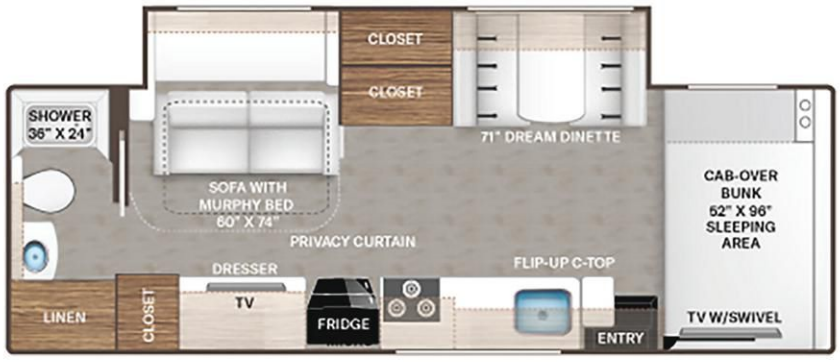
In the Class B+ segment, newly designed Compass and Gemini models boast refreshed interiors, new countertops, plush carpets and shower surrounds. On the exterior, both brands feature new HD-MAX exterior graphics packages.

CLASS C

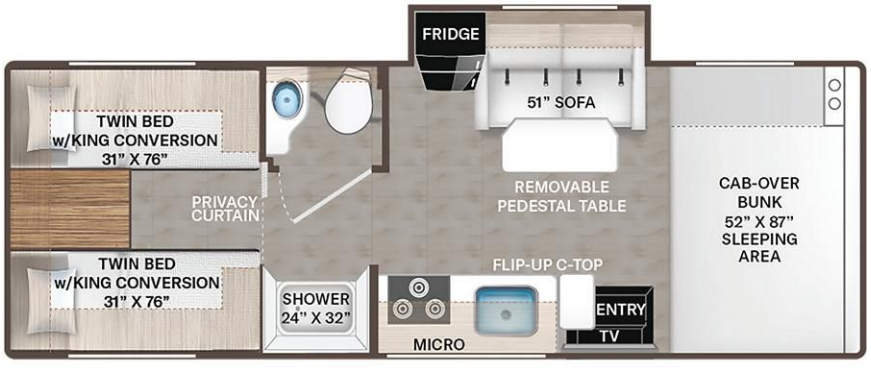
Updates to six Class C brands are debuting from TMC. Most lines will receive 12-volt refrigerators, Product Manager Gary Stanton says.

"All Thor Motor Coach units with 12-volt refrigerators include automatic generator start to ensure nothing in the fridge spoils," Stanton says.

The Chateau and Four Winds brands will boast new exterior graphics and are built on a Ford E-series and Chevy chassis. Keyless entry will be offered, and select floorplans now offer an optional



Class C Chateau



Class C Quantum

100-watt solar panel as a renewable energy solution. There's also a 12-volt refrigerator. Chateau's lineup will have a new 27P floorplan.

Echelon and Quantum Class Cs also offer two new exterior graphics, along with an expanded range of cabinetry options and other new décor, plus keyless entry. The two units also offer Wi-Fi and 4G connection through the Winegard system, and now standard is a 100-watt solar charging system that helps maintain the batteries while using the RV off-grid. Quantum will debut the GL24 Sprinter-based Class C for 2024.

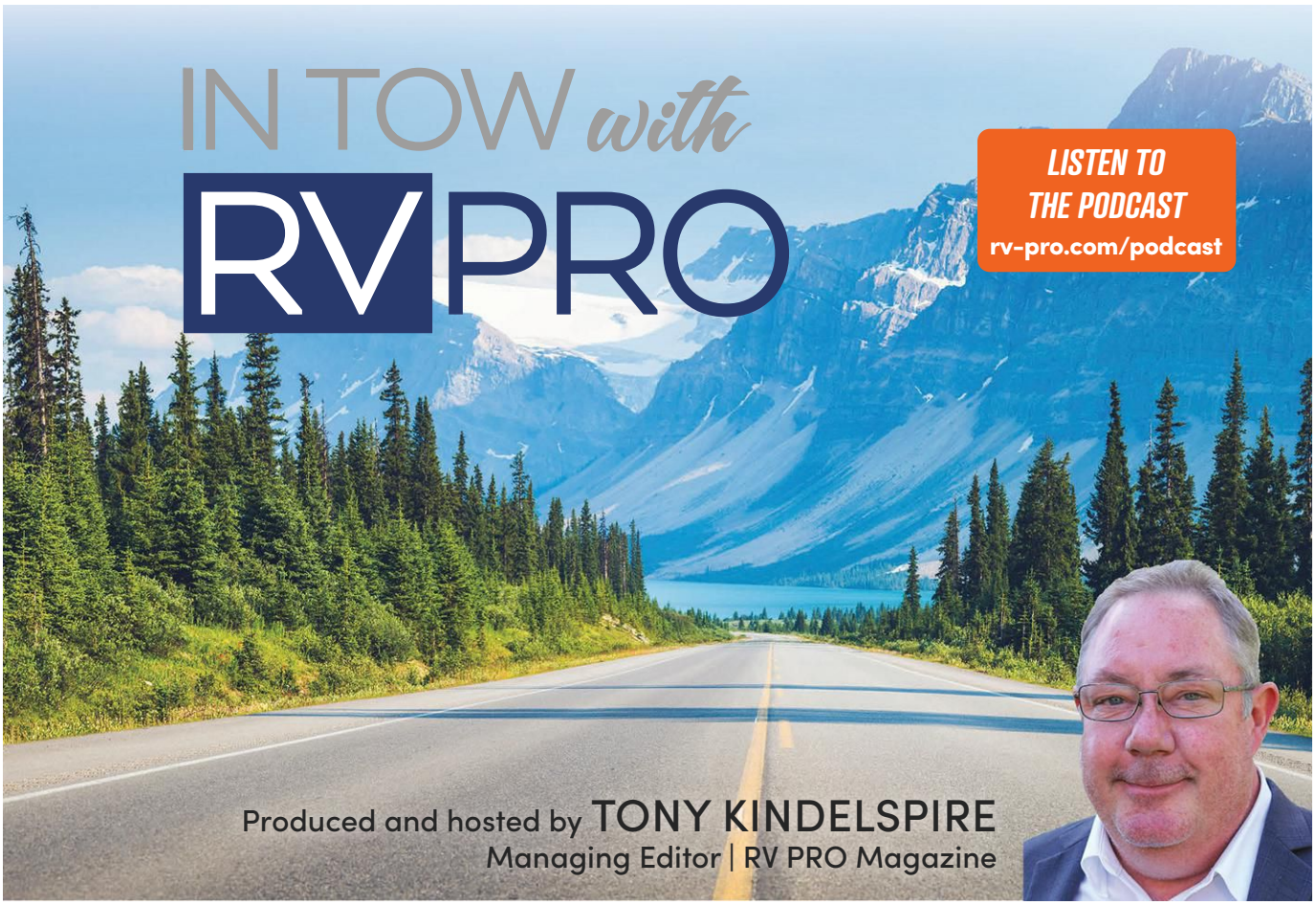
Delano and Tiburon, both built on the Mercedes-Benz Sprinter chassis, will debut cabinetry options, a sleek design and an optional blind spot detection feature. The models also offer a 15,000-BTU air conditioner with a heat pump and a 200-watt solar charging system to elevate camping trips.

SUPER C

The Magnitude and Omni Super Cs are now CAT6 video distribution ready, providing what the company calls a seamless entertainment experience for tech enthusiasts. The interior features marble pattern décor printed shower surrounds, giving the RV bath a luxurious feel. Both models offer an optional solar panel-plus package. Inception will see a more compact 34XG model, while Magnitude gets a new AX29 floorplan.

"The Magnitude and Omni lines offer a true 'boondocking' solar package with 500 watts of solar panels, offering more than 40-amps of battery charging on sunny days," the company says.

Inception and Pasadena lineups – which TMC coined "Mega Cs" – come with a 46,000-pound GCWR and a 15,000-pound hitch rating. The 2024 models now offer a range of cabinetry options, allowing owners to personalize the interior to reflect their own style. Both lines also offer a stacking washer and dryer and feature the ceiling-ducted Whisper Air central cooling system. For safety, TMC added dual child tethers and four seat belts at all booth dinettes. To unwind with movies or TV shows, the living area features a smart TV.



KZ RV

Coming to the iconic KZ RV in 2024 are updates to its existing brand lineup.

The Connect brand will debut a new floorplan within KZ's lightweight travel trailer segment, featuring a front bath with tons of storage, washer/dryer prep, a walk-in closet, outside kitchen, ample countertop space and dual lav sinks. The layout also features a tankless water heater, roller shades, full glass entry doors, enclosed termination valves, a full painted front cap, tri-fold sofa, painted cabinetry and a stainless steel lav sink.

For the Durango line-up, KZ upgraded its running gear and will feature MORryde CRE3000 suspension, eight lug aluminum wheels with 16-inch Goodyear tires and Truck System Technologies (TST) TPMS with banded sensors on the rim and monitor screen. An 18CF residential refer with a 2,000-watt inverter is also standard.

"Our Off the Grid Package is now standard and features two 220-watt solar panels, 30-amp MPPT solar charge controller with MPPT remote panel and a 2,000-watt inverter, which makes all the electrical outlets 'hot' inside the coach," according to KZ.

The company's new Durango Gold G310RLQ offers a rear-living couples unit with four slides at only 34 feet, 11 inches. The lineup also has upgraded running gear and features MORryde suspension, MORryde rubber cushioned FW pin box, eight lug aluminum wheels with 17.5-inch Cooper H-rated tires and TST TPMS. Plus, two 15,000-ducted Heat Pumps ACs are now standard and tied into its quiet cool ducting system, KZ says.

The company will introduce an "industry first" Durango Half-Ton series with a drop frame chassis, which increased its basement storage by 35%.

"We've upgraded our insulation package to our All Weather Insulation Package, which includes foil in floor/roof/front end," the company says.

On new interiors of the company's Durango Half-Ton, Durango, Durango Gold and Venom brands, KZ says its new Blancher Cherry Cabinetry spotlights warm subtle neutrals, creating a soothing and immersive environment.

"The design spaces were planned with intention, offering a distinguished and tailored feel to the inside. For our exteriors, all our brands received new bold/clean graphic packages," KZ says.

The Venom lineup also went to the drop frame chassis, increasing its basement storage by 40% and adding six-point hydraulic auto leveling.

In addition, KZ's Boondocker Solar System is now a 48-volt system with 1,760 watts of solar power on top of the unit. The system allows owners to run one A/C for 10 hours, while also powering all electrical outlets and appliances as a "boondocker's dream camper."



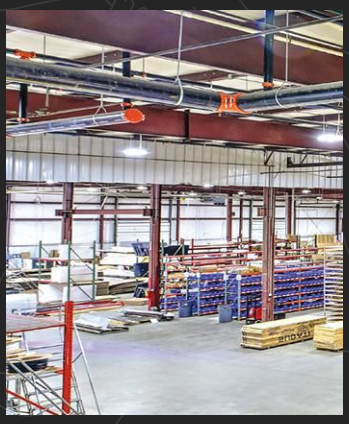


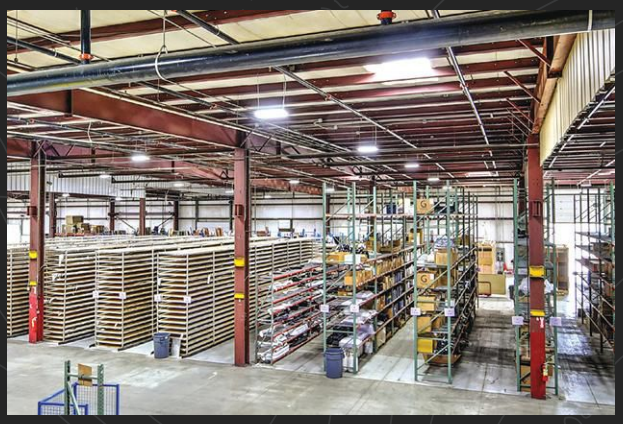


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HEARTLAND RV

Celebrating its 20th anniversary in 2024, Heartland RV is spotlighting new standard features across its brand family, including its new Trio air conditioning system with three dimensions of cool climate technology.

"After the success of our all-new, Heartland-exclusive air fryer oven in 2023, we're rolling out a new, larger air fryer oven for 2024," says Lesley Melvin, director of marketing. "Where the original measured 17 inches across, the 2024 model will be an expansive 22 inches wide, giving campers 30% more room to cook their favorite crispy, crunchy meals."

Across the board, Heartland is updating its interior décor to reflect modern styles, bringing back a wider range of colors and moving away from the neutrals and grays of the last decade.

"Wood tones for cabinets and trim will be richer and warmer, and we're adding more natural elements in the form of stone and organic textures. In fixtures, we're mixing metals in a sophisticated way, using a lot of gold and black to create drama and contrast. Overall, we're excited to bring refreshed design trends to our RV customers, offering them different options than what they've seen in the last several years," Melvin says.

Specifically, the company's Sundance Ultra-Lite travel trailer models will have an updated kitchen with solid surface countertops and a residential pull-down-style faucet for easier cleanup.

In 2024, Prowler will have totally redesigned interior décor and reimagined exterior graphics. In addition, new Prowler models will be made with Azdel composite sidewalls – a material that's lighter than wood and insulates better against noise, bad weather and extreme temperatures.

All-new models and big amenity updates are slated for other Heartland brands in 2024.

Across the board, Heartland is updating its interior décor to reflect modern styles, bringing back a wider range of colors.

CORTERRA

Coming to Heartland RV in 2024 is the all-new Corterra 3.0 – a fifth wheel designed with long-term campers in mind.

"From the Latin 'cor' for heart and 'terra' for land, our new model embodies the essence of both humanity and nature. Its sleek, modern graphics reflect the best of minimalist design, focusing on both form and function in equal measure," says Melvin. "In line with our three core values, Corterra is safe, smart and simple."

For safety, the model includes new technology like Dexter Tow Assist with ABS and sway mitigation, MORryde 3000 suspension, Goodyear tires, solid steps and a Safe-T-Rail at the entrance door.

Corterra's smart features include the company's new Trio A/C system that cools more efficiently and quietly than ever before, while the SOL 380 solar package provides 380 watts of solar energy to supplement or replace traditional energy use. Inside, a Wi-Fi hotspot and a smart TV keep campers connected and entertained.

The model "keeps things simple" with features like auto-leveling and a new central wiring hub, coined the Vault XL. Auto-leveling lets campers set up their RV at the touch of a button. The Vault XL keeps wires and breakers organized with color-coded connections and protected from the elements in an easy-to-access location at the coach's front. Inside, a pull-out trash can with a hidden drawer keeps garbage out of sight, and details like toilet paper holders and towel hooks in the bathroom make the space more functional.

Heartland will release its new Corterra with "sleek, modern exteriors and clean, comfortable interior design," Melvin says. Details include:

- Blackout windows
- Tecnoform cabinetry with no-pulls
- Dedicated coffee bar/wine bar/ ice maker
- Integrated dog bowls and pet-friendly ductless floors
- Tons of built-in storage, from shoe storage in the stairs to dinette and hidden storage behind the 55-inch smart TV

NORTH TRAIL

Two new floorplans are coming to the North Trail ultra-lightweight travel trailer lineup – the 25FK with a front kitchen and the 27DBH unique bunkhouse model. The latter will include spacious double-over-double bunks and a sofa in the bunkhouse that transforms into another bed or dinette.

"It can sleep and seat up to eight people, and it tucks away when it's not in use, freeing up floor space. Plus, there's additional under-bunk storage on rollers that holds up to 150 pounds of cargo, so it stores out of sight during the day. This model also includes a fully private king bedroom, so campers get a generous number of beds with plenty of privacy built in, too," Melvin says.

TORQUE

In the toy hauler fifth wheel segment, Heartland is debuting its Torque TQ424 – the "first model we've released in several years with a 14-foot garage and triple axle," Melvin says.

The lineup will also spotlight the TQ418, a floorplan with an unobstructed 18-foot

HEARTLAND RV

garage, an east/west bedroom and the most living space in its class; along with the TQ316, an open concept floorplan with no wall that separates the living space from the garage.

BIGHORN

Celebrating its 20th anniversary alongside Heartland RV in 2024, Bighorn's newest floorplan will be the 3820RKFB, which has a rear kitchen, front bath and a dinette slide within an innovative layout that also provides the most viewing area of any Heartland fifth wheels.

Bighorn Traveler will add the 38DS, a double-suite model with two bathrooms, loft sleeping space and a U-shaped kitchen for easy meal prep and cooking.

CYCLONE

The company's Cyclone toy hauler lineup will debut its new CY4008 that includes a 13-foot, 6-inch garage with the option to remove the secondary half bath.

"The CY4008 will have the most cross-conversational seating in our fifth wheel lineup, and will also include a pantry, dinette, table and chairs. Cyclone models in general will get a new, refreshed paint scheme with updated colors," Melvin says.



Corterra



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JAYCO



HIGHLAND RIDGE & STARCRAFT

Highland Ridge RV is bringing three new floorplans to its lightweight lineup in 2024. Under the Roamer Light Duty (LD) name, the 244RLS is the latest to the fifth wheel series. With opposing living area slides and a base dry weight of 7,500 pounds, the 244RLS gives half-ton truck and light 3/4-truck buyers an easily towable fifth wheel, with ample space and storage in the living and kitchen areas. The Roamer LD FW line will also get the new 274BHS – a bunkhouse addition with a dry weight below 8,000 pounds, made for lots of sleeping and storage space, an open concept kitchen/living area and an outside kitchen.

On the full-profile side, Highland Ridge will debut its Open Range 286RLS with a newly designed bathroom/bedroom level master suite. The new look includes a larger shower, a more open feel in the bathroom and more walkaround space around the king-size bed.

Beyond layouts, Highland Ridge is making its Xtend Solar I package – a 200-watt solar panel and 30-amp controller – a standard. New décor will feature white cabinetry and natural pine-color countertops.

"Based off feedback from our customers, utilizing lighter and brighter main interior components, while also changing to warmer flooring and accent areas, led us to the new design," says Ben Johnson, national sales manager.

A new Mega Lounge will be standard on multiple models and optional on others.

"Working together with our furniture supplier, we merged the popular theater sofas with a bifold sofa to create an oversized 'Mega Lounge' that has pull-out sleeping and power reclining features, all in the same piece of furniture," Johnson says.



Highland Ridge



Customers are seeking fifth wheel construction and features but aren't willing to give up their truck beds when it comes to travel trailers.

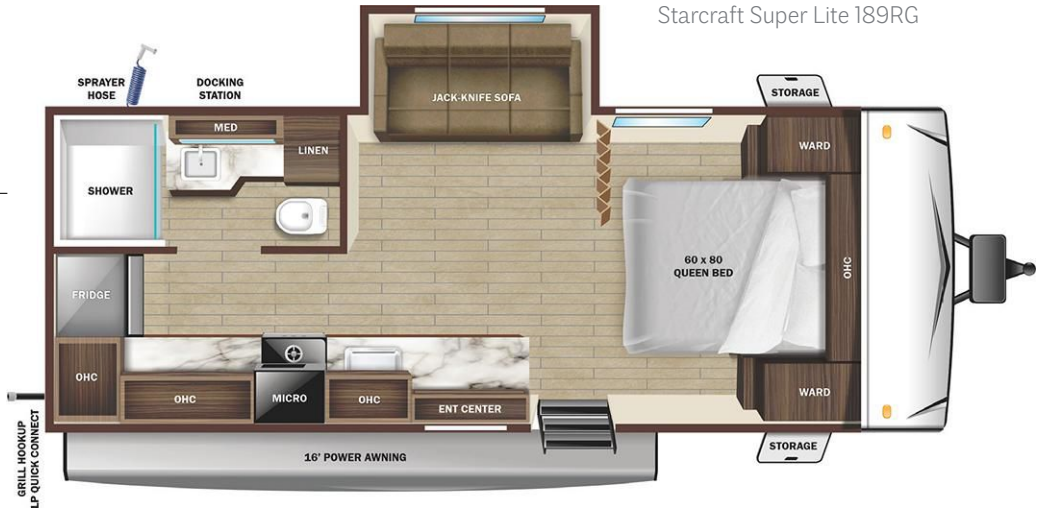
Customers are seeking fifth wheel construction and features but aren't willing to give up their truck beds when it comes to travel trailers, he says. Auto leveling is a popular fifth wheel feature now offered on Open Range travel trailers in 2024, including the Norco 7.3 Auto Level system with BAL lock arms. Sister brand Starcraft RV is also touting three new floorplans for the new model year, in addition to new standard features such as the Xtend Solar I package with a 200-watt panel. New décor concepts will also hit the lineup with gray and white cabinetry throughout, gray fabric and faux leather where applicable, in addition to 12-volt refrigerators on some units.

The Autumn Ridge travel trailer lineup gets the new 27BH bunkhouse model. On the lighter weight side, the Super Lite brand will introduce two layouts – 233ML and 189RG – at Open House. To round out the debuts, Starcraft's GSL Light Duty fifth wheel – a half-ton towable, 100-inch-wide bodied camper – will debut its new 244RLS layout.



Starcraft GSL

Starcraft Super Lite 189RG



Starcraft Super Lite 233ML



JAYCO

MOTORIZED

Jayco's motorized segment is hitting 2024 running with three new series – Comet (Class B), Granite Ridge (an off-road Class C) and Greyhawk XL (dubbed a "mini Super C").

The latter series, built on a Ford F-550 4x4 chassis with an entry-level price tag, offers more exterior baggage storage than its E-450 counterpart along with a king-size bed, power theater seats and standard partial paint on a 2-inch rear lift.

Granite Ridge goes off-grid in style with a Ford Transit 350HD AWD chassis, all-terrain tires with custom matte black wheels and a 2-inch suspension upgrade. Along with 2-inch-thick walls, enclosed holding tanks and a large dinette, an optional outdoor pull-out kitchen and Starlink satellite internet are available.

The new Comet is a RAM ProMaster 1500 window van with a 136-inch wheelbase, with its initial 18C layout running 17 feet, 10 inches in length. The Class B features Aqua-Hot hydronic water and heating system, a portable induction cooktop, 54-by-72-inch bed and a 32-inch overhead TV.

"We recognize the need within the market to build something shorter," says Cory Weatherton, director of product development. "If you look at Europe, every RV is just small and we're seeing a trend toward that in the United States as well."

Jayco will also introduce a new 29T floorplan in its diesel Super C series Seneca XT. Built on the Ford F600 4x4 chassis with a 6.7L Power Stroke V8 engine, the all-terrain motorhome boasts a rugged appearance with six paint options and a 2-inch BDS radius arm suspension lift. Its newest floorplan offers a rear lounge with panoramic windows, power sofas that convert into an 80-by-96-inch bed or two twin beds, and a massive pass-thru storage for kayaks, skis or hunting gear.



Granite Ridge



Greyhawk XL

"We definitely on this one listened to a segment of buyers who are looking for a four-wheel drive motorhome, but need to use it in a different application," Weatherton says.

While an option on many 2024 debuts, Starlink satellite internet will be standard on new Seneca XT and Jayco's Terrain models.

ENTEGRA COACH

Luxury motorhome brand Entegra Coach will debut its new Qwest, a Class C diesel built on the Mercedes-Benz 3500 chassis with "all the bells and whistles." With four floorplans, Qwest offers an integrated 10.25-inch Mercedes-Benz infotainment center, a 3,600-watt LP generator and standard 200-watt solar panel with a dual controller. Inside, Tecnoform high-gloss cabinetry, day/night roller shades and high-intensity LED ceiling lights are featured alongside kitchen features such as an Entegra-exclusive legless dinette table or U-shaped dinette with stow-away pedestal legs.

Entegra Coach will also introduce counterparts to many new series in Jayco's 2024 lineup, including the new Arc (Class B), off-road Condor and Esteem XL "mini Super C."

Also on the list is the brand's new Anthem 37K, a luxury diesel targeting consumer interest in smaller floorplans without sacrificing diesel pusher qualities.

"The look, design and feel that you get on a 45-foot-long tag axle is what you're going to get on a 38-foot, 3-inch

coach," says Regional Sales Manager Brendon Gendel. Anthem boasts leather furniture, heated driver/passenger seating, porcelain floors and custom wood cabinetry.

"One thing that we had been hearing quite a bit of, especially over the last 12 months, was connectivity," he adds. Starlink internet was added standard to Entegra Coach's new Anthem, Aspire, Cornerstone and Launch models, along with its new Accolade XT 29T floorplan, a sister layout to Jayco's new Seneca XT.

TOWABLES

In its towable segment, Jayco is debuting a new Eagle half-ton fifth wheel lineup with four floorplans made for weekend campers and "must have" conveniences only. A brighter white interior, thicker accent countertops, increased door/drawer sizes and double-tiered nightstands in the bedroom give the line a more residential feel. A new cap adds windshields on some models along with new exterior graphics, redesigned outdoor kitchens and an additional solar package option.

In its lightweights, Jay Feather debuts the 29QBH floorplan and the segment gets a new interior look dubbed "Vintage Farmhouse" with a decorative wallboard and shiplap design.

New larger electric fireplaces are optional on Feathers and standard on new White Hawks, along with 10-cubic-foot, 12-volt refrigerators on all three lightweight brands. The segment also gets enhanced exterior graphics and exterior camp kitchens on some models.

Jay Flight gets two new floorplans – 235MBH and 225MLS – for 2024. The travel trailers will see the Classic Farmhouse décor and now standard Overlander I Solar package. The Jay Flight line's SLX series gets increased freshwater capacity to 30 gallons, a bigger awning and user-friendly LP bottle holder. On the Bungalow side, a



Jay Feather



Seneca XT

16.2-cubic-foot, 12-volt refrigerator is a new standard as well as a 36-inch fireplace and increased freshwater capacity to 55 gallons.

North Point 2024 includes a 102-inch-wide body design and new furniture style/fabric with stain protection, an "industry first" bedroom wardrobe and GE Profile appliances with an air fryer and 24-inch oven.

New options include MORryde independent suspension with disc brakes. The brand's new 387FBTS floorplan debuts a front bathroom.

The Pinnacle brand is bringing a new 38FBRK layout to the scene, along with new and updated décor, a residential JBL sound bar and wireless subwoofer, 21-cubic-foot fridge and standard under sink dishwasher. A new graphics package and painted front cap design match the line's exterior graphics, and a MORryde Safe-T-Rail grab handle welcomes RVers at the front steps. The line will also debut Dexter axles with anti-lock braking system and sway mitigation.

Lastly, Jayco will bring its new Vintage Farmhouse look to the Seismic and Seismic Luxury lineups. The latter will have a JBL sound system and GE Profile appliances with an air fryer, plus an on/off switch inside the fuel station.

Both lines will get a 6-kilowatt EVAP generator from Yamaha, and the new Seismic will see a walk-in shower in its main bathroom plus a 17-cubic-foot fridge with black glass doors.

CHEROKEE

Cherokee's Alpha Wolf and Artic Wolf have several new floorplans that will debut at Open House for 2024, investing in smaller to mid-size, half-ton towable options, says Jeffrey Cripe, product manager/sales manager for the brand.

"In the past couple of years people came in tune with destination camping because of COVID and lack of travel and it seems everybody went big," he says. People are still traveling, Cripe says, but Cherokee wanted to invest in different types of buyers – increasing what they can offer to the variety of buyers in the market.

The new floorplans this year for Alpha Wolf will be the 23LDE, 2500RL and 280QBS. Artic Wolf will have the 23MKE, 27SGS and 278BHS.

Additional features include an 81-gallon fresh tank – almost double what was offered before. Additional security cameras are now included to help monitor different spots while towing, and Cripe says the monitor can be taken inside once parked to keep an eye outside the unit.

A central vacuum was installed – an item consumers requested, Cripe says, allowing people to sweep debris into a port mounted on the bottom of a cabinet. And the popular Oxygenics Fury shower head, which is the No. 1 replacement shower head on Amazon, he says, now comes as a standard feature in the units.

Now standard on all coaches is a 100W solar panel with a battery and a solar charger. Cripe says it's expandable up to 350W with the option to upgrade and add an additional 100W panel.

On the bed slide fifth wheel models, a 16-cubic-foot refrigerator with French doors is now available. Cripe says it works well for these larger units.

Bedroom storage was adjusted in all units with cabinetry and the exterior – which has been all gray since 2016 – gets a new look with all white.

"It's a big change. It's been a good color for us, but we just felt like it was time for a fresh change on it," Cripe says.

Cripe says that heading into Open House, the folks at Cherokee are optimistic.

"We haven't been able to do much with product changes because you weren't sure if you'd get the material on time, so this year we dug a little deeper on that and we felt that now was a good time to make some impactful changes," he says.



27SGS



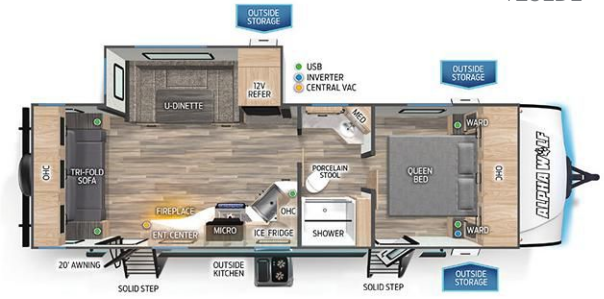
23MLE



T280QBS



T23LDE



T2500RL



278BHS

SABRE

Sabre – now under the guidance of recently promoted Shirley Cartwright as product manager – is the best value in luxury fifth wheels, Cartwright says. Sabre offers all features standard so that customers have a complete camping experience from the start, the company says, noting that Cartwright "dialed in the identity of the brand while decreasing price points substantially from the pandemic highs."

The 38DBL is Sabre's ultimate family bunkhouse, sporting two full bathrooms and two bedrooms. Storage space is plentiful, and up to nine people can sleep in the unit comfortably.

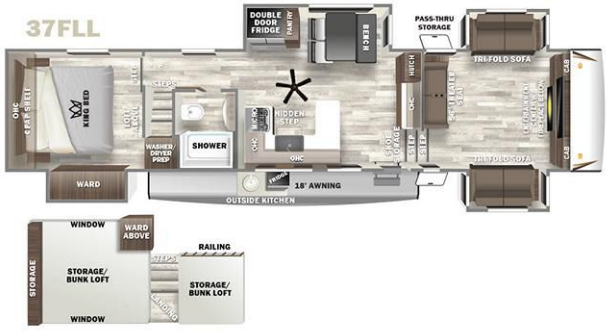
New features for 2024 include an air fryer convection microwave residential-style oven, a spice rack/organizer and silverware drawer organizer as well as a larger kitchen island. Units also feature a trash drawer in the kitchens, a pet pantry, a pocket door in the main bathroom and shoe storage integrated into the fifth wheel steps. Linoleum is featured in all slideouts and units come with USB-C outlets and inverter prep and inverter-ready outlets.

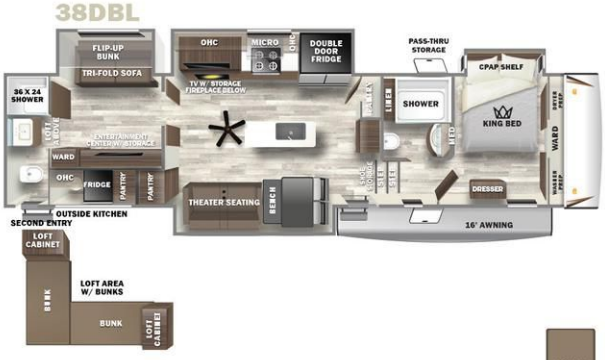
More features that come standard in Sabre units make being on the road feel like home with a craftsmen-style barn door, vintage gaslight decorative lighting, residential-size TV, a skylight in the bathroom, a 12V refrigerator with French doors, solid surface countertops, a residential-style farm sink and black opal appliance accents.

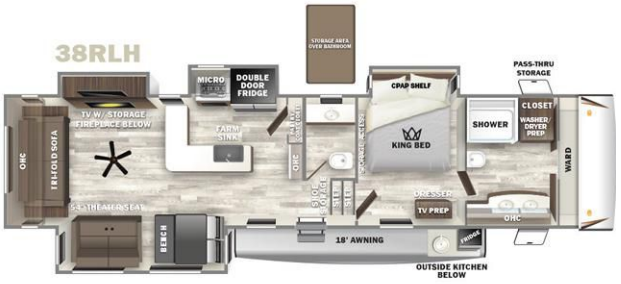












CEDAR CREEK

For 2024, Cedar Creek is debuting the Experience with five floorplans ranging from 34 feet, 11 inches to 39 feet, 4 inches. Floorplans include the 2925RL (10,172 pounds), 3125RD (11,609 pounds), 3325BH (12,324 pounds), 3425RL (11,614 pounds) and the 3525LF (11,835 pounds). Features include ABS brakes with 7K axles, a Road Armor equalization system, TST tire pressure monitoring system, 6-point hydraulic leveling system and 12V heating pads on all tanks. A 200W solar panel with 30-amp controller is included as well as two 15K BTU AC, upgraded shower head, slam latch baggage doors with magnets, Bluetooth connectivity speaker, deluxe night roller shades, a smart TV in the living room and Ashley furniture. The kitchen features solid surface countertops and a 20-cubic-foot 12 V refrigerator. The units come with a V-Flo cordless vacuum, Cradlepoint Day 1 Wi-Fi connectivity and a wall-mounted table with ottoman and two chairs.

A host of changes are also offered in Cedar Creek proper units on the exterior and interior, including a Lippert Gen 3 leveling system, Lippert 7k and 8k axles with ABS brakes, motion lights outside storage areas, a peg board in the front storage pass-through area, black textured metal skirting and Cradlepoint Day 1 Wi-Fi connectivity.

On the inside, Cedar Creek has upgraded the solid surface countertops, backsplash and Murphy pantry. A Furrion microwave and 12V residential refrigerator with ice maker are included, as well as a wall-mounted dinette table with a pull-out drawer, ottoman and two chairs. Self-closing cabinet doors with magnet catches are in the kitchen.

For the bedroom and bathroom, motion lighting is now installed in the closet and the base of the bed. Shelf storage is included on both sides of the bed andthe shower now includes LED lighting and a fold-down bench, and the bathroom features new solid surface countertops and a three-door medicine cabinet in double basin sink units.



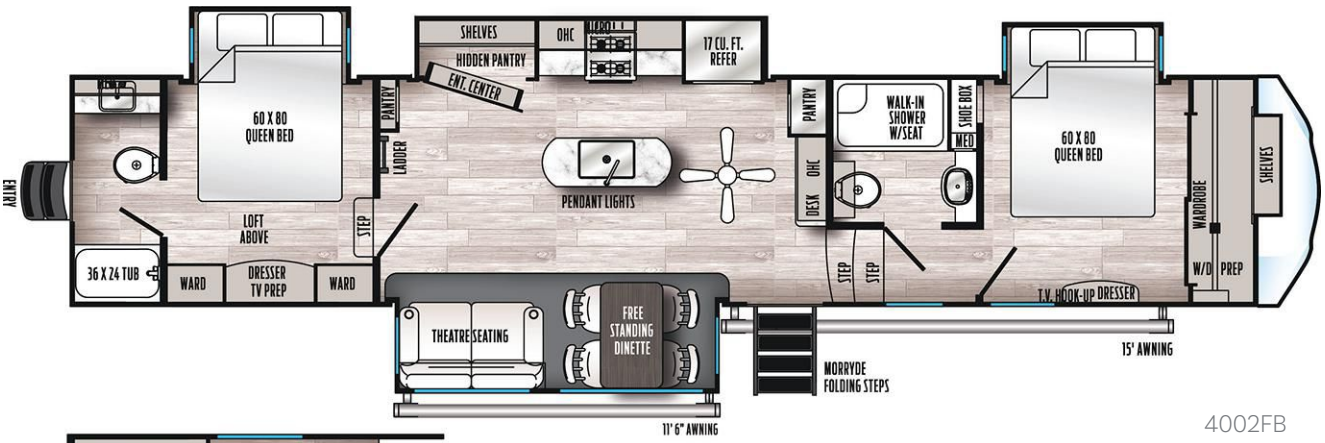




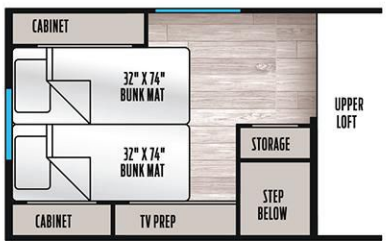
SIERRA AND SANDPIPER

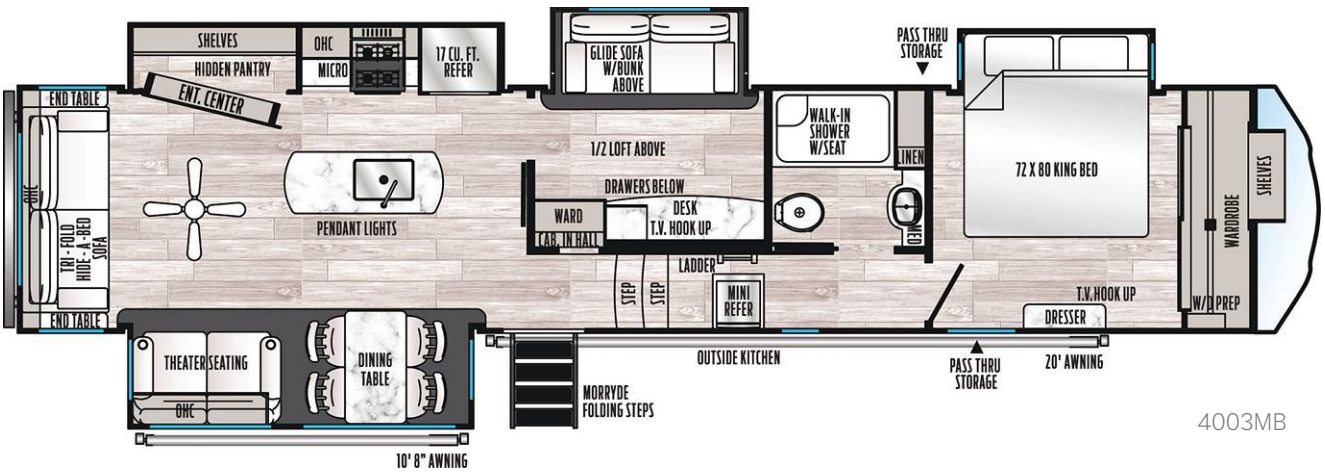
A new floorplan is on deck for the Sierra and Sandpiper – the 4002FB is a dual queen bed unit with a loft above the rear bedroom. This floorplan features four slideouts and rear entry to the second full bathroom, an island in the kitchen and theater seating. On the Sierra, the exterior length is 43 feet, 5 inches; gross vehicle weight rating (GVWR) is 15,000 pounds. For the Sandpiper, exterior length is 40 feet, 7 inches; GVWR is 14,175 pounds. In addition to dual-pane windows, home-like features such as stainless steel appliances, decorative backsplash, rustic wood plank linoleum, an undermounted stainless steel kitchen sink and recessed residential lighting are included. A one-piece fiberglass shower with a teak seat comes standard in the bathroom. In both the Sierra and Sandpiper, a second 15K air conditioner is optional, as well as a central vacuum and slide room awnings. Solid surface countertops are featured in the kitchen and washer and dryer prep is included. Goodyear tires with 7,000-pound axles, a 2-inch towing and accessory hitch, and anti-lock braking system also come standard.

The unit features a polar tech package, which the company says is an old option but has been upgraded to a 40K BTU furnace.



4002FB





4003MB

EAST TO WEST

East To West stays connected with owners to carry out its mission to enhance the customer experience and boost customer satisfaction. One change customers asked for and the company delivered on are new floorplans for 2024.

The Della Terra travel trailer will have two new floorplans this year: the 251 RD with rear dining and the 3000DB, with two queen beds.

In the Alta KTH Toy Hauler lineup and Alta XTREME 365 segment, East To West will debut a slightly larger second 2870 KTH Toy Hauler with a kitchen slide as well as second rear entertainment Xtreme 365 3250 couples coach with an ETW king-size bed.

Among its fifth wheels, East To West will launch the Tandara Half-Ton Series with five floorplans including the 22 RK (rear kitchen), 26RD (rear dinette), 27 BH-OK (bunkhouse with outdoor kitchen), 28 RL (rear lounge) and 28 RL-OK (rear lounge with outdoor kitchen).

The Blackthorn mid-profile fifth wheel will debut six floorplans ranging from 35 to 41 feet. The floorplans include the 3100 RL (rear lounge), 3101 RL-OK (rear lounge with outdoor kitchen), 3300 RD (rear den), 3700 BH-OK (bunkhouse with outdoor kitchen), 3800 MB (mid bunkroom), and 3801 MB-OK (mid bunkroom with outdoor kitchen).

The new Ahara 390 DS is a double-suite floorplan with two king beds and two full bathrooms. A loft above the rear bedroom provides additional sleeping or storage space

Takoda is East To West's new luxury toy hauler fifth wheel. It will debut with the 350 TH floorplan. With a sporty automotive exterior package and a luxurious residential-like interior, this toy hauler will appeal to many customers.

The Entrada debuts the 24RL with a luxurious rear living room. The new floorplan is part of East To West's Entrada M-Class lineup and is built on the Mercedes 3500 chassis. The Entrada will feature theater seating options in limited floorplans, which will also receive Fogatti Tankless Hot Water Heaters and a Fogatti InstaShower 6.

East To West also offers an array of new features on every model that customers will not want to miss out on.

ENTRADA

The Entrada C-Class lineup is an extension to East To West's Entrada Gas lineup on the Chevy 3500 chassis. The Chevy chassis offers 12,300 pounds of gross vehicle weight on a 159-inch wheelbase. The 6.6-liter V8 engine delivers over 400 horsepower and 464 pounds per feet of torque, and a heavy-duty six-speed transmission. RVers will appreciate the upgraded 57-gallon fuel tank capacity and 5,000-pound hitch/tow capacity. Here, the company will introduce two floorplans: the 220SC and the 270NC, which are the same floorplans as its 2200S and 2700NS.

There's also an East To West Transit Van planned, with the brand name to be determined. This RV will be on the Ford Transit chassis and start with one floorplan in 2024, with more coming soon. The Ford Transit chassis features a 3.5-liter EcoBoost V6 engine delivering 310 horsepower and 400 pounds per foot of torque. The van has a 178-inch wheelbase, all-wheel drive, a GVRW of 9,950 pounds, a 10-speed automatic transmission, and safety canopy side-curtain airbags.

DELLA TERRA

The Della Terra has changed inside and out. The unit now features Odali Linen with New Albany Chestnut woodgrain to add brightness inside without washing it out. The Della Terra also comes standard with a king-size bed, a porcelain toilet, a 48-inch-wide dinette with storage underneath, and seamless pressed countertops.

Its amenities include a 15,000-BTU ducted air conditioner, a 35,000-BTU furnace, a Universal Docking Station, flush floor slideouts without carpet, and extra-large picture windows. Finished pass-through storage and additional interior storage increases storage capacity.

The Della Terra's quality construction includes Goodyear tires, 2-inch interior wall construction with 5/8-inch tongue-and-groove plywood floor decking, and double truss roof rafters that are 12 inches on center.

ALTA

Alta is undergoing a significant model change, which includes a new graphics package and front cap paint scheme, new linoleum and fabric, pressed countertops



Alta Xtreme

and backsplashes, a secondary external awning switch, slide topper prep and aluminum wheels.

An inverter prep comes standard on all models, but customers can upgrade to the Alta Solar Package, which offers from 100 to 200 watts with a 30-amp controller, battery disconnect, battery and box standard.

TANDARA FIFTH WHEELS

Tandara 2024 fifth wheels also received updates inside and out. The RV's new fully painted black front cap and sleek exterior graphics make a bold statement.

The refreshed fifth wheel also has a 2-inch towing receiver hitch rated for 300 pounds of carrying capacity and 3,000 pounds of towing capacity; a MORryde Safe-T-Rail entry door grab handle; Thermaflex no kink, no tear heat ducts; water shutoff valves on all fixtures; a campside hot/cold exterior spray port; a clear cap on the sewer termination valve; extended sewer hose storage; a low-maintenance roof and automotive-style riveted wheel skirts.

Inside, the RV features the popular Artisan Maple Interior Décor, an interior introduced in 2020 that has been emulated across the RV industry. Tandara's interior refinements include 4K LED lights, new kitchen island pendant lights, European Oak Congoleum flooring, modern black decorative glass, sleek slideout fascia, a chevron tile backsplash and rich graphite fabric on the dinette and window treatments.

East To West converted the RV's dual-entry bathroom to a single-entry bathroom to improve storage and spacing. Now the RV offers more linen cabinet storage, a pull-out trash can and a four-drawer vanity. A Suburban 60,000-BTU On-Demand water heater with controls in the bathroom ensures hot water is available on demand. A locking shower door latch prevents the glass shower doors from damage during transit. There's also a freestanding toilet paper holder with magnetic travel keeper.

Living area and kitchen updates include a carpet-free interior, using double-stitched vinyl flooring in main and bunkroom slideouts instead. There are also solid-surface countertop extensions on both sides of the kitchen island; a silverware drawer in a wall-mounted, freestanding dinette table; a space-saving bench ottoman/coffee table and workstation with storage; and upholstered dinette chairs with black metal framing.

The sofa end tables offer storage, electrical outlets, and USB-USB-C high-speed charging stations. In fact, there are over 15 electrical outlets and five USB-USB-C high-speed charging stations in every floorplan and extra storage behind living area TVs.

The bedroom also received an update with a hidden sliding dresser top storage compartment, slideout shelves with bedside electrical outlets and USB-USB-C high-speed charging stations, a cordless vacuum prep, dimmable bedroom ceiling lights, and LED motion-sensor lighting.



Tandara

TANDARA HALF-TON FIFTH WHEELS

The new Tandara Half-Ton Fifth Wheel Series delivers quality construction, luxury features and spacious floorplans without maxing out the truck. With floorplans starting under 7,500 pounds and hitch weights below 1,400 pounds, Tandara Half-Ton Fifth Wheels can be confidently towed with many of today's half-ton trucks.

Tandara Half-Ton Fifth Wheels have a king bed in every floorplan and square windows with integrated shades. Their quality construction includes AZDEL laminated sidewalls, rear walls, slideout end walls and slideout roofs; Goodyear tires; metal slam latch cargo and outdoor kitchen doors; a low-maintenance roof; and water shutoff valves on all fixtures.

The rig also has a 2-inch towing receiver hitch rated for 300 pounds of carrying capacity and 3,000 pounds of towing capacity, a MORryde CRE 3000 Suspension, and a MORryde Safe-T-Rail entry door grab handle.

Appliances and electronics include a 50-inch LED television with swing arm, a Suburban 60,000-BTU on-demand hot water heater with controls in the bathroom, a 35,000-BTU furnace, ductless floor heating, and Thermaflex no-kink, no-tear heat ducts.

AHARA

Ahara Fifth Wheels also received interior and exterior updates. Exterior upgrades include square frameless windows, a black fiberglass front cap with yacht-inspired exterior graphics, 17.5-inch wheels with Cooper H-Range tires and a TST tire pressure monitoring system, a rear storage compartment (325 RL and 365 RL), a premium entry door package, a campside hot/cold exterior spray port, MORryde Step Above strut assist entry steps and MORryde Safe-T-Rail entry door grab handle.

The unit also offers electric dump valves, a clear cap on the sewer termination valve, extended sewer hose storage, a motion-activated LED scare light, 2-inch towing receiver hitch rated for 300-pound carrying capacity

FOREST RIVER



Ahara

and 3,000-pound towing capacity, automotive-style riveted wheel skirts and a low-maintenance roof.

Inside there are three, ducted, high-efficiency 15,000-BTU air conditioners with a heat pump in the bedroom; Thermaflex no-kink, no-tear heat ducts; brass plumbing fittings; water shutoff valves on all fixtures; a 400-watt solar system with 50-amp MPPT controller; 2,000-watt inverter; and a second roof docking port for expansion.

East To West converted the rig's dual-entry bathroom to a single-entry bathroom for improved storage and spacing. It features a solid-surface bathroom vanity countertop, a Suburban 60,000-BTU on-demand water heater with the controls in the bathroom, a 32-inch marine-grade LED light above the seamless fiberglass shower, a locking shower door latch to prevent damage to glass shower doors in transit, and a freestanding toilet paper holder with magnetic travel keeper.

The living area and kitchen feature hardwood window trim; flush floor kitchen slideouts; a carpet-free interior with double-stitched vinyl flooring in the main, kitchen and bunkroom slideouts; soft close cabinet doors and drawers with magnetic catches; a silverware drawer in a wall-mounted free-standing dinette table; upholstered dinette chairs with black metal framing; a pull-out cutting board with dual pull-out trash cans; a removable paper towel holder and kitchen caddy; and kitchen island toe kick lighting.

Sofa end tables offer storage, electrical outlets, and USB-USB-C high-speed charging stations. There are over 15 electrical outlets and five USB-USB-C high-speed charging stations in every floorplan as well as storage behind the living area TV in the 320 RL and 385 MB.

The bedroom has a 32-inch TV with a hidden sliding dresser top storage compartment, bedroom slideout shelves with bedside electrical outlets, USB-USB-C high-speed charging stations, and a cordless vacuum prep. Dimmable lights in the bedroom are supplemented with LED lights in the closet and on both sides of the bed.

BLACKTHORN

Blackthorn Fifth Wheels feature a king bed in every floorplan and E-Z Out Hide-a-Bed Sofas. There are solid-surface kitchen countertops with countertop extensions on both sides of the kitchen island and 16-cubic-foot, 12-volt refrigerators in every model. Models also come with a 200-watt solar package with a 30-amp controller.

The kitchen offers a double-door pantry and coat closet with a 72-inch LED motion sensor light, while the bathroom has a 78-inch-tall ceiling height, a fiberglass shower with glass sliding door and locking travel latch.

Creature comforts include a 15,000-BTU main air conditioner and optional 15,000-BTU bedroom air conditioner. There is a four- or a six-point automatic leveling system; ductless flooring with 5/8-inch tongue-and-groove plywood floor decking; AZDEL laminated sidewalls, rear walls, slideout end walls and slideout roofs; Goodyear tires, MORryde Step Above entry steps with a MORryde Safe-T-Rail entry door grab handle; and a 2-inch towing receiver hitch rated for 300-pound carrying capacity and 3,000-pound towing capacity.

BLACKTHORN HALF-TON FIFTH WHEELS

The Blackthorn Half-Ton Fifth Wheel Series delivers a modern automotive exterior, quality construction, luxury features and spacious floorplans without maxing out the truck. With floorplans starting under 7,500 pounds and hitch weights below 1,400 pounds, Blackthorn Half-Ton Fifth Wheels can be confidently towed with many of today's half-ton trucks.

The most notable Blackthorn Half-Ton Fifth Wheel standard features include a king bed in every floorplan, square windows with integrated shades, and a 50-inch television with swing arm.

Its quality construction features AZDEL laminated sidewalls, rear walls, slideout end walls and slideout roofs. The unit has a 2-inch towing receiver hitch rated for 300-pound carrying capacity and 3,000-pound towing capacity, metal slam latch cargo and outdoor kitchen doors, Goodyear tires, MORryde CRE 3000 Suspension and MORryde Safe-T-Rail entry door grab handle, a Suburban 60,000-BTU on-demand hot water heater with the controls in the bathroom, a 35,000-BTU furnace, ductless floor heating, Thermaflex no-kink, no-tear heat ducts, water shutoff valves on all fixtures, and a low-maintenance roof.

TAKODA

Takoda Fifth Wheels for 2024 feature frameless windows, a painted black front cap with modern automotive exterior, 17.5-inch wheels with Cooper H-Range tires and TST tire pressure monitoring system, and an 800-watt solar system with two 50-amp MPPT controllers, a 3,000-watt inverter and two 100-amp-hour lithium batteries.

Storage abounds with three-way pass-through storage with a multifunctional

EAST TO WEST

flip-up bulkhead wall and lockable dovetail storage box. The unit offers three, high-efficiency, 15,000-BTU air conditioners with a heat pump in the bedroom, a three-season patio door, power side awnings with dimmable LED awning lights, and an adjustable tie-down system with three recessed L tracks.

The unit also features a 50-foot retractable extension cord, 65-foot retractable city water hose, MORryde 50-amp electric power cord reel, MORryde air compressor with retractable air hose, MORryde Step Above strut assist entry steps and MORryde Safe-T-Rail entry door grab handle.

Rounding out the offerings are Thermaflex no-kink, no-tear heat ducts, brass plumbing fittings, electric dump valves with indicator light, and 150-gallon freshwater capacity.

Appliances are also well thought out with a Suburban 60,000-BTU on-demand water heater with controls in the bathroom, a 30-inch GE Profile convection oven with air fryer, and MB Quartz premium audio package.



Takoda

The kitchen has soft close cabinet doors and dovetail drawers with magnetic catches, a pull-out cutting board with dual pull-out trash cans below, and a removable paper towel holder and kitchen caddy.

FOREST RIVER

CARDINAL / WILDCAT

For 2024, the Cardinal/Wildcat fifth wheel line is expanding with half-ton solutions. Sister products, the Cardinal RED and Wildcat ONE fifth wheels, launched in 2022 with four models and quickly gained in popularity, the company says. The new 2024 options focus on the growing half-ton market and offer versatility, nimble handling and easy towing.

Now the Cardinal RED and Wildcat ONE will be offered in an all-new, 36-foot-plus model. There is also expansion under the 30-foot towable category. "With 3/4-ton and 1-ton trucks increasing in price with limited availability, more consumers with 1/2-ton trucks are looking for towable fifth wheel options," the company says. "New Cardinal and Wildcat fifth wheels meet this demand, with versatile models built specifically to deliver nimble handling and easy towing."

SALEM HEMISPHERE / WILDWOOD HERITAGE GLEN

The Salem Hemisphere and Wildwood Heritage Glen travel trailers (excluding fifth wheels) for 2024 will feature a one-piece fiberglass roof, which the company says is a "major innovation." One of the first travel trailers on the market to include this full wraparound fiberglass roof, other updates include framed square windows from LCI with built-in shades and a reflective foil backing.

WOLF PACK

Featuring a new profile for travel trailers that offers more space in the bedroom and more head room, the 2024 Wolf Pack fifth wheels and travel trailers feature a 300-watt solar package, new wheel and tire package and a second air conditioner option for the travel trailers. Upgrades include increased wastewater tank capacities where applicable, linoleum flooring throughout (including the bedroom and slideouts), an Oxygenic shower head and a freestanding dinette on some models. 2024 models include new bedroom cabinet and wardrobe slide configurations, blackout shades for the bedrooms and theater seating standard in the 27PACK and 315PACK models. Wolf Pack models come with 50-amp service with the prep for a second AC unit, USB charging ports in the bed slide, a white ramp door patio kit and a larger kitchen countertop configuration in the 365PACK. A handy dry erase board is installed on the inside front baggage door.

FOREST RIVER

FOREST RIVER

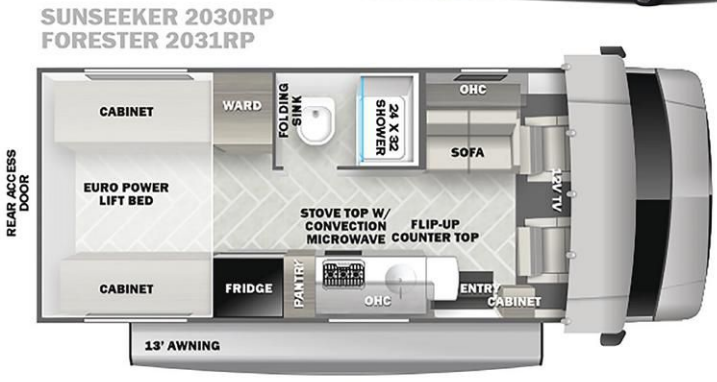
FORESTER / SUNSEEKER

The PM Series is now available for both Forester and Sunseeker Class B Plus brands in 2024. Built on the Dodge Promaster Cutaway, a front-wheel drive chassis featuring a 3.6L V6, the PM Series are smaller units designed for adventure, the company says. The Class B Plus brands compete with other Class Cs and feature a fully enclosed dry bath, driver and passenger swivel seats, a backup/sideview camera with three-way monitor and a convection microwave. The Sunseeker 2380RP and Forester 2381RP PM Series are made with lightweight materials and feature a contemporary look with a partial paint and graphics package. The PM Series comes with a dual alternator with lithium interior power center, a power Euro life bed that maximizes interior storage and a Truma Combi heater/water heater and Winegard 360+ antenna with Gateway Wi-Fi.

VIBE ULTRALITE

The Vibe Ultralite for 2024 boasts panoramic windows, and oversized 12-volt residential-style refrigerator, a Tri-Fold sofa, 50-inch TVs and walk-in showers, not to mention 15,000-BTU air-conditioning. The fiberglass ultralight Vibe will include a new interior and exterior graphics design package, an on-demand tankless water heater, larger interior cabinets with soft close hidden hinges, solid surface countertops, an air-fryer/microwave combo and larger farmhouse-style sinks. The 2024 Vibe features carpet-free slide room floors; new faucets in the kitchen and bathroom; 68-inch-tall shower doors; a universal docking, convenience center; a no-leg swivel table/workstation; and larger, slam-latch baggage doors. Roman shades and new window treatments help round out the new look for 2024, as do additional comforts like a residential dinette chair design, new wicker storage baskets, wedge pillow in the bedroom and Fortress Home stain and water protection on furniture. New Z-Trim has been used at the ceiling and floor lines, which means no staples and no putty.





PALOMINO

With a focus on improving features, Palomino's PUMA has consolidated its offerings for 2024 while also adapting to the ever-evolving trends in today's market. According to the company, this includes:

- Moving several XLE Lites into the Ultra Lite Segment
- Shifting a number of XLE travel trailers and toy haulers to the PUMA segment
- Streamlining and simplifying package offerings to ensure effortless customization and ease of ordering

Also in store for 2024, PUMA has new offerings such as two 8-foot-wide single-axle XLEs – 18 RKX and 18 BHX. These models boast a variety of customizable options, ranging from Murphy beds to bunkbeds and slideouts to pantries, and the option for an outdoor kitchen.

The new PUMA TT (29 BHQB) combines a 60 x 80 queen bed, a full bath and half bath for guests, and is complemented by a double L bunk with a pull-out sofa below for additional sleeping and a workstation suite on the other end. The common room and kitchen is complete with a super slide that accommodates entertaining and dining.

Upgrades for PUMA include interior and exterior options for comfort, style and functionality:

- Option to add a third AC unit
- Scratch- and dent-resistant glass refrigerator (12 V, 11.5 cubic feet with dual-swing doors)
- Marine grade threaded PVC flooring in all slideouts
- Modern wood plank linoleum flooring
- New window treatments, bedspreads and shams in bedrooms
- Hard valances with a modern touch
- All new black bamboo fabric roller shades
- New accent wall board – a stylish bead board and pewter-based board with shaker-style design
- Certain models (39PQB, 39FKL, 38RLB and 31FKRK) have larger showers (32 inches x 40 inches) with a seat
- Retailored exterior color scheme that complements the new aluminum wheels
- Aluminum steps are standard on all entry doors, with the exception of patio doors
- Underbelly enclosure for all standard models (with the exception of the Ultra Lite)

PRIME TIME MANUFACTURING

In 2024, Prime Time Manufacturing will offer design upgrades, functional improvements and a luxury bath-and-a-half front bunkroom layout in its fifth wheels.

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FOREST RIVER

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The new Prime Time Avenger Fifth Wheel features a new crimson exterior color and smooth, thicker gauge metal on the front profile that enhances the look and improves durability. A larger door-side baggage door provides easier access to underbed storage, and the revamped exterior kitchen now features an exterior fridge, easy access spray port, and an LP-fed griddle housed in a steel case.

The Avenger bunk models now feature windows at each bunk for more natural light. Full-size Avengers come standard with a 15,000-BTU ducted AC and new magnet latches on all drawers and cabinet doors.

At the request of dealers and retail customers, all superslide Avengers (with the exception of LE models) will now feature a two-person reclining theater seat in place of the traditional jack-knife sofa.

On the exterior, the new graphics package features a signature crimson color palette and an updated Avenger logo. Replacing a traditional black diamond plate and skirt metal is a modern "Double Diamond" pattern that matches the new color scheme, the company says.

Following residential trends, the Avenger now has light, natural woodgrain upper cabinets and modern, dark blue base cabinets.

The Prime Time Sanibel Fifth Wheel has a fully re-imagined chic look and a luxury bath-and-a-half front bunkroom layout. This floorplan is designed for families and offers ample sleeping space for family and guests.

The Sanibel kitchen and cabinet upgrades deliver style and function with two-tone cabinetry, slate-colored cabinets and a real subway tile backsplash. An Amish-built, hardwood facia creates a modern and stylish ambiance, with updated mission-style hardwood cabinet doors and premium hidden hinges for a sleek, residential look.

Lighting upgrades include decorative lights with wicker hoods above the island and dinette. Dinette table upgrades include hidden storage under the dinette top and an integrated, extendable leaf for additional seating.

The furniture in the Sanibel includes an EZ Glide sofa that easily converts with one hand into additional sleeping space and exclusive Ashley seven-way electric recliners. The bedrooms have had a makeover with solid wood wardrobe doors and headboard, and an upgraded bedding package.

On the exterior, the Sanibel features a fully installed 190W solar panel and prep-work included for a second. An oversized, extendable entry grab handle allows for safe and reliable movement up and down the entry steps.

For the 2024 Prime Time Tracer and Tracer LE Fifth Wheels, a new external look complements upgraded features inside. On the exterior, a water spray port, hose and sprayer nozzle have been added to the Tracer models with an outdoor kitchen.

Inside, a two-tone finish delivers a fresh feel with light woodgrain on overhead cabinets and modern slate finish on the base cabinets. Linoleum flooring replaces carpet in standard slide floors, allowing easier cleanup and durability. Slab-style doors replace shaker-style cabinet doors and feature hidden hinges and magnetic door catches for secure closure.

The kitchens in Tracer (not Tracer LE) feature a new backsplash behind a solid surface countertop.

For 2024, the Prime Time Lacrosse Fifth Wheels have undergone an interior décor refresh with slate-colored, slab-style cabinets on both the lower and overhead cabinets. Magnetic door catches provide secure closure and hidden hinges provide a clean appearance. Linoleum flooring replaces carpet in standard slide floors allowing for easier cleanup and durability. The new fascia partially blends in with the sidewalls and the header gives a natural wood beam look.

And last but not least, the 2024 Prime Time Crusader Fifth Wheels will debut four new floorplans: three half-ton towable floorplans feature compact, functional living and one offers a luxury front living room. Also included is two-tone cabinetry with slate-colored base cabinets and cottage white upper cabinets. The upgraded mission-style hardwood cabinet doors feature upgraded hidden hinges and hardwood fascia adds elegance to the living area.

The Crusader's kitchen features brand-new, solid surface countertops and custom backsplashes as well as an updated lighting package with a light bezel above the island and fresh island and dinette decorative feature lighting.

In addition, natural woodgrain ceiling panels provide a cozy feel, and the dining area improvements include custom "bucket" dinette chairs.

Furniture upgrades include new EZ Glide technology that makes it simple to convert the sofa into a bed. A new luxury bedding package includes a custom headboard, pillow package and residential designer comforters.

SHASTA

Shasta Travel Trailers for 2024 will include a new product line – the i-5 Edition, featuring five floorplans ranging from 29 feet to 36 feet in length. More new features for Shasta Travel Trailers include a TST tire pressure monitoring system, 200W solar with 30-amp PWM solar charge controller, Bluetooth portable speaker and accent wall décor in the bedroom.

For 2024, Shasta Phoenix Fifth Wheels will feature new exterior graphics, an upgraded Suburban furnace for exterior serviceability, standard solar panel and charger and a Furrion Instant Hot Water Heater.

VIKING

In addition to new exterior graphics, the Viking for 2024 features the Adventure Package option with solar panels, roof racks and off-road tires. An additional storage door, larger tables for seating up to six (on select models only), and a 12V refrigerator are also included.

The Viking Travel Trailer 3K Saga will include new graphics and exterior metal

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and interior cushions for 2024, as well as a change up in the floorplans for the 14SR and 15SR.

The Viking Travel Trailer 4K Series will also have new graphics and exterior metal, plus interior cushions, and all bunk models are now double/double with a standard outside kitchen or optional griddle. New floorplans include the 18DBUS, 18BH, 18FQ and 18RL.

The Viking Travel Trailer 5K Series and 6K Series both have new graphics and exterior metal and interior cushions as well, and in the 5K Series, the new 252DBUS and 251RBS floorplans.

Another new floorplan – the 12.0 TK Premier with bath package – is now available, and the new Viking Tear Drop 9.0 and 12.0 include a new roof rack design, decorative bed sheets, a rounded front profile and new exterior graphics.

COACHMEN

ENTOURAGE

The 2024 Coachmen Entourage is a 4X4, diesel-powered Super C with upscale appointments and solid construction. Built on a 4X4 Chevy Silverado 5500 chassis, the Entourage features a V8, 6.6L diesel engine, 14,500 hitch, 50-amp service with power reel, 2,000W invertor and 200W solar panel. Owners can choose between a partial paint exterior or two full-body paint choices – Malibu or Mavyn.

The Icon Package includes a porcelain macerator toilet, auto generator start, 50-amp service, and a tankless water heater.

Kitchen features include solid surface countertops, a three-burner cooktop, and large over-the-range convection microwave oven. Kitchen storage includes a large pantry and overhead and under-counter cabinets. The J-lounge dinette expands to accommodate additional guests with a pivoting pedestal table and an extension seat.

The Entourage also features a split-style bath with Shower Miser Water Saver and upgraded shower fixtures. The bedroom includes a power inclining king bed, dual wardrobes, a TV, and a 15K bedroom air conditioner and washer/dryer combo prep.

Safety features include a child safety tether at the dinette along with sideview and backup cameras standard.

FREELANDER

The Class C Freelander 260MB floorplan hosts a king-size Murphy bed, washer/dryer prep, 50-amp service, dual 15K-BTU air conditioners, mid-ship TV, fireplace, rear bath and features standard CarPlay dash radio, a tankless water heater and a Water Miser freshwater saver in the shower.

The Escalade Package includes heated remote mirrors, dual coach batteries, Wi-Fi booster/4G LTE, a convection oven, upgraded kitchen faucet, a child safety net and Maxxair fans.

Additional features include upgraded running boards, leatherette cockpit seats, sideview cameras, slow-closing drawer guides, upgraded retractable shower door, standard 15K BTU A/C with heat pump and optional roof-mount solar panel.

LEPRECHAUN

The 2024 Leprechaun Class C's 260MB floorplan includes a king Murphy bed, washer/dryer prep, 50-amp service, dual 15K BTU A/C, mid-ship TV, fireplace, rear bath and also features standard CarPlay dash radio, a tankless water heater and a Water Miser freshwater saver in the shower.

The Escalade Package includes the same features as in the aforementioned Freelander, and also white exterior fiberglass and updated cabinetry and décor.

CONCORD / NORTHERN SPIRIT

The 2024 Concord, a Class C, will feature updated cabinetry and décor, and slow-closing drawer guides. For Northern Spirit, an increased solar package will be a standard feature starting in 2024, doubling the previous panels to 200 watts with a 30-amp controller.

CROSS TRAIL EV & CROSS TRAIL XL

This Class: B+ is built on a Ford Transit AWD for adventure and relaxation. The Cross Trail EV is designed with unique styling for the outdoor lifestyle with floorplans focused on increased storage and tank capacities, as well as amenities that define adventure functionality, the company says.

The Cross Trail EV includes:

- all battery capability
- full bath
- kitchen with newly styled Tecnoform cabinets
- dedicated sleeping space
- solar and tech options

The Cross Trail XL – a Class C built on a Ford Transit or Ford E-Series chassis provides reliability and user-friendly convenience with abundant storage. The Cross Trail XL's extra space and towing payload versatility allows the Class C owner to go anywhere adventure dictates while enjoying a blend of functionality, quality and modern interior design. Featured are a cab/driving view with short cabover bunk, exterior storage and increased tank capacities.

PRISM

The Prism offers value and dependability along with the style and prestige provided by the Mercedes Sprinter Diesel Chassis. The Prism is a convenient and easy-to-drive touring vehicle with the capabilities for extended stays with increased tank capacities and exterior storage.

APEX

Select models of the 2024 Apex will

include two tabs on the rear of the chassis as receiver prep, allowing customers to add bicycle racks easily. Standard on all Apex models will be a griddle – either included in an outside kitchen or with a sidewall bar mount.

New floorplans and features include:

- The Apex Ultra Lite 264RKS with new Casino Night décor package featuring navy cabinets with stone-colored fabric. An additional new feature: all-wireless Bluetooth speaker with mounted charger.
- The Apex 221RLS Nano and Apex 199BHS Nano have additional drawers in the kitchen and improved cabinets and new Seaport Denim fabrics.
- The Apex Remote 17R and Apex Remote 18R include an optional super solar package with 650W of panels, a 2,000W inverter, 40-amp control charger and lithium-ion battery standard.
- For the Apex 251RBK and Apex 300BHS, direct view entertainment is now offered as well as a fully walk-around bed.

CATALINA

For 2024, Catalina will debut fresh exterior graphics and logo packages for each product segment. Some 2024 Catalina units will feature Norco auto leveling along with new frames by Norco that use Huck Bolts for stronger construction. Other features include an SLS sofa, safety rails, a full suite of GE appliances and full JBL sound package.

New floorplans will include

The Catalina Summit Series 7 164RBX, Catalina Expedition 192BHS, Catalina Legacy Edition 283FEDS and Catalina Legacy Edition 343BHTS.

FREEDOM EXPRESS

The 2024 Freedom Express will debut décor packages featuring warm, natural colors with select models featuring the Hess – a warm gray color – fabric furniture finish. The Ultra Lite/Liberty/Maple Leaf models have an option between the Hess fabric or Bourbon (leather-like) furniture finish.

Other features also include redesigned bedroom cabinetry and shelving with additional outlets and storage for customer-owned sleeping devices. Galvanized metal camp kitchens with a utensil drawer are available on some models.

On the exterior, a striking front cap design with large windshield and LED lighting are included and 200W solar panels are optional with 30-amp control charger.

New floorplans and features include:

- The Freedom Express Ultra Lite 298FDS has a large front U-shaped dinette, over 10 feet of counter space, washer/dryer prep and additional storage throughout.
- The Freedom Express Ultra Lite 258BHS is a unique bunkhouse model, which will be great for families, and is under 30 feet in length with an upgraded camp kitchen.
- For the Freedom Express Ultra Lite 288BHDS, a large living area with bunkhouse is featured, as well as a deep slide and gear storage near the rear of the RV.

ENCORE

Encore for 2024 brings style and substance to the Class A enthusiast with standard features such as full kitchen backsplash and composite substrate sidewalls. Interiors with versatile, yet functional floorplans, the 2024 also features:

- exterior partial paint scheme
- new exterior glass colors
- integrated day/night shades
- ceiling lights integrated into batten strips
- warmer tones on interior décor
- updated dash

PURSUIT

With four family or couple-friendly floorplans to choose from, the 2024 Pursuit offers a double-bowl kitchen sink, kitchen backsplash and headboard. A new floorplan, Pursuit 31ES, includes front power shade and cockpit MCD shade, new exterior glass colors, integrated day/night shades, ceiling lights integrated into batten strips, warmer tones for the interior décor and an updated dash.

MIRADA

Appealing to the more discerning RV owner, the Mirada offers solid surface countertops and a full backsplash galley. This Class A motorhome also includes a flush floor into the cockpit, a heavier GVWR (gross vehicle weight rating) chassis and pass-through storage.

New features for 2024 include:

- motion sensor lights in the hallways by the floor
- new exterior glass colors
- integrated day/night shades
- ceiling lights integrated into batten strips
- warmer tones for the interior décor
- an updated dash

SPORTSCOACH

The Sportscoach Rear Diesel is one of the most affordable Class A's in the marketplace. With five floorplans to choose from, the Sportscoach offers aluminum baggage doors, an induction cooktop and fiberglass bath walls.

The Sportscoach 341SA and Sportscoach 411TS are new floorplans for 2024, and new features include wood color choices, interior décor options and feature walls and wood trim in the living area. New exterior paint schemes, integrated day/night shades, ceiling lights integrated into batten strips and warmer tones for the interior décor are also included. A larger shower is featured in the Sportscoach SRS.

NOVA

The Nova, built on a RAM ProMaster platform includes new features for 2024 including a second Lithionics 630-amp-hour lithium battery as an option to pair with the standard 630-amp-hour battery, for a total of 1,260 amp hours. A smart TV and Bluetooth JBL stereo and solid

FOREST RIVER

COACHMEN

surface detailing in décor color Ice Queen are also available.

GALLERIA

The Galleria – built on a Mercedes Sprinter platform – features many of the same offerings as in the Nova above, including the smart TV and Bluetooth JBL stereo, an optional second Lithionics 630-amp-hour lithium battery to pair with the standard 630-amp-hour battery (a total of 1,260 amp hours), and solid surface detailing in décor color Ice Queen.

BEYOND

Built on a Ford Transit platform, the Beyond for 2024 includes solid surface detailing in the décor color Ice Queen, a smart TV and Bluetooth JBL stereo and, like the Coachmen models, an additional second Lithionics 630-amp-hour lithium battery as an option to pair with the standard 630-amp-hour battery, for a total of 1,260 amp hours.

CHAPARRAL / BROOKSTONE

Both the Chaparral and Brookstone will include the Furrion Instant Hot Water Heater and new exterior graphics for 2024, plus a solar panel and charger now come standard.

The Chaparral will also now have a black metal skirt and an upgraded Suburban furnace for exterior serviceability.

Brookstone will now feature a standard king-size bed for 2024 and solid surface countertops.

CLIPPER

For 2024, the Clipper Travel Trailer 3K will feature new graphics and exterior metal, plus new interior cushions and a new floorplan – the Clipper 14CR.

The Clipper Travel Trailer 4K Series will also include new graphics and exterior metal, plus interior cushions, and all bunk models are now double/double, with a standard outside kitchen or optional griddle.

New floorplans include the 18DBUS, 18BH, 18FQ and 18RL.

Both the Clipper Travel Trailer 5K Series and 6K Series will also have new graphics, exterior metal and interior cushions and the 14CR floorplan is now available on the 5K Series.

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NEW FLOORPLANS ARE THE NAME OF THE GAME FOR WINNEBAGO'S 2024 OFFERINGS – STARTING WITH THE MICRO MINNIE 1821FB.







"This year, our focus is really going to be focusing back on our core product and revitalizing and new product vitality within our core segment," says Adam Christoffersen, senior general manager, Winnebago Towables.

The jumping off point for the 1821FB, the Micro Minnie 1720FB is a small, compact nonslide, full-feature, dual-axle travel trailer that debuted last year at Open House and went to retail market by the Tampa SuperShow in January, Christoffersen says.

"We had a really great Tampa SuperShow with it. We've continued to have a really successful retail spring and early summer season with that floorplan," he says.

Some feedback they did receive is that consumers love the floorplan but want it to be a bit bigger – so Winnebago added a foot in length and a slide, a four-person dinette or optional easy-glide sleeper sofa for the 1821FB. The 1821FB is still dual axle, Christoffersen says, 21 feet overall length and around 4,000 pounds dry. Improvements were also made to the bathroom with a larger, 24-by-36 shower and a flip-down bathroom sink into the shower.

For the Minnie travel trailer, there are new floorplans on the horizon as well, Christoffersen says. A 2326RB for a rear bath and a 2326BH for bunkhouse.

"We've got a lot of floorplans in that Minnie space that are 28-, 29-, 30-, 32-foot length. So we really wanted to appeal to our West Coast dealers and West Coast end consumers with an 8-wide laminated trailer that was 26 feet

or under," he says. "Hitting that consumer who would be, potentially, traveling through the mountains or the hills of the Pacific Northwest. And so we wanted to be weight conscious and size conscious for some of those tighter campgrounds or state parks out there."

Then moving up in size again, Winnebago has included a new floorplan for its full-feature travel trailer – Voyage.

"It's almost fifth wheel-type amenities in a travel trailer with our drop frame storage. It has taller interior heights and larger holding tanks and bigger appliances – more storage for consumers who are maybe going for longer periods of a time or putting it on a seasonal site or [are] snowbirds," Christoffersen says.

The new 3538RK includes a triple slide rear kitchen – so now Voyage goes from a 27-foot single slide up to a 38-foot triple slide, he says. The kitchen area opens to the dining and prep area, and the dual opposing slides in the living room area provide ample seating and great viewing of the TV. The slide that is on the camp side, Christoffersen says, will have a standard desk and dedicated workstation for that consumer who can live, work and play in the unit.

"They can be on the go and then still have a dedicated workspace for them to be able to get their work done," he says, "or maybe it's a person with a craft or a sewing station."

Another new Voyage floorplan will be the 3235FK. Bouncing off the 2832FK debuted at the Tampa SuperShow, which has a single slide and front kitchen and has been well received, the 3235FK provides a second slide and more room in the bedroom.

Since the Voyage is "for that consumer who's willing to pay for more and wants more," Christoffersen says, this floorplan offers an additional 3 feet in length and a second bedroom slide, providing an east to west bed and more walk-around space in the bedroom, plus additional wardrobe space.

And finally, there will be a new offering from Winnebago on display at Open House for 2024, but Christoffersen said at press time in early August, they needed to be a little hush-hush about further details.

"We'll be pretty disruptive in the conventional travel trailer space with a new product that we're going to be launching this fall," he says. He explains that the new offering will allow "dealers to offer a product and consumers a product to get into a Winnebago branded product earlier in their buying cycle.

"We are going to be entering a space that we have not played in before," he says. "We never were caught up in that whole hyperinflation, and so when we come into the space, we're going to be coming in with a brand-new brand to enter our portfolio at a point where materials have come back down so we can be competitive with the rest of the market."

Thankfully, Christoffersen says the retail cadence for Winnebago Towables has been strong this year.

"The average age of the new RV consumer right now is 35 and under. And thankfully with the power of the Winnebago brand and the brand recognition, we are getting a first chance in the buying process because the consumers are searching Winnebago. We feel like we have a higher quality standard and we have a lot of features out there that consumers are looking for.

"The new consumer is not like my dad or my grandpa and can fix things and take their tool bags out with them to their campgrounds," he continues. "They don't want downtime – they want to be able to use their trailer."

Christoffersen offers an optimistic outlook for 2024.

"We're really excited to continue to shape our current core products and continue to monitor pricing and features and continue to meet the consumers where they are and offer them products for what they need," he says. "And so, while we know there will be headwinds in the next year, we feel like we're positioned with manageable aged inventory and good dealer partners and a dealer network as well as a product team that has done some due diligence to have features and everything that we're looking for to meet the end consumer. So we have a lot of optimism as we go into this next year."

SOLIS

The Solis Pocket started out with one floorplan – the 36A. This year, Winnebago will introduce the 36B floorplan with a rear bathroom.

The mainline Solis is very family oriented, says Chris Bienert, product manager, camper vans. With the pop top



2024 SOLIS POCKET 36B

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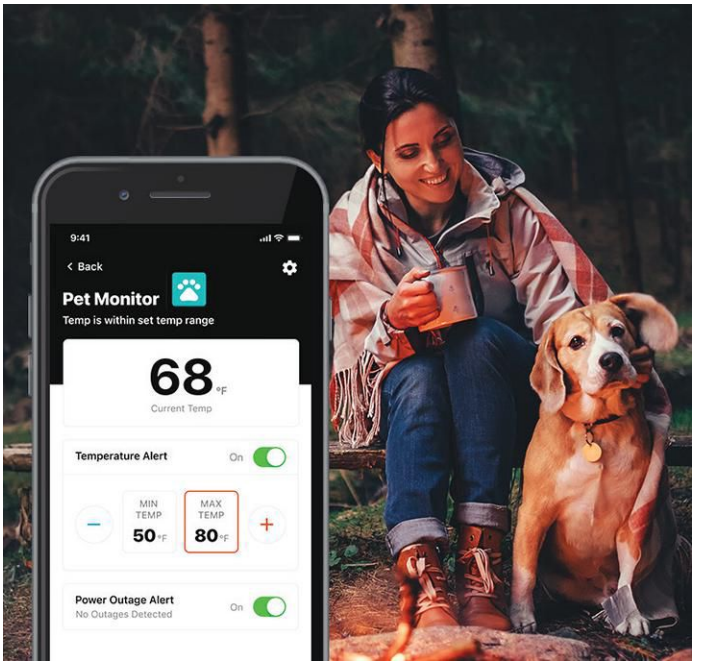


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WINNEBAGO

and three-point seat belts, this unit has been geared toward family, while the Solis Pocket is more attune with a solo traveler or couples as an introduction to van life, he says. The 36A is an open floorplan that sacrifices a bathroom to achieve that space – but the 36B brings in the rear bathroom in a new way.

"We kind of clean sheeted that rear bathroom," Bienert says. "There's all these Bs out there that basically have cloned that rear bathroom. But we did a clean sheet design on it. So it's got some really unique features here in that bathroom."

Amelia Sheckler, product planner, camper vans, says they included a portable cassette toilet in the 36B and space for a mudroom in case consumers want to store equipment such as a snowboard or other clunky gear.

"By being able to just open those back doors, now you have a place to store that, and if you want to remove that toilet, you can then have all of that space opened up to really use as a mudroom," she says. "So that's one of the benefits to having that be completely removable."





The wardrobe is located on the driver's side of the coach and the LP tank is stored at the bottom of the wardrobe. Sheckler says they wanted to have easy access to that LP tank for any consumer who needs that, so one of their colleagues designed a "cradle" for it to sit in that assists in getting it in place and hooked up correctly.

On the passenger side is where the fixed sink is located, which is also handy because it gives someone who is older or who may have bad knees something to push up on.

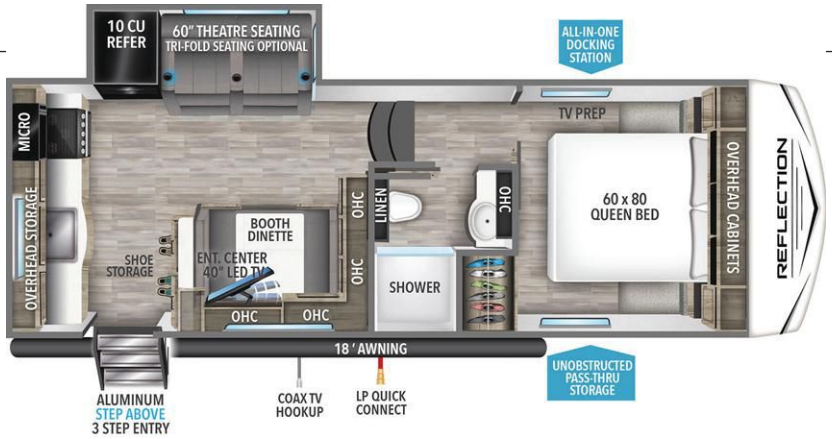
"We had the exact same water tank from the A to the B, and when we brought in a focus group and walked through this, it was them who brought it to my attention that this would be really great from an accessibility standpoint," Sheckler says. "So [it has] lots of storage in there and lots of accessibility points."

She adds that the shower is dual mount, so it can be used inside or outside with the same shower head.

This 36B unit is a "very off-grid-capable coach," Biernet says. A new feature Winnebago is introducing is the EcoFlow Power Kit Pro energy system that combines a compact 5kWh lithium-ion house battery with a five-in-one management controller to manage inputs, including power from 190 W solar panels.

Another feature of the 36B is the seating and sleeping area that can be configured based on what the consumer needs. Sheckler says it can be set up full time as a twin for solo travelers or can be extended to a double-size bed with double-size sheets. The forward-facing seats all have three-point seat belts with the dinette table that extends across those seats. As she points out, children can be buckled into booster seats properly and use the dinette table to color. There's a sofa and a lounge configuration as well, and a dinette option that puts two sitting across from one another at the table.

GRAND DESIGN RV



"We are excited to debut the latest enhancements and additions for all of our brands at this year's Open House," says Peter Kinden, general manager of Grand Design RV (GDRV). "From new floorplans, exclusive features along with a whole new look for some of the brands. We'll also be unveiling products in new market segments to complement our current lineup. We are certain all of the new and /or improved enhancements and introductions will be a big hit with both our dealers and our customers."

SOLITUDE

A newly named, price aggressive segment is coming to the Solitude fifth wheel lineup that will offer a feature-rich story. The new brand is introducing two layouts at Open House. The purpose behind the new brand is to offer the luxury fifth wheel segment and GDRV owners a price-conscious, feature-heavy option that goes hand-in-hand with Solitude.

The current Solitude lineup is also introducing two new models this fall, starting with the 417KB that features a spacious front bath and flush floor rear kitchen. Solitude is also introducing the new and anticipated 370DV.

"The new Solitude 370DV, a spin on our No. 1-selling 310GK, includes the crowd-favorite dual vanity bathroom of the 390RK," says Tommy Hall, product manager for Solitude.

A slew of features will be new to the brand. Along with an upgraded, lithium-focused solar package, Solitude will offer 8,000-pound ABS brake axles to highlight the fall changes. On the interior, owners will have an exclusive residential "Smart Sink" kitchen sink with a built-in cutting board, strainer, glass and waterfall rinser, sprayer and knob-controlled drain, plus an APEX furniture redesigned booth dinette as a new option for all floorplans. A drastically expanded front gooseneck and "hidden storage" give RVers more space for valuables.

In addition to new features, Solitude owners can opt for a highly anticipated and innovative work desk/dinette hybrid setup, and TravlFi-ready internet.

REFLECTION

New to the Reflection brand is the "100 Series," a more price-conscious fifth wheel with MSRPs starting around $50,000. The brand's sister 150 Series has a price tag starting around $63,000.

"This new subsegment will help the brand hit a growing price point in the fifth wheel market. It will also appeal to the increasing number of customers looking to purchase shorter floorplans," says Tony Lizzi, product manager for Reflection.

Models in the 100 Series will range in length from 26-feet-11-inches to 32-feet-3-inches. The lineup will debut three floorplans, with the 22RK as the shortest, followed by the 27BH bunkhouse layout and 28RL double-slide that measures 30-feet-11-inches.

In addition to the new 100 Series, Reflection will debut its 362TBS fifth wheel as part of their standard Reflection fifth wheel lineup. The model will feature two bedrooms that will "appeal to customers looking to sleep adults and/or grandchildren that may be staying with them for limited or extended periods of time," Lizzi says.

Coming to standard Reflection fifth wheels are flush floor galley slides and an upgraded "Chef Collection" oven from Furrion to provide a more comfortable cooking environment. Interior flush mount lighting will be upgraded and available on all standard Reflection fifth wheels and travel trailers.

All Reflection travel trailers and fifth wheels (excluding the 100 Series) will offer the following new features for 2024:

- 12-volt Distribution Hub
- Pet-friendly RVs
- Dedicated kitchen trash can storage and silverware drawer
- Water shutoff valves for shower, toilet and all sinks
- "Easy Entry" RVs

New 2024 options for the Reflection brand include the TravlFi Wi-Fi system for all travel trailers, 150 Series and standard fifth wheels.

"This is an onboard Wi-Fi solution that allows customers to choose between many flexible data plans while also not limiting themselves to one single provider," Lizzi says.



WINNEBAGO INDUSTRIES

GRAND DESIGN



IMAGINE

"The entire Imagine team has been diligently working on the pursuit of fine-tuning our core floorplans with design and feature enhancements," says Eric Landis, product manager for Imagine. "We are also very eager to highlight new floorplan concepts we believe will be essential for our future success and growth within the travel trailer market."

The brand's 2024 focus is on elevating current floorplans and introducing concepts to align with its three segments: Imagine, XLS and AIM.

"Imagine has positioned itself within the travel trailer market as a leader in innovation and refinement. Our dealer partners and retail customers will be elated to know we are seizing the opportunity and elevating our standard features," Landis says.

New for 2024 Open House, Imagine debuts include (but are not limited to):

- ABS two-inch accessory hitch receiver
- Dedicated sewer hose carrier
- A 40-amp charge controller for advanced solar capabilities
- Skid- and scuff-resistant tuff-ply, pass-through flooring
- New pass-through LED lighting controlled by pressure switches mounted on baggage doors
- Dual LP tank monitors
- New dimmable interior LED batten strip lighting
- Wall-mounted motion sensor night lights
- Pop-up wireless charger with two USB ports

All features listed apply for AIM configurations except for ABS and 40-amp charge controller

TRANSCEND

While Transcend's travel trailers won't debut any new segments or floorplans at Open House, a host of new standard features are planned for 2024.

On all models, new amenities include:

- LED strip lighting
- Lino in slide box
- Black glass entrance door
- Black glass refrigerator doors
- New exterior metal
- Power theater seats
- EZ Glide sofas
- New interior design colors
- Black fixtures and hardware

The brand will also offer power recliners as an option for MY24.

MOMENTUM

"For Open House, we have refined many of the existing features Momentum has offered over the years. New models are also being introduced within our entry-level price points to give our customers a wider product offering," says Chase Booth, product manager for Momentum.

Three new floorplans will be introduced in the G-Class fifth wheel segment for 2024 – the 325G, 355G and 415G. The first two will target the Open Box market, while the 415G offers an enclosed 14-foot garage and incredible amount of living and kitchen space at the G-Class price point.

The brands M-Class and TH (toy hauler) series will feature many new standards that will improve the camping experience. These include:

- MORryde's Safe-T-Handle for safe and sturdy RV entry
- Pet-friendly amenities with fold-up dishes, LCI's Screen Defender doors and Mo Secure for pet leashes
- LCI's Basecamp for improved slide and auto leveling functionality
- Residential soft-close cabinet doors and drawers
- Exclusive residential sink with many gadgets, including a glass rinse
- Sliding dresser tops for improved functionality of existing hidden storage
- Enhance basement storage utilizing a generator-drop placement
- Diffused wall lights in garage for improved visibility
- Bargeman cord hanger

All M-Class and TH owners can opt for two new factory installed features: A scalable lithium storage solution and MORryde Independent Suspension.

The brands G-Class travel trailers will spotlight new options, such as an increased generator size of 4.5 kilowatts in the 21G and 23G, and the more robust 5.5-kilowatt option in the 25G and larger models. Storage has also been improved in the G-Class Travel Trailer lineup with functional wall organization in forward exterior compartments.



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- What are the strategies and tactics top performing service departments employ to improve RECT and increase profits?
- Increase customer trust and transparency and decrease RECT times using technology
- Turn service writers/advisors into upsell machines

Digital Marketing/BDC

- Step-by-step guide to implement a powerful BDC
- How to use AI for content creation

Dealer/GM

- Techniques to assess your response to the current marketplace with a checklist for Phase 2 of resetting and renewing dealership operations.
- Cybersecurity – emerging threats, privacy and security in the cloud, establishing and maintaining a security-minded culture, and steps to take after an intrusion.

Sales

- How to hire, develop and manage a high performing sales manager.
- Successfully selling products and services from a servant perspective

F&I

- Perspectives from manufacturing, legal and lending around the state of the industry with forecasted expectations
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NEWMAR CORP.



Newmar introduced its 2024 model in April 2023 in Colorado Springs. Although the company will not have any new floorplans to show at Open House, it is updating its luxury diesel motorhome, Mountain Aire, which includes six floorplans and a price tag starting at $796,817.

The brand will introduce two new 38-foot layouts – the 3823 and 3825 – to pursue a growing consumer interest in shorter rigs.

The Mountain Aire is available in 38-foot, 41-foot and 45-foot lengths, and will debut new interiors and exterior the new model year.

"Newmar has introduced the 'smallest' luxury diesel motorhome in the market that has a passive tag axle and a Cummins 525-horsepower diesel engine with 1,695 pound/feet of torque," Michelle Kemp, Newmar's director of sales, about the new layout.

A population of motorhome enthusiasts do not want to drive a 45-foot motorhome anymore, Kemp says, but also don't want to give up the horsepower, ride and handling, and luxury of what they've become accustomed to.

"Newmar has provided a product for those customers to continue engaging in what they love to do – travel in style with amenities they have come to expect in a much smaller footprint," she says.

In addition to new Mountain Aire floorplans, the company is offering its diesel Ventana motorhomes in new 35-foot and 38-foot layouts for 2024 to accommodate the larger Cummins L diesel engine with 380 horsepower.

All Ventana floorplans will now include an optional drop-down bunk above the driver and passenger seats, which is also available on Newmar's Kountry Star offerings.

"This is a new option for both of these lines for the 2024 model year," Kemp says. "The drop-down bunk is above the driver and passenger seats for extra sleeping. It is easy to use and with a push of a button, it retracts to the ceiling when it is not in use."

The 2024 Kountry Star was previously debuted and is available exclusively on a Freightliner XCR chassis, with 360 horsepower and 800 pound/feet of torque, Newmar's website says about the diesel pusher. "There are eight floorplans, ranging from 34 to 40 feet in length, so you can get the layout that best helps you kick back and relax."

Newmar has provided a product for customers to continue engaging in what they love to do – travel in style with amenities they have come to expect.



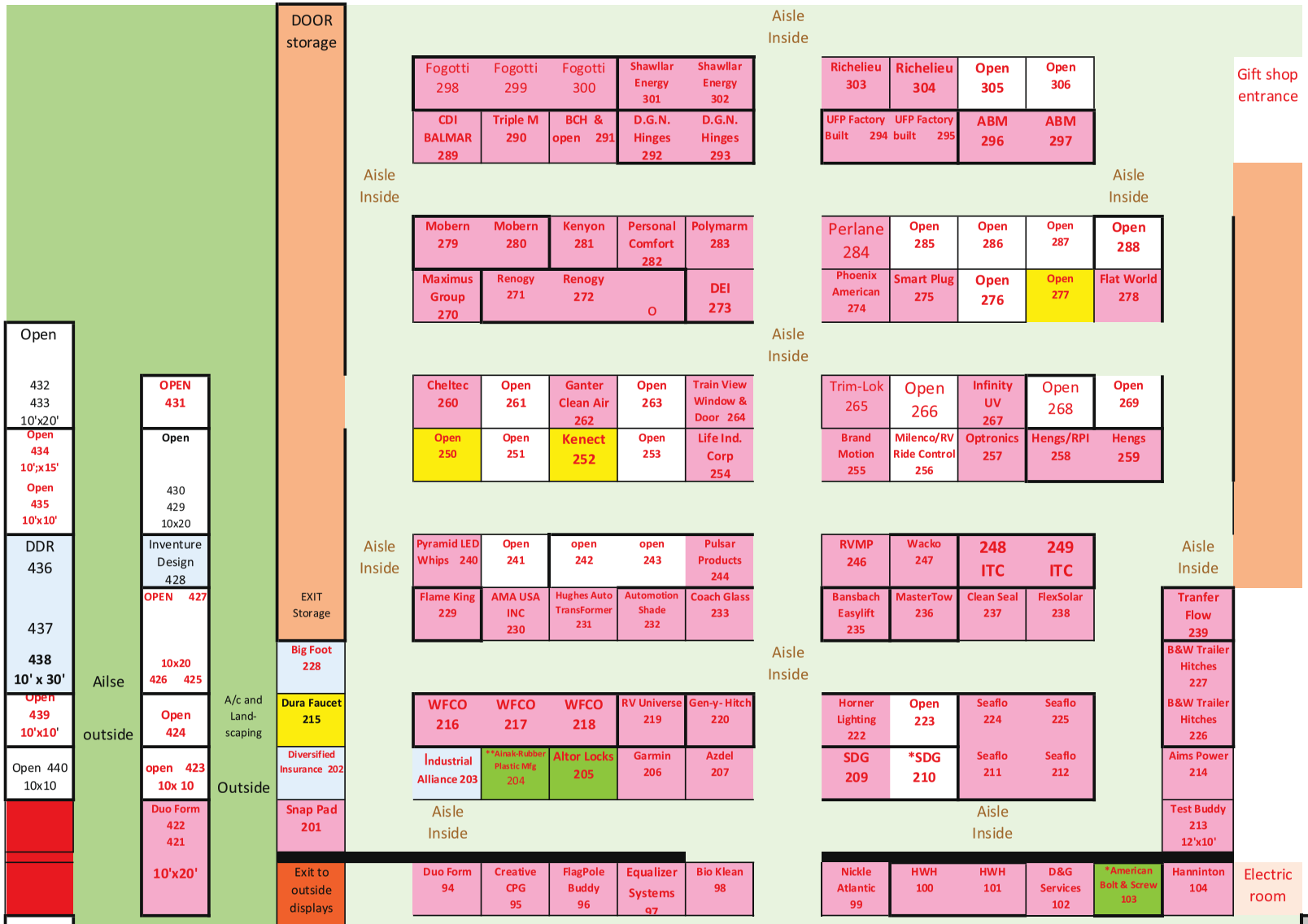
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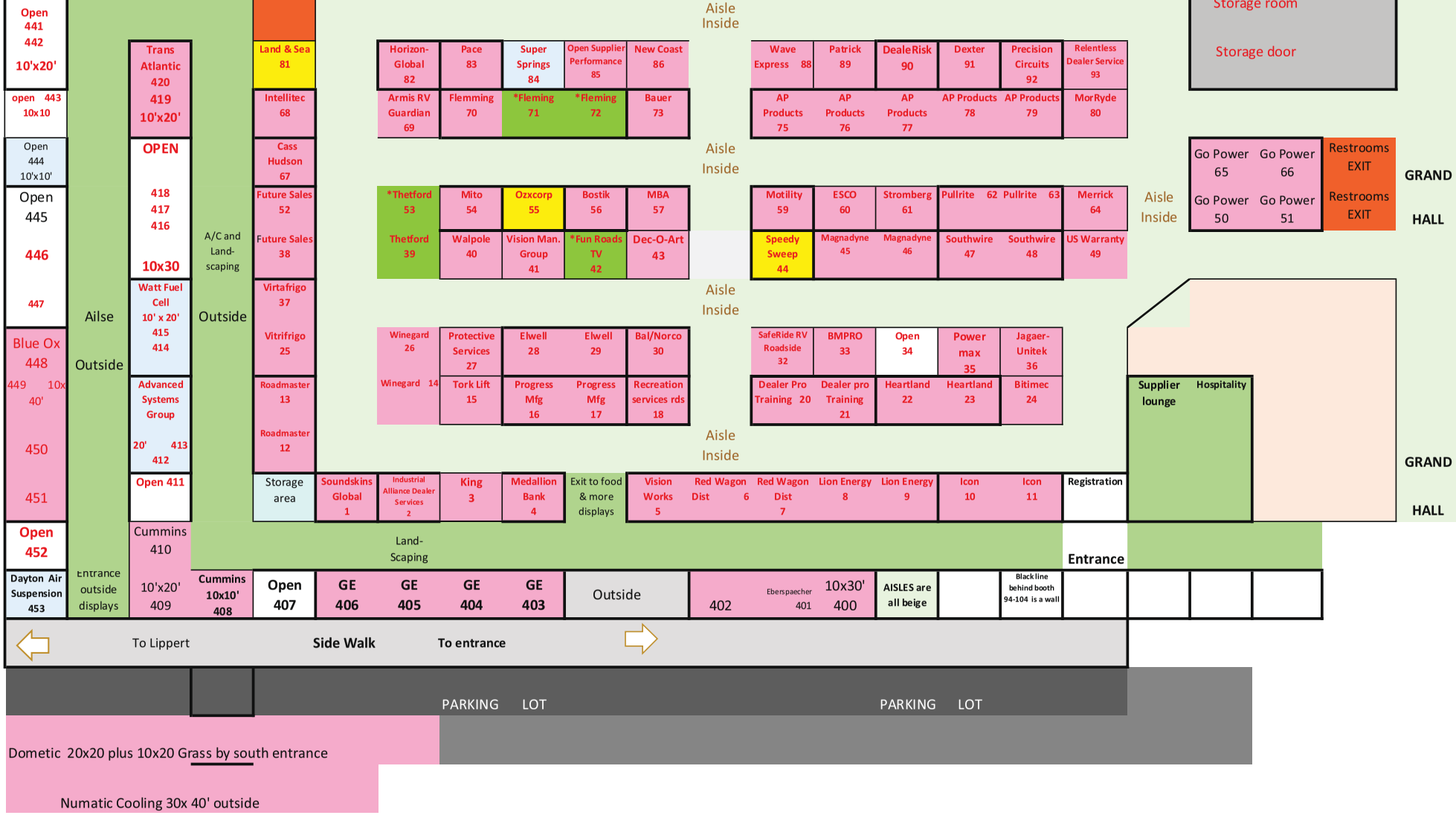
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REV GROUP

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RENEGADE RV

Improvements include a new major "life cycle refresh" for its Renegade RV XL model. The Super C XL has a new body and new paint designs, plus full-side patio awnings. On the inside, new features include upgraded finishes with quartz countertops, new cabinetry and Italian leather furniture. A doublewide pass-thru helps optimize storage. REV says Renegade's structural build and straight rail chassis allows for large-scale storage that can hold a kayak.

MIDWEST AUTOMOTIVE DESIGNS

Midwest Automotive Designs plans to debut upgraded features in the interiors of Sprinter vans. Midwest Automotive Designs' Sprinter RV vans Patriot and Passage have new kitchen galley upgrades, including satin finish pull-down faucets; deep, square bowl sinks; dual burners; new flush-mount, dovetail drawers; and new high-end cabinetry.

Both products have an all-new 12-volt, 20,000 BTU rooftop AC system. REV describes the system as being more efficient with higher BTUs while being quieter and requiring less power to start. In addition, the heating system is a two-in-one heat and hot water system, offering instant hot water and is dual ducted at the front and rear of the coach.

The Patriot and Passage units feature upgraded lighting and color accent lighting, which can be controlled by the owner's phone, allowing for versality and personalization. For audio, the Patriot and Passage have a new Alpine interior sound system, both a powered amp and sub.

HOLIDAY RAMBLER/ FLEETWOOD/AMERICAN COACH

New floorplans on display at Open House for 2024 will include the Holiday Rambler Armada 40P, a luxury bunkhouse, and the Holiday Rambler Invicta 36Y with the brand's exclusive KidKave – a hideaway where kids can hang out. Also new for 2024, the Fleetwood Fortis 36Y also features the KidKave, and the American Dream by American Coach will include a new 45P floorplan.

For these three brands, additional features will include:

- Shower Miser water saver, which recirculates water until it is hot to save water
- Accumulator tank – for improved water pressure and noise from pipes
- Class A gas models will include the AVS System (Advanced Vehicle Safety) using Ford's Driver Assist
- Technology package including adaptive cruise control and lane departure warning



Renegade XL



Renegade XL

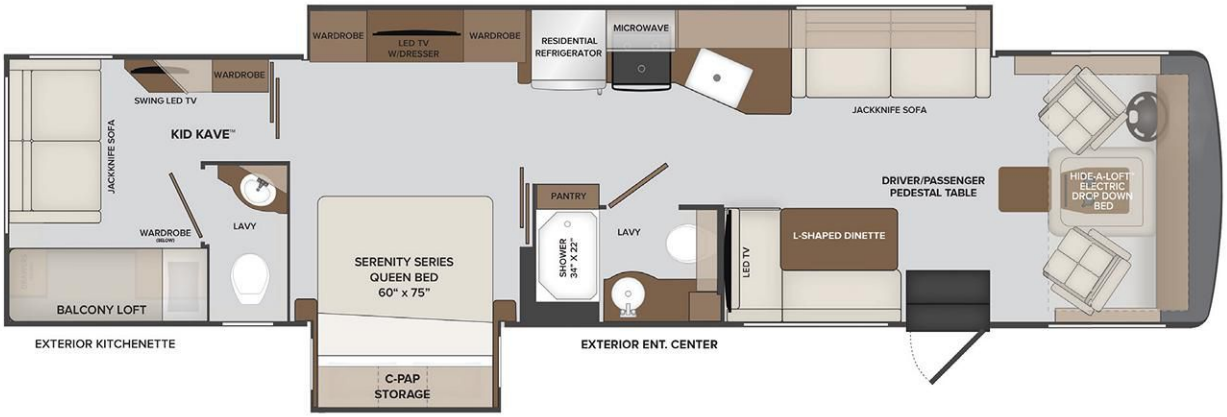


REV GROUP

Invicta



OPT. 194
MANUAL THEATER SEATING





OPT. 126
W/D ALL IN ONE COMBO

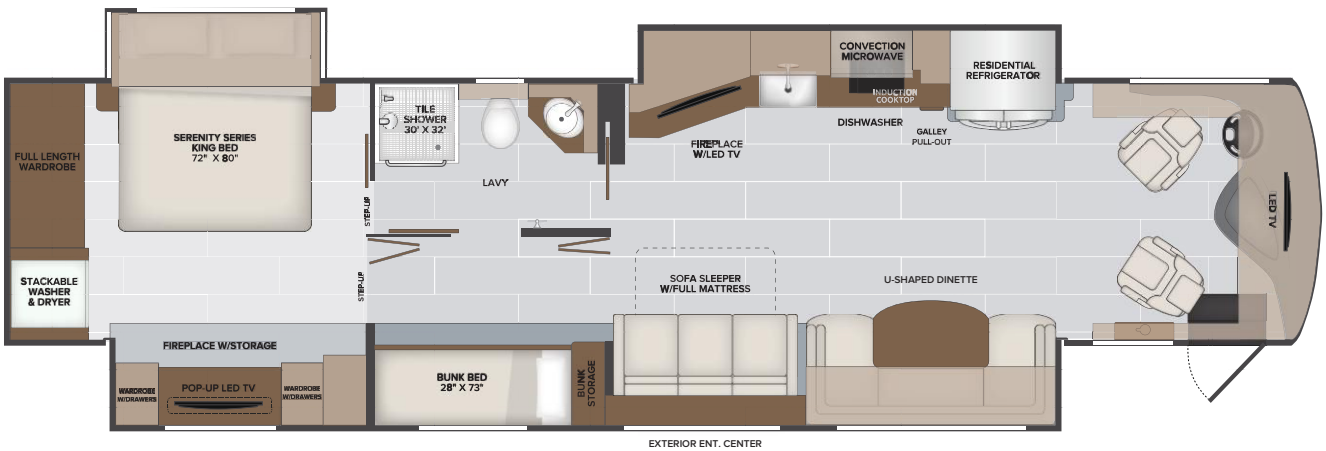


OPT. 830
DREAM DINETTE

Armada

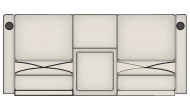


OPT. 215
HIDE-A-LOFT™ ELECTRIC DROP DOWN BED

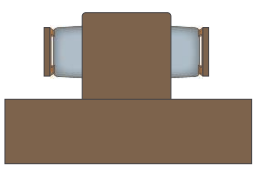


OPT. 366
EXTENDED STAY BUREAU





OPT. 209
MOTION POWER LOUNGE



OPT. 833
FREE STANDING DINETTE W/CREDENZA

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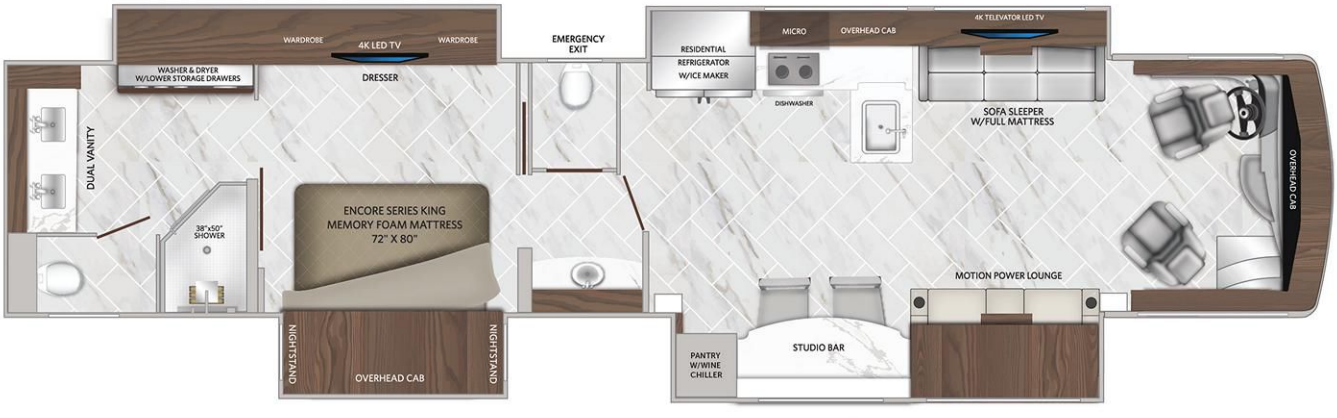
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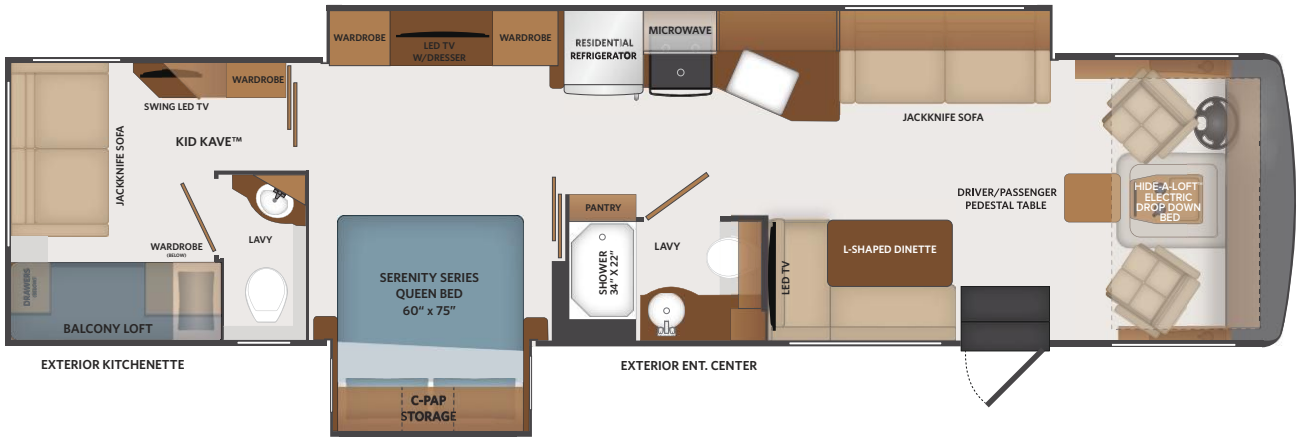


OPT. 498
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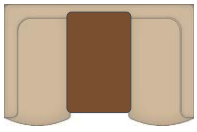
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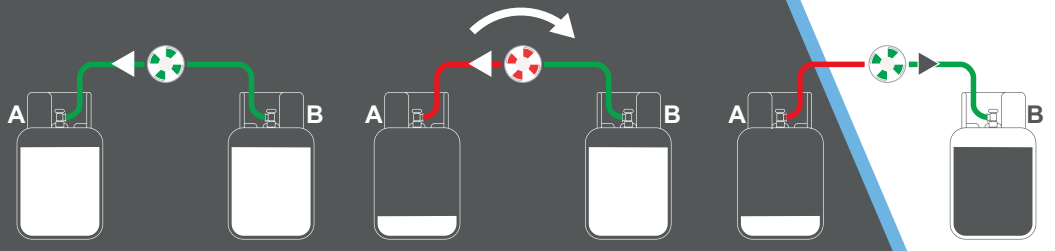
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LANCE CAMPER

Four new floorplans are in store for 2024 for Lance Camper, starting off with the second floorplan for the company's Enduro line. The new floorplan will be built on the same box and chassis as the original Enduro EK (exterior kitchen), but instead the kitchen will be housed inside the unit. The new floorplan will still include a wet bath and cassette toilet.

"That's actually kind of the differentiator for us within this market because we're going into the overland, the off-grid, the off-road," says Jim Waters, head marketing manager, Lance Camper. "A lot of the offerings in that space aren't full standup...So what I'm talking about is a full standup shower, full plumbing system with a fresh tank and a gray tank and a cassette toilet."

Waters says this floorplan for the Enduro will be geared toward someone who may want the amenities of a Lance Camper traditional product – more of a "glamping" experience – but still wants to be further away and more off-road.

Another new offering for the Enduro line for 2024 will be the Enduro Mini. While the other Enduros have an interior height of 6 feet 6 inches, this version will be more like a humpback or teardrop, Waters says. A Jeep Wrangler owner would be able to tow the Enduro Mini, for example, and while it will have a dual-zone cooler refrigerator and onboard water, it will be a "smaller and lighter footprint."

In travel trailers for 2024, Lance Camper is offering two new floorplans the 2255 couples trailer with an extra-large bathroom and spacious shower, and the 2565, which will be the largest travel trailer that Lance Camper offers.

"We've always had a lot of success with our 19-foot floorplans – having a walkaround bed, but without being really a huge trailer that people are intimidated about towing. That's always been a sweet spot for us because we're a high-quality manufacturer and we're a lightweight manufacturer," Waters says. "We wanted to build something in between that was for our core buyer."

The 2255 fills that spot with the larger bathroom and a floor-to-ceiling closet space, a fireplace, a TV in the living space and in the bedroom, and a U-shaped dinette that shares the slide with a refrigerator.

The larger Lance Camper offering – the 2565 – is for people who are comfortable towing 3/4 or 1 ton, Waters says. These are often people who can go on a trip for a month or more or are planning to do a thousand miles or more on a trip. The upgrade owners most wanted for this larger unit was a comfortable place to relax, Waters says, and Lance Camper made that happen with dual luxurious, fully reclining chairs.

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BONTRAGER OUTDOORS

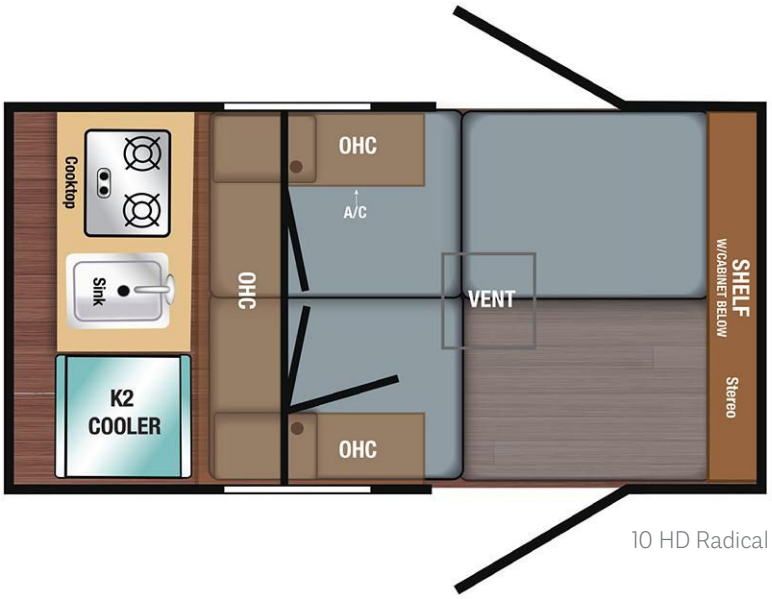
BRAXTON CREEK

BRAXTON CREEK SAID IT WILL FEATURE THREE NEW FLOORPLANS FOR ITS BUSHWHACKER AND BUSHWACKER PLUS AT OPEN HOUSE.

The floorplans are the 10HD Radical, the 12ROK Radical and the 12SK Radical.

Amenities being offered include new graphics; a new Kenwood stereo system with external speaker; a step-on fender; fireplace; microwave; Blackstone cooking products; and new and improved air conditioner. The Blackstone products and improved A/C are options on the SK models only.

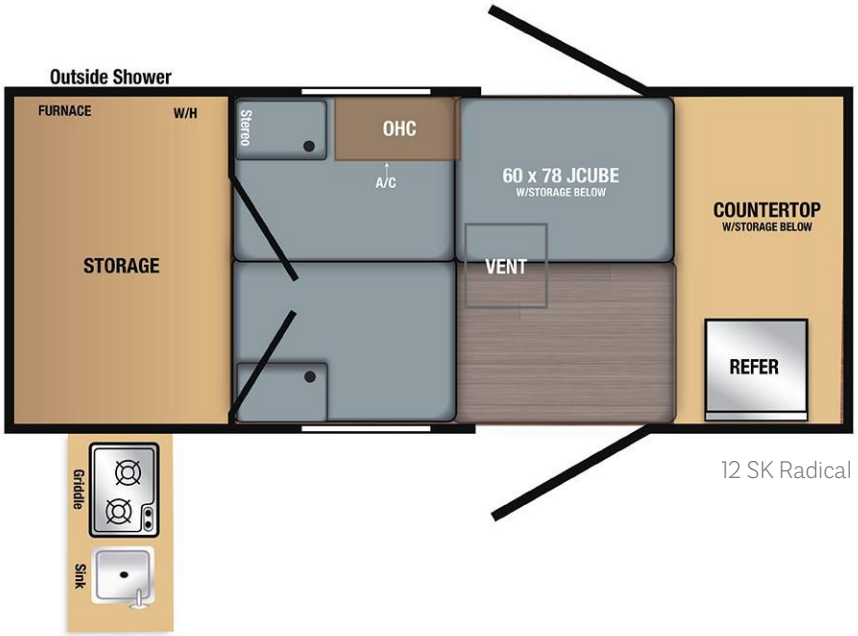
The Radical package features an independent suspension 3000 LB axle as well as full roof racks and awnings. On the interior, J Cube cushions are featured and the package also includes a tankless water heater, an electric jack, four 24-inch C-jacks and white fiberglass.



10 HD Radical



12 ROK Radical



12 SK Radical

BONTRAGER OUTDOORS

SKINNY GUY

SKINNY GUY WILL BRING SEVERAL MODELS TO OPEN HOUSE, INCLUDING A TOWABLE VERSION – THE TOWV2 – AND A NEW TRAILER/CAMPER COMBO.



Each Skinny Guy model corresponds to the length of a customer's truck bed and turns it into a full-blown RV. All models are cab-high and garage-able. Three different trim levels are available for each model, so customers can choose the features that best suit their needs and adventures.

The company said two of its models seem to have generated a lot of excitement.

There is the 5.0 GLR, which was designed specifically for the Jeep Gladiator. It has contoured sidewall lines to match the profile of the Gladiator and some sculpting to give it that Jeep character. Because the side walls are more vertical, this widens the bed for a more spacious feel on the inside.

The company also just unveiled a towable option, which is a collaboration with Schutt Industries. Both Schutt Industries and Skinny Guy are known for their quality and engineering, and the new model will pair the Skinny Guy Camper Model 6.5 – its flagship model built for full-size, heavy-duty trucks – with the XVENTURE XV-2 trailer. This combination creates one of the most well-equipped and capable overland trailers on the market, according to the company.

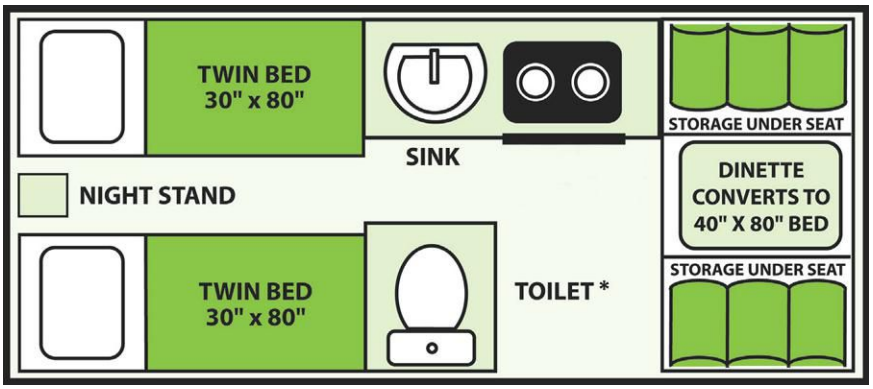
The brand-new Model 5.0 is designed to fit all mid-size truck beds that are roughly 5 feet in length and have a narrower bed than those on full-size trucks. It is engineered to fit the three most recent generations of truck beds of the Toyota Tacoma, GMC Canyon, Chevrolet Colorado, Nissan Frontier (the factory roof rack on the previous generation Frontier will be removed) and the Ford Ranger. The Model 5.0 presented many challenges, the company said, the biggest of which may have been how to get the interior standing height to 6-feet, 6-inches when the overall length of the camper is only 5 feet. The solution is the extendable center bow system. Although the Model 5.0 is narrower than the Model 5.0 GLR and Model 5.5, all the same amenities are available, and this camper turns a mid-size truck into a full-blown RV.

Destined to be Skinny Guy's workhorse model, the 5.5 is designed to fit all trucks with a 5-foot, 5-inch truck bed. This was the fourth model in its design queue, and like the 5.0 and 5.0 GLR, the toilet location was shifted to the passenger side wall to give more comfort when using the loo. The camper also has the electronics, water tanks, and battery prep shifted toward the front, moving more weight in front of the truck's rear axle.



ALINER

ALINER SAID IT IS INTRODUCING A NEW FLOORPLAN FOR ITS TWIN BUNK MODEL AND TWO NEW EV UNITS.



The company's Ascape EV and Evolution EV will include the EcoFlow Power Hub, which provides 15 kilowatt-hours of stored energy. The EcoFlow Power Hub can be charged in multiple ways: It can receive up to 3,000 watts of solar input using the dual 400W, rigid panels on the camper roof; it can plug into shore power; or be powered by a generator. The EV models also come standard with a 5 kilowatt-hour lithium battery, an induction cooktop and on-demand water heater.

The EcoFlow Power Hub combines two MPPT solar charge controllers, one battery charger with MPPT, one DC-DC step-down converter, and an inverter-charger. That's far fewer components and wiring required, the company said, and it makes for an all-in-one, minimal design, easy operation, organized cable management and a powerful charge system.

Once set up, plug and play with EcoFlow LFP batteries, solar panels and add-ons to fit a user's exact needs.

The 48V design of the EcoFlow Power Kits system means less heat and loss compared to traditional 12V systems. With a built-in BMS, the LFP batteries are protected from over-voltage and high current, all while balancing multiple battery cells in unison, translating into a safer build.

Customers that purchase an EV model have the option to purchase additional 5 kilowatt-hour lithium batteries up to a maximum of 15 kWh in total.

Also debuting at Open House is Aliner's Evolution 15 Twin Bunk Model floorplan. The new floorplan comes after much customer feedback and requests for more versatility in the unit's sleeping arrangement.



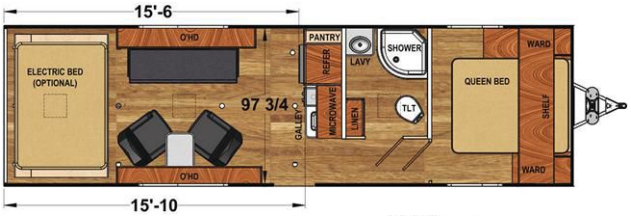
ECLIPSE

Eclipse RV will be showing off the new Elite series of its Attitude, Stellar and Iconic toyhaulers, the 26HKE, the 22LBE and the 2616GSW.

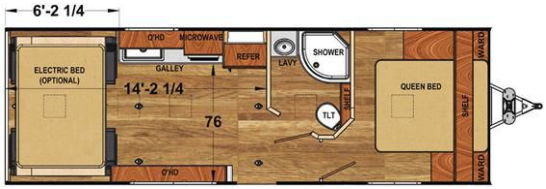
It will also introduce new models of its Milan Travel Trailer: the T16MBH; the T20BHS; the T22FBS; the T24 RKS and the T28BHS.

There are also new models of the company's overlanders, the Moxi by Attitude and Mojo by Stellar Overlanders, the 10RD and the 12RD.

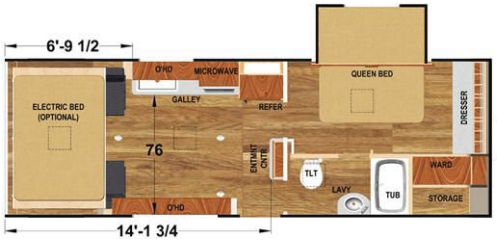
New features from the company in '24 include 200W solar with a 1,500W inverter; a fifth wheel Enduro front cap; "exclusive" waterproof LED flood lights; aluminum wheels; and a generator and fuel stations.



T26HKE



T23FSE



T24QBSE



F28SAE



ATIA



Atia RV said it will display its first hard-body travel trailer that will be 100% solar powered at Open House. All the floorplans will be the same as the GU product line (at Atia, GU is short for "garage-able unit").

"We are super excited about the product line," says Nick Nicholas, founder, CEO and president of the independent RV company.

The company said this new model includes as standard features Bluetooth connectivity; a 12-volt, 3.3-cubic-foot refrigerator; two-burner cooktop with piezo igniter; 8,000-BTU air conditioner; 6-inch speakers; 6-gallon DSI water heater; and 20-gallon fresh, black and gray water tanks.

One major feature the company is introducing for 2024 is a fiberglass version. Any of the floorplans can be produced with gray fiberglass as an option, adding only 200 pounds, Nicholas says

Atia RV says its GU line is the industry's only true garage-able travel trailer. This allows anyone with a standard 84-inch garage to store their unit, keeping it out of the elements and keep the owner from having to pay for storage or from violating any Home Owners Association's rules that may be in effect.

"We currently have five amazing floorplans ranging from 16 feet – 2,280 pounds – to 20 feet – 2,600 pounds – however, we are very excited about our new floorplan, which will weigh in at 1,852 pounds (or thereabouts)," Nicholas says.

"All our floorplans can be towed with any vehicle with a tow package. That means they can save thousands of dollars by not having to buy a new tow vehicle."

ENCORE

Encore will be introducing a new adventure trailer line at Open House that it says is not quite as off-road oriented as some it makes, yet will be small and easy to tow. The initial model that will be released at Open House is still in development and even its name has not been finalized. The company says to come see it in Elkhart to find out more.

The company is introducing an entirely new model for its Rōg series. It will be a 14RKB, which is slightly larger than its current 12RK – 27 inches longer and six inches taller. The interior living space is very similar, with six-inch extra interior height and three inches more floor space. The rear overhead cabinets, front overhead cabinet, front cabinet and two entry doors all gain six inches of additional height creating easier egress to the trailer and more storage.

The exterior curbside of the trailer has a large door that opens vertically and houses two 1.7-cubic-foot, 12-volt refers and a large pullout pantry. The same side of the trailer also has a 26-inch griddle that mounts to the side of the trailer on a removable table. The rear of the trailer features a slideout rear kitchen that includes a two-burner stove with cast iron grates, stainless steel sink and a flip-up counter extension for additional prep space. The streetside rear of the trailer has a large wetbath that features a Thetford cassette toilet, sink with faucet and shower. Being slightly larger than the 12RK, the 12RKB features a standard 4,000-pound torsion axle with an option for the upgraded Timbren Axle-Less Suspension. Encore will also be releasing a new Rōg 16RB that includes a wetbath. If time allows we will also be introducing a 20-foot toy hauler designed to transport a full-size, four-door side-by-side.

The smaller Rōg models, including the 10MC, 12BH, 12RK, 12BH-SS and 12RK-SS, will have new options available including an OVS 270-degree awning and an Overland Package that includes the Timbren Axle-Less Suspension and a Max Coupler articulating hitch. These are three of the most requested features we've been asked to include in the smaller trailer lineup.

The Rōg 16RB will have an optional wetbath available, which the company says is a highly requested feature in this floorplan.

ATC

ATC HAS ADDED UPGRADES TO ITS PLĀ 700 LINE FOR THE 2024 MODEL YEAR.

These include:

- an industry-leading 10-year structural warranty, according to the company
- a HappiJac bed and lithium battery now standard
- upgraded component partners to align with ATC's quality standards
- TV prep standard and option for a TV in the garage area of the 4023, 4319, and 4528 fifth wheel models
- decor changes, including matte black faucets and Venato Sparkle countertops

Also at Open House Week, the company will unveil a new series of models: the Plā 450. A step above the Plā 350, the Plā 450 Series will be debuting with two models that have full amenities with a wet bath. It will target the full-size SUV and compact half-ton truck market.

The company also just opened a brand-new plant in Nappanee, Indiana, and would like to invite all dealers who are in town for Open House Week to tour the new location: 5225 E. Market St. in Nappanee.



NEXUS RV

Nexus will be unveiling several new models at Open House week, including the 28, 30 and 32 Verrado; the 28, 31 and 32 Rebel; the 23 and 29 Phantom and Triumph; and the 23 Viper.

A host of new features can be found in these new units, including all-new interior wall board, furniture, interior fabric colors, backsplash, Yamaha generator, AC units, all new cabinetry (in choices of coastal, modern and adventure), hardware, countertops, wood valances, curtains and cabover mat colors.

The new model year will also see Nexus debuting a tankless water heater for its Class C, auto gen start added, upgraded interior doors, detachable 30-amp power cord, shower surround, back-up camera, full solar prep, and updated facia on the slideouts.

Value packages on the Ghost and the Rebel include six-speed 3000 series transmission, composite substrate in walls and roof/IPO wood, high-strength low alloy steel frame throughout, one-piece fiberglass cap and HVAC metal ducting.

The premier package includes a residential convection microwave, Mobileye collision warning with LDW, 100-watt solar panel, Nexair fan in the living room, and finishing touches from Diamond Shield.









HELIO

Helio will have its new Helio 2024 O Series and HE3 Series, along with a new addition to the O Series family: The Helio O4 EVO for a family of four.

The company said the Helio O4 EVO is the logical evolution of the Helio O4. As children grow up, HELIO offers an ideal solution for the family with its two bunk beds and queen bed at the back. In addition, it is equipped with a large table for four, an electric cooler, a microwave, a portable toilet, USB/12V inlets, and a lot of storage including the full-size cabinet with shelves, storage under the benches and a large drawer under the front counter.

Several options are available including the all-new retractable outdoor kitchen with butane stove and sink, propane heating and tent awning.

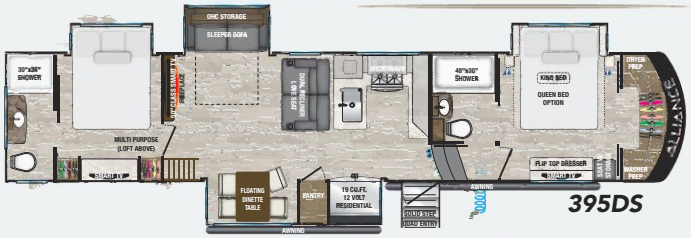


The offroad edition, which will be displayed on-site, will feature 14-inch wheels.

With a weight of just 1,371 pounds, the Helio O4 EVO can be towed by most small SUVs and cars. Finally, it's a mini trailer that allows the whole family to travel together in comfort to explore new destinations and create unforgettable memories.

PARADIGM





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CHINOOK

CHINOOK RV SAID IT WILL INTRODUCE A NEW BRAND AT OPEN HOUSE, ONE BUILT ON THE FORD ALL-WHEEL-DRIVE VAN CHASSIS. AS OF PRESS TIME FOR THIS ISSUE, THE NEW PRODUCT REMAINS UNNAMED.

Features include:

- And all-new rear sofa floorplan with mid-unit bath
- Timberline hydronic heat and on-demand hot water system
- Truma Aventa A/C with a built-in dehumidifier
- Victron 3,000W inverter with charger and touch screen monitor
- 300W solar panel system with Victron solar charger

Available options for the Adventure Package in addition to a roof rack, side ladder and Nerf steps):

- black aluminum wheels
- opening windows
- front and rear bug screen
- Wi-Fi booster

New standard equipment on Chinook's Bayside include:

- Timberline hydronic heat and on-demand hot water system
- Truma Aventa A/C with a built-in dehumidifier
- Victron 3,000W inverter with charger and touch screen monitor
- 300W solar panel system with Victron solar charger

The new Bayside model – The Bayside 360 – features:

- Bayside package, either TB or SS floorplan
- Expion 360 lithium system – 600 amp-hours
- Second alternator with gen delete
- Bayside orderable options
- Front rear bug screens
- Onan Gen for faster lithium recharge (standard on nonlithium)

New standard equipment on Summit and Maverick B+ will include:

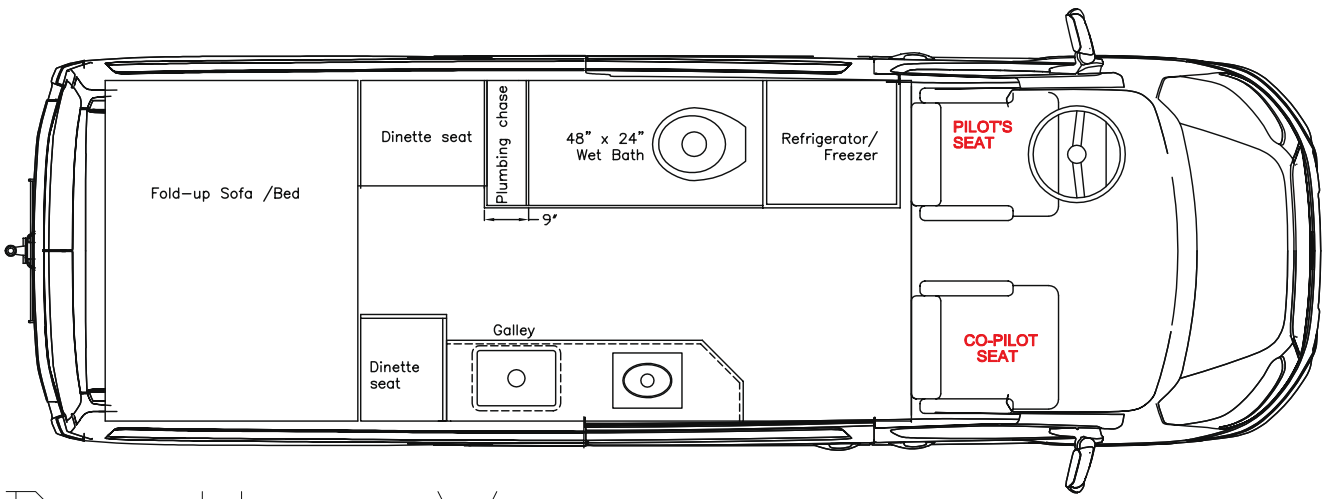
- Timberline hydronic heat and on-demand hot water system
- Truma Aventa A/C with a built-in dehumidifier
- Victron 3,000W inverter with charger and touch screen monitor
- 400W solar panel system with Victron solar charger

For the new Summit and Maverick models – Summit 360 and Maverick 360 – the Summit or Maverick Package, either DS or SS floorplan, features:

- Expion 360 Lithium system - 720-amp hours
- Second alternator with gen delete
- Maverick (Ford Transit AWD) orderable options
- Onan Gen for faster lithium recharge (standard on nonlithium)
- Four-cam system

Orderable options for the Summit Mercedes Benz include:

- All-wheel-drive
- Onan Gen for faster lithium recharge (standard on nonlithium)
- Four-cam system



Destiny Van
Ford Chassis

GULF STREAM

GULF STREAM COACH DEBUTS NEW CLASS B FLOORPLAN

For 2024, Gulf Stream will debut the new BT Cruiser 5220, the first new BT floorplan in six years.

The new floorplan provides an attractive alternative for RVers looking at smaller B Class motorhomes, but who know they want enhanced living space, better towing capacity, higher torque and more horsepower.

For the first time in BT Cruiser history, the 5220 is built exclusively on the Chevy HD3500 chassis, filling an often-requested niche and bridging the gap between B Class and C Class motorhomes. And, true to the 5220 tradition, the unit provides all of its advantages in size, road manners, carrying capacity and comfort at a price far lower.

The new family-friendly Supreme Series 285DBS will also debut at Open House. With its history dating back two generations, the main-line travel trailers from Gulf Stream Coach represent a history of refinements and updates to meet changing demands of camping families. The 285DBS offers a king bed master, a double-double bunk room, one-and-a-half baths, a huge pantry, an outside kitchen option and a dedicated office space.

Also for 2024, Gulf Stream Coach is adding two new Destination floorplans, the 33DBDB and 39RESE, with more living space, more storage room, and more residential features for families looking for destination-quality accommodations that fit tight family budgets.

Additionally, throughout all lines, dealers will see numerous updated interior decors and furnishings, exterior colors and paint schemes, and other enhancements that capture the latest trends in design and technology.

Particularly important to dealers capitalizing on the upgrade/upsize market is the re-introduction of the luxury laminated Envision line of travel trailers, with new decors and new features.

Gulf Stream Coach is also repositioning product lines to reduce prices and weights wherever possible.

The company says that because of popular demand, it will offer factory-installed, roof-mounted solar panels and solar power controllers as an option for products across all product lines.

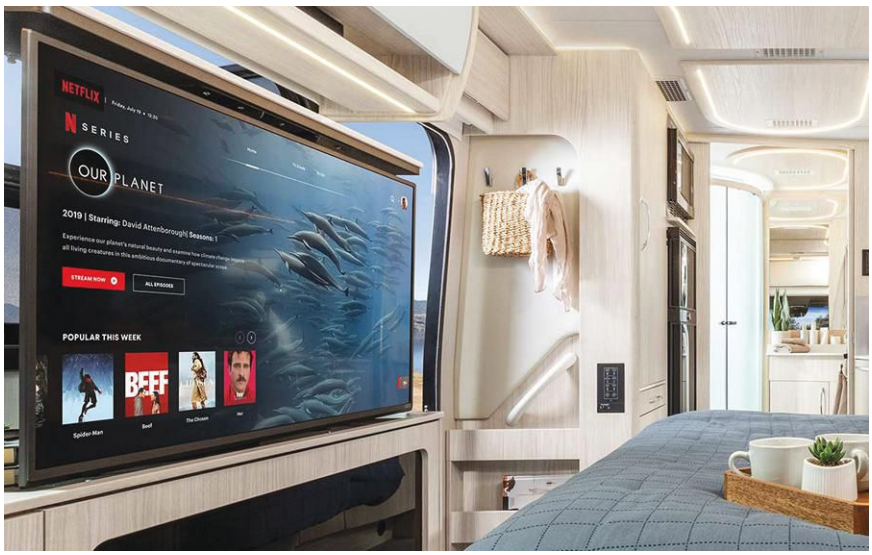
Find Gulf Stream Coach in its familiar corner near the RV/MH Hall of Fame at Executive Parkway and Independence Court. The company says there will be plenty of easy in/out parking, a huge tent for shade, tables for relaxation, and hot meals throughout the day. Stadium lighting will be on-site outside the tent for those wanting to browse after hours.

LEISURE TRAVEL VANS

While Leisure Travel Vans says they won't display at Open House Week this year (and they typically don't), the company did recently shift to model year 2024 production, and is offering the following extras standard on all its new units.

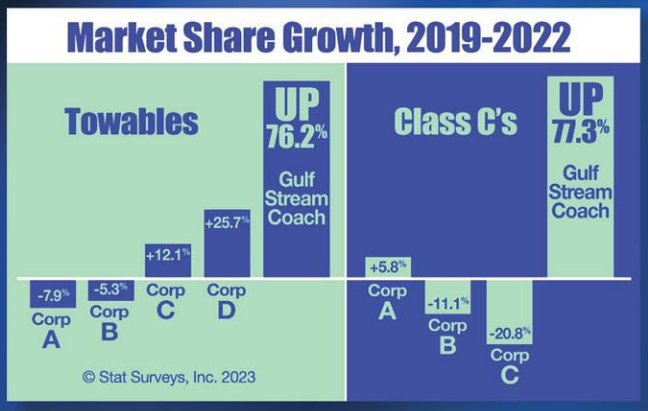
Those new standard features include a Truma Aventa Eco Air Conditioner; dual 12V, 100-amp-hour lithium batteries; an all-new pantry rack system (in all except the Wonder Front Twin Bed); smart TVs in all units; and an updated dinette table that incorporates a swiveling Lagun leg to provide greater versatility within in the coach. This update will allow owners to manipulate the table's position in various directions.

More information about new features in particular models is available on the company's blog at leisurevans.com/blog/whats-new-for-2024.



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3. 40 years of dealer-focused quality, value, & innovation

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- Matthew Elbert, Bourbon RV Center

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- Salem Hassan, Travelcamp

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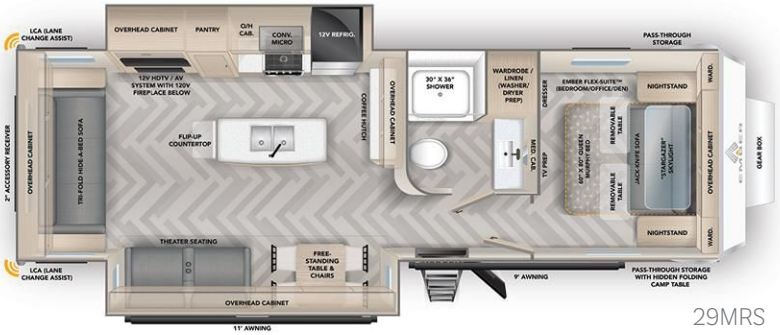
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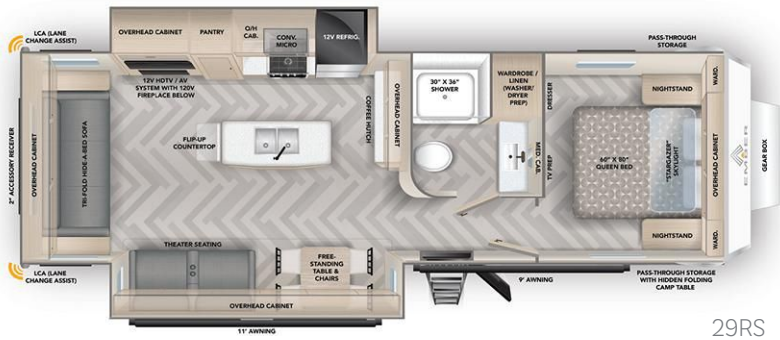


EMBER

MULTIPLE NEW FLOORPLANS IN EMBER'S TOURING EDITION AND OVERLAND SERIES PRODUCT LINES, AND EVEN EXPANSIONS INTO OTHER SEGMENTS, WILL BE FEATURED AT EMBER'S NEW PRODUCT EXPO THIS YEAR.



29MRS



29RS

"We're excited to once again introduce innovative, intentionally designed, 'camping correct' floorplans for our customers for 2024. Our product development team took special notice to feedback from our owners and fans, listening to their specific details and wishlist items," says Chris Barth, Ember co-founder and COO. "When the attributes or features they requested didn't exist, our team of designers and engineers created brand-new variations or even wholly new ideas, so we have multiple projects in patent-pending status that truly set Ember apart in the marketplace."

New for 2024, Ember will introduce their first luxury travel trailer floorplans aimed at "full-time RVers," with multiple slide rooms and washer/dryer prep in the Touring Edition line. The 29RS and the Murphy bed Flex-Suite variation 29MRS feature a large rear sofa, island kitchen, theater seating and dual opposing slides for maximum living space.

"Last year, we introduced Flex-Suite floorplans, which allow our customers to convert their Murphy bed bedrooms into multifunctional living and working spaces with built-in adjustable tables. We're expanding this exclusive feature to even more floorplans this year," Barth says.

The Touring Edition will see the 33KS, the addition of Ember's first bed-slide floorplan, which features a king bed and large front wardrobe storage. "We'll have a few other surprises to share with dealers and customers that need to be seen in person at our expo," Barth says.

New to the Overland Series, Ember will debut the 240TKR, the RV industry's first trailing-arm, independent suspension off-road capable toy hauler, the company says. Featuring a tandem CURT Independent Suspension setup, this ramp door-equipped toy hauler features an extensive application of repositionable EmberTrack E-track storage system throughout the interior.

"The entire door side of the unit is an open floorplan for toy and cargo storage, which is convertible into sleeping or living space using our EmberTrack system," Barth says. An exclusive, patent-pending front twin/king Murphy bed concept in this floorplan creates more cargo space, room for a mobile office, and expandable dual twin or king bed sleeping configurations, the company says.

"This floorplan is an absolute Swiss army knife, providing maximum flexibility and versatility," Barth adds. "When we introduced the Touring Edition at last year's expo event, we offered a number of industry-exclusive optional upgrades like the CUB lane change assist feature for safer highway travel and our special front aluminum gear box that houses LP tanks, batteries and a built-in toolbox. We've delivered those popular options as standards for Touring Edition in 2024."

Ember has also added a convection microwave/air fryer upgrade, full-coach water pressure regulation, a 2,000W inverter, LED hitch lighting, 12V fans in all living areas, and wiring prep for Starlink standard across all products.

"Based on the overwhelming popularity of our Overland Series' optional Max Solar Package, we feel we fulfilled our customers' requests for electricity independence while camping off-grid. But there's always room to do better – and we're listening to our fans. Working closely with our vendors and engineers, we've upgraded our solar build again for 2024," Barth says.

Ember's newly upgraded Max Solar Package features a 3,000W Victron inverter with a Cerbo GX Communication Center, 270Ah 12V Battle Born Gamechanger lithium-ion (LiFePO4) battery (with room for an additional battery for a total of 540Ah), two additional roof-mounted 200W solar panels (for 800W total), an upgraded Victron Bluetooth MPPT controller, cold-weather battery disconnect, and a REDARC DC to DC trailer battery charger.

EMBER
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TO RECONNECT.

Formed out of a desire to build a better RV by building a better RV company, Ember set out to blaze an uncharted path by crafting innovative products backed by an industry-leading warranty, giving every adventure-seeking, memory-chasing owner the confidence to enjoy every mile.

For more information, visit **EmberRV.com**

Overland Series Touring Edition





TAXA

TAXA Outdoors is launching new evolutions of the brand's current adventure vehicles, which include the Woolly Bear; the TigerMoth; the Cricket, its smallest unit; and the Mantis, its largest adventure vehicle.

Updates to the 2024 Mantis include two new floorplans, a new updated kitchen core and updated electronics including Bluetooth speakers and lights.

Increasing the comfortability of the living space, updates also include 3-inch cushions and a new floorplan at the rear, with the ability to transition between bed mode, table mode and lounge mode.

The Mantis will also feature the ability to include a second door for maximum indoor/outdoor living and the ability to create two awning spaces on either side of the unit.



New options for the 2024 Mantis include upgraded crate storage, a camp furniture set, bedding upgrades including an extra seat and mattress cushion and custom wraps.

For the 2024 Cricket, updates will feature an updated kitchen core, updated electronics including Bluetooth speakers and lights and one new floorplan.

Similarly to the Mantis, the comfort level was increased in 2024 in the Cricket as well with more comfortable 3-inch cushions and the new floorplan at the rear with the flexibility to transition between bed mode, table mode and lounge mode.

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SUNSET PARK RV



Sunset Park RV Manufacturing plans to offer three new limited-run floorplans at a new price point.

The floorplans are slightly more than 21 feet and run just over 3,000 pounds. The company says it will have two floorplans that include a bunk and a couples coach, along with a unique rear kitchen that features a bar top with stools.

"All three floorplans are priced identically while keeping the consumer in mind," says Bob Fish, vice president of sales and marketing for Sunset Park RV. "The LTD's will still give the consumers a gas furnace and cook top, an air conditioner, and a double-door refrigerator, which are some amenities that get sacrificed when building a limited trailer."

"During this year, we have experimented with 270-degree awnings and rooftop tents," adds Damon DeJesus, national sales manager for Sunset Park RV. "We have found some combinations that work with our unique floorplans and are excited to get them in front of the dealers.

"We also added a patio option with a rear awning on Sun Lite Toy Haulers. That same awning works well on our SUNRAY 149, enabling a power awning option on our most popular SUNRAY. Things seemed to work out well when we looked at improving our trailers and we are excited to be in Elkhart this year."

Sunset Park is planning a bowling night on Monday, Sept. 25, of Open House Week and will announce more details as the time gets closer.





TRAVEL LITE

AT OPEN HOUSE, TRAVEL LITE SAYS IT WILL INTRODUCE ITS UP COUNTRY TRUCK CAMPER, ATOM TRUCK CAMPER, CENT TRUCK CAMPER AND FALCON 2.0 TRAVEL TRAILER.

The company says it listened to the market in introducing these new products, adding to its line of affordable, lightweight products that can be enjoyed for years.

Travel Lite's truck campers that will be on display in Elkhart will be the Up Country 850, Up Country 900 and Up Country 950. Also on hand will be the company's Atom 600 travel trailer and its Falcon 2.0 21RB travel trailer.

2024 features include 200-watt solar power with maximum power point tracking (MPPT) expandable charge controller, new exterior graphics and new interior decor on all models. Also featured are single-pin removable jacks on all truck campers, the E-Track tie down system on all truck campers, a redesigned aluminum structure on all truck campers, and a new offroad package available on all Rove Lite floorplans. A side and rear awning option on its Up Country truck camper series will now be included, and the new Up Country 950 comes with rooftop tent standard. Larger tank sizes will be included as well.





XTREME OUTDOORS

Xtreme Outdoors, known for its Little Guy lineup of light travel trailers, will launch its Eco series at Open House. Sales Director Joe Kikos says the new line is similar to the company's Max, Mini Max and Micro Max trailer, but tweaks are being made to arrive at "more attractive" price points.

"The Eco is a line of units that are more affordable," Kikos says. "The industry has gone through a change. Interest rates are going up, and sales still reflect a backlash from COVID going on, and we are all trying to correct for that. Times are changing and we are changing with the times."

The Eco series is designed to give dealers more options on brands. The Eco 1, for example, will have different trim, a different graphics package, and new interior cushions, according to Kikos. Eco units will be available to dealers by the end of the year.

"We are working to get the price points down while giving good value," he says.

Also making its debut at Open House will be the Shadow, the latest in Xtreme Outdoors' signature line of Little Guy trailers.

"This is brand new," Kikos says. "It is a classic teardrop trailer with a clamshell on the back. That will be a present for the dealers to take a peek at."

New packages are available on most units. These include new inverter and lithium battery packages.

"We are going to be moving toward that technology and, of course, the industry is already moving that way. We are going to have a unit outfitted with that. We have some new graphic packages to show as well."

Also featured will be the Rough Rider package, which Kikos describes as cosmetic, with larger tires and wheels. Other options include solar power, observation cameras, awnings and upgraded mattresses.

Xtreme Outdoors plans to have nine or 10 units to show, some of which will feature new interior designs. Kikos looks forward to the annual event, which he notes is important to the manufacturer's success. Feedback from Open House helps drive innovations in new models and inspires new floorplans and options, according to Kikos.

"It's a big deal to me, because I am one of the founders of Little Guy and I have been doing this for 25 years. We have been building good relationships with our dealers for 25 years. Open House is important because we get to see all of our dealers all together at one time just once during the year, and it is something we look forward to. It's very much a relationship business."















ROADTREK





Roadtrek is excited to be celebrating its 50th anniversary in 2024, with details for what's in store in the new year to be announced at Open House.

Len McDougall, head of sales at Roadtrek, shared plans to unveil additional exterior accent paints as part of the celebration. These progressive and vintage colors were carefully selected to elevate the overall aesthetic of the coach, resonating with buyers and turning heads. In 2023, the company debuted its Vintage accents with great success. The new model year will include the RAM series black package option for those who opt for an adventurous look.

"Dealer reservations on taking risks and stocking products with such unique-looking personal choice selections quickly turned to sales when prospective buyers fell in love. The paint accents provide personal choice and stand out from a sea of the same chassis on dealer lots," McDougall says.

Additionally, optional Cummins generators will be offered on specialty vans such as the company's Play Series model, making for an "ideal rental market van." These specially priced rental units will also be on display in Elkhart.

In addition, the company says Truma appliances have earned their way into its standard product lineup in almost all premium series models.

"The recently launched Pivot, along with all of the 2024 Roadtrek model lineup, will be on display," McDougall says. "It's easy to see why Roadtrek is leading the way in premium Class B van life. The Roadtrek journey is legendary beginning from a family man's backyard build, to now a modern-day iconic brand."

The brand will celebrate its 50th anniversary heritage with special events, product insignia and unique product design enhancements. Roadtrek will be located along the Executive Parkway on the route to the RV/MH Hall of Fame.



WESTFALIA VAN NORTH AMERICA

The new North American Westfalia Van will be available to preview at Open House. Westfalia is an iconic German brand with its North American presence having gained consumer loyalty among free-spirited travelers in the 60s and 70s. The brand's emergence coast-to-coast in North America fueled the pioneering days of "van life."

Len McDougall, head of sales at Westfalia North America, says the new vans will be produced in Ontario, Canada, and an exclusive dealer network will be established for those that exemplify the "highest standard of Class B sales and customer service commitments."

"A specially curated sales and customer experience display for dealer locations will be offered as part of this brand representation opportunity," McDougall says. "We can share that our patented, easy foldout combination front bench seat/bed is just the beginning of the unique features that will be highlighted in the pre-production prototype."

The patented design makes great use of space for travel seating and sleeping without the typical hassles of setup each time an additional sleeping area is required.

"The display model will feature sleeping availability in the front, rear and upper pop-top area of the van. You will have to stop by the display to really take in all the details," McDougall says. "We are excited to share our team's hard work in development and engineering to bring this iconic brand back to North America. This is one debut that you don't want to miss."


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TRAIN, CERTIFY & RECRUIT

The RV Technical Institute finds success in offering training to future RV technicians in multiple formats that fit students' needs.

BY JENNIFER KING





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INTREPID

INTREPID

Made for the
Modern Traveler







Imagine being able to jumpstart a career with an average median salary of $42,000 in 120 days or less.

That's what training to be a technician with the RV Technical Institute (RVTI) helps hundreds of people do across the United States. And its efforts to train even more technicians have only ramped up in the last couple of years.

"RVTI was created by the industry as a nonprofit with three priorities: train, certify and recruit for the benefit of the consumer having better service and a better overall experience. That's our mission," says Curt Hemmeler, RVTI executive director. "From a recruitment standpoint, that has been going very, very well. June 1 marked our first full year of doing recruitment."

Hemmeler says the recruitment efforts were initially delayed because of the COVID-19 pandemic. But, thanks to the teams overseen by Tracy Anglemeyer, director of recruitment, and Sharonne Lee, vice president of education and operations, RVTI has more than 14,000 people entered into their learning management system.

Training is subsidized by investments from the RVTI board, the RV Industry Association (RVIA) and RV Dealers Association (RVDA) board and takes place in a number of places: prisons, high schools, with dealer partners, individuals and more. Many are trained to be mobile technicians, Hemmeler says, and some RV consumers take on the training courses because they want more knowledge to take care of their own rig.

Hemmeler, who spoke with RV PRO in July from the American School Counselor Association convention in Atlanta, said events like the one he was attending are a big part of RVTI's outreach.

"It's with the purpose of educating the school counselors, who then will go back and talk to their students across the country about the idea of pursuing a technician career field in the RV industry as a potential alternative to the traditional route," Hemmeler says.

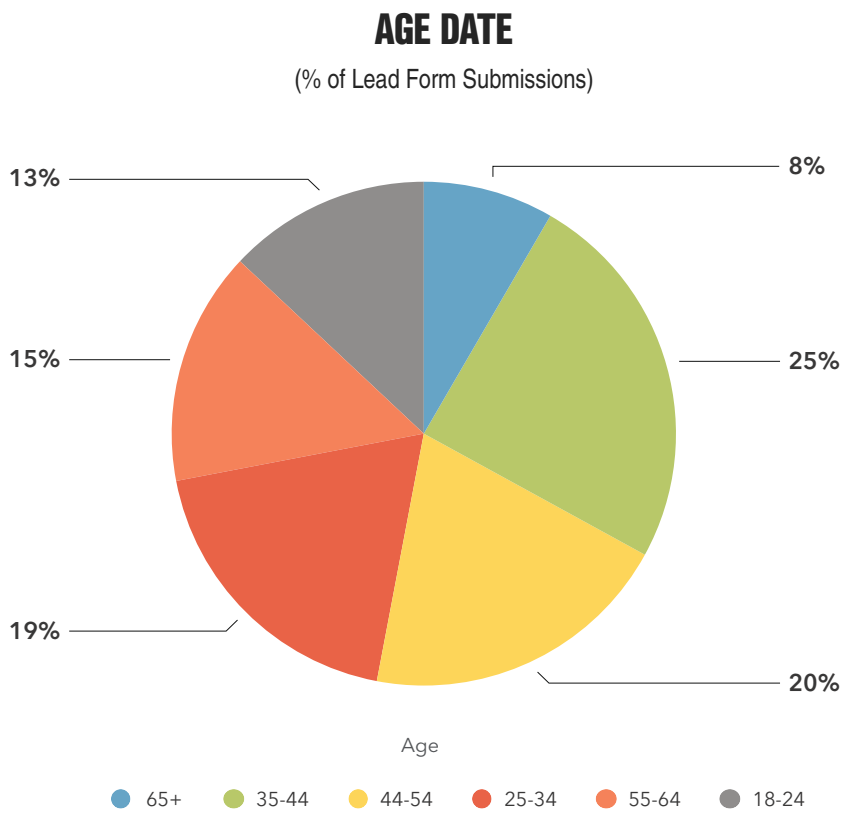
Thanks to the RVTI's increased activity and interest in the program, four new team members will be added to the institute staff by the end of the year. Tyson Watkins came on as a new trainer in May and an administrative assistant also recently came onboard.

Lee said they expect to add a fourth person later this fall.

The recruitment team and education team are separate by design, Hemmeler says – one to handle the intake of students and one to coordinate with them once they are enrolled.

"Tracy is head of all recruitment efforts – building relationships, expanding, adding growth, adding scale," he says. "Justin Rickett on her team was added because the greatest portion of our business is our authorized learning partners, which can be any entity who wants to teach the curriculum to folks in their business. So, it might be a dealership group, it might be a community college. We set them up as learning partners and give them the curriculum.

"Justin was added as a manager, authorized learning partner, to oversee building and continuing those account relationships."



Source: RVTI

How Training Works

While completing the training can take up to 120 days, Lee explains the actual time frame is up to the student. There are five delivery methods to choose from, depending on the student's learning style. In-person live training at RVTI headquarters in Elkhart, Indiana, can take four weeks to complete Level 1 and Level 2. The in-person training schedule is available at rvti.org/get-trained/person-training.

Online learning is available for a full year for $600 and students work at their own pace. According to the RVTI website, the course blends video, quizzes and interactive content.

Lee explains it can be helpful for a technician to get the Level 1 training,

RV TECHNICAL INSTITUTE

RV Technician Career Path



LEVEL 1
TECHNICIAN

A technician with a proven skill set to prepare an RV for customer delivery by verifying the operation of all components.

HOW DO I ACHIEVE THIS LEVEL?

Successfully pass Level 1 written and skill-based (practical) exams with a yearly account update to maintain.



LEVEL 2
TECHNICIAN

A technician that has theoretical knowledge of all the systems and components within an RV and a proven skill set to be able to perform basic diagnostics, troubleshooting and repairs on those systems and components.

HOW DO I ACHIEVE THIS LEVEL?

Successfully pass Level 1 & 2 written and skill-based (practical) exams.



LEVEL 3
SPECIALIST

A technician that has completed the supplier trainings on specific types of components and increasing their skill set to be able to perform advanced diagnostics, troubleshooting and repairs on those systems and components.



APPLIANCE SPECIALIST

Furnaces, air conditioning, refrigerators, water heaters (must include traditional, instantaneous, and hydronic or combination systems)



CHASSIS SPECIALIST

Stabilization, leveling, electric steps, braking systems (including hydraulic and electric), vehicle weights (hitch, axle, and suspension)



ELECTRONICS SPECIALIST

Satellite systems, logic control systems, and control area networks (CAN)



ELECTRICAL SPECIALIST

Converter, inverter, transfer switches, management systems, batteries (including lithium-ion), surge protection, solar, generators



SLIDE-OUT SPECIALIST

Cable slide-outs, above floor slide-outs, through frame slide-outs (including screw-type, rack and pinion, hydraulic, flush mounted)

HOW DO I ACHIEVE THIS LEVEL?

- Successfully pass Level 1 & 2 written and skill-based (practical) exams.
- Attend and pass 24 hours of approved vendor trainings within 5 years for each specialty category to include all topics listed under each category within a 5 year period.



LEVEL 4
MASTER TECHNICIAN

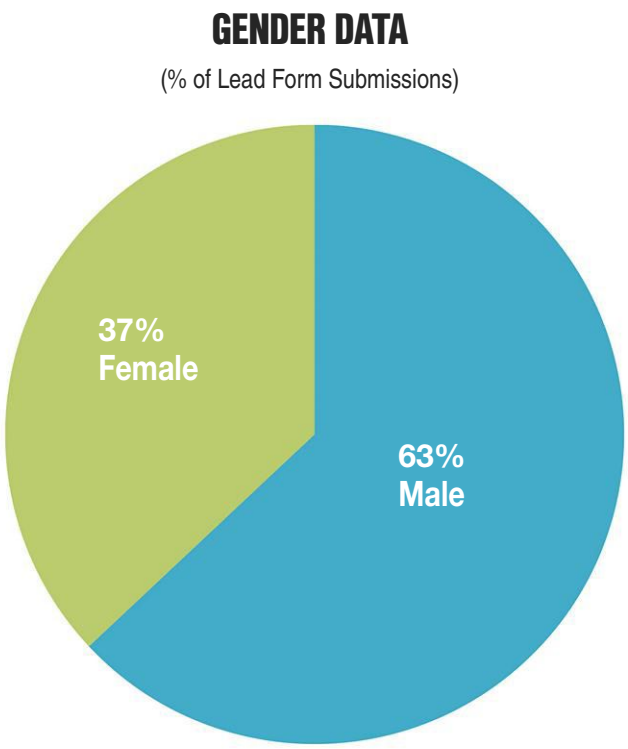
This technician has completed all 5 Level 3 specialties through vendor trainings and is proficient in troubleshooting and repair of ALL the major systems and components within an RV.

HOW DO I ACHIEVE THIS LEVEL?

- Complete all 5 Level 3 specialties (120 hours) of approved, hands-on vendor trainings within a 5 year period.

HOW DO I MAINTAIN LEVELS 2-4?

Trainings are good for 5 years for each specialist category to include all topics listed under each category. Over the 5-year certification time, the technician must acquire 24 hours of continuing education credits (CEUs) of approved training. No trainings older than 5 years will be counted. For Level 3: 8 of the 24 hours of CEU must be directly related to the specialty held. For Level 4: These trainings can include participation in RVTI/Industry approved activities such as curriculum development, train-the-trainer programs, and leadership training.



Source: RVTI

then get hired and continue on to Level 2 after that. "You just need that kind of work experience," she says.

At first, recruitment efforts were successful with baby boomers or retirees who were bored and wanted to pick up RV technician work as a part-time job. "Then that kind of flipped into 'I'm changing careers,'" Anglemeyer says. "We are getting an influx of changing careers. And then we have the new Zs [Gen Z] coming through that are coming right out of high school that are getting into more skilled trades again. It's a big mix, it really is. That's why we work with all different aspects of the industry inside and then also outside and bring [people] in."

Hemmeler says their new enrollees are broken down fairly evenly right now – one-third baby boomers, one-third people entering new careers, and one-third Gen Z.

"It's becoming more cool to get back into the trades," he says. "The trades…



were kind of looked down upon…now it's becoming very 'in' again because that's where all the jobs are. So our program fits very nicely in that."

Campgrounds are another source of new trainees that is on the rise.

"We started about a year ago through some involvement with RVIA getting involved with campgrounds. [Now] one out of every 10 students that come through Elkhart [for in-person training] will come from a campground.

"They've realized that having an on-site person can be a benefit – it can be a revenue generator and a value add to the campground. And so we're very involved with a lot of big state associations."

As for how the different generations are learning and what mode they're choosing to do their training in, Lee says the millennials do tend to choose online, and Gen Z is used to learning online, but they still want that hands-on training. Gen Z seems to enjoy the skilled trades like Gen X, but they want the life balance that millennials crave.

"THE TRADES…WERE KIND OF LOOKED DOWN UPON…NOW IT'S BECOMING VERY 'IN' AGAIN BECAUSE THAT'S WHERE ALL THE JOBS ARE."

Hemmeler points out that what typically sways how someone completes training is situational, not preferential. If someone can do it in-person and take four weeks away to do that, that's a great choice. Others may need to do it online at night or on weekends while working their current job.

"In the ideal world of education, hands on is still face-to-face, one-on-one mentoring – that's utopia. The reality is, everyone's too busy and we also have technology. Some of it's learning style, but I think most of it's driven by what's your current situation. Because I think most people would like to do face-to-face if they had nothing else to do," he says.

The online nature also helps RVTI disseminate updates to its curriculum regularly. Anglemeyer says the most recent update will launch before this September issue of RV PRO comes out, and the institute aims to complete these updates on a three- to five-year basis.

"There's no place that anybody can go to get the most updated education as you can at RVTI or our learning partners," Hemmeler points out. RVP





THE LAW OF THE DINOSAUR: IF IT IS DYING, LET IT DIE

How to save your business and customers time and money by cutting out what's failing.

JIM MATHIS

"The dinosaur's eloquent lesson is that if some bigness is good, an overabundance of bigness is not necessarily better."
— Eric Johnston

Archaeologists tell us that part of the reason dinosaurs died out and became extinct is because they weren't equipped to adapt to a changed environment and climate. As the climate became different, they couldn't – or wouldn't – become different.

But other species on this planet survived because they were able to adapt and thrive with the different climate. It is called survival of the fittest. The fittest species can survive, regardless of their size. Just ask the cockroaches.

Your business climate has definitely changed. But there are obvious habits, policies, attitudes, people and inventory that are holding you back. These aren't making you "fiscally fit." They cost you more than they deliver in profits. They don't allow you to become what you could be without them. When you resist changing them by refusing to adapt to an evolving business climate, global marketplace or economy, you get held back from making the decision required to move forward.

Whatever excuse you choose for avoiding change, it will lead to your own extinction. Sadly, everyone but you can see it. It might be a leadership quirk you think makes you stand out, but instead is being ridiculed by onlookers. It has become the "elephant" in your room.

It might be your personal stubborn belief

in a product or item in your inventory that you just know someone will want to buy if you hang on to it long enough. It might be meetings with your employees that are useless, time-wasting or simply self-serving. Whatever name it goes by, it is costing you more money (or time) to hold on to it than to just get over it and move on. Let it die.

REST IN PEACE

Phil Mickelson said, "The only way to win tournaments is with the short game. Over half your shots out here are within 30 or 40 yards. Ballstriking is where I'm trying to improve, yes, but more to eliminate big numbers than make birdies." He won the 2021 PGA Championship, becoming the oldest professional golfer in history to win a major tournament. He made two birdies early on with his short game to take the championship.

Like Phil, we must concentrate on what brings us results and eliminate the "big numbers." That stuff has dwindled in importance or function and is no longer profitable. It has really become the "dinosaur" in our room.

Your inventory is in the room.

Some products take up space that could be more useful for you. It costs you in storage and wasted advertising. No one is buying it or ever will. The false promise is that if you wait long enough, the style, the fashion, the trend will come around and someone will pay for it – at least enough to pay you back for what it cost you to purchase, produce and store it. It never will, though. You need to either hold an all-out sale or donate it to someone more worthy and get over storing it in a valuable place. Let it die (and hold a cheap funeral for it).

Your policies are in the room.

They protect you and your structure but punish your customers. They make you look good and treat the customer with contempt. They keep you from lawsuits – and business. They are punitive and restrictive. They are quoted to your customers beginning with the phrase, "Unfortunately, we ..." You wouldn't want them quoted to you if you were a customer because you know the outcome wouldn't favor you on the receiving end. You need to erase, relax or just abandon many of them. They are killing your image. Ask Bank of America and Verizon Wireless customers who rebelled against poor policies that cost them more than the perks the companies offered.

Your ego is in the room.

You are convinced that your methods are tried and true in business, but your bottom line indicates otherwise. You insist that everyone follow your leadership regardless of your wisdom. You feel your eccentricities are unique and that everyone appreciates your uniqueness, even while your employees think otherwise. Your attitude is not very approachable. Your ego has become extinct. You need to get over it, hold a service and bury it. Let it die.

"The reality is you either step into the future or you become a dinosaur."
— M. Shadows

ROOM CLEANING

I realized the same thing this past year and it became the impetus to reinvent my business – again. The old way of doing "business-as-usual" wasn't working for me. People weren't holding traditional meetings in person. Everything switched to Zoom, Hopin and other online forums for meetings. Then I realized the truth: I was the "dinosaur" in my own room. I was becoming extinct if I didn't adapt to the "now" normal. I wasn't being different!

I did some soul-searching and asked a lot of questions. I asked my most loyal customers what they wanted. I asked what they weren't getting from speakers that they wanted. I asked myself what I needed to release that was costing me more in money, time and energy than what it was bringing back. I discovered that online meetings were going to dry up if I couldn't apply interactive techniques and exercises to keep people involved online as they watched the screen.

The pandemic business shutdown made me reinvent my marketing, my brand, my preferences, my customer base, my selling and buying plan and even my personal life. A crisis always makes us rethink, rearrange and reinvent our plans. I needed to get "business as usual" out of my room, let it die and become extinct. And so do you.

"Business as usual" says that if we feed it by doing the same things we did prior to 2020, it will reward us with success like we used to have. It promises that the old ways are tried and true and coming back again like before. It affirms that we need to keep the customer at bay, our employees in the dark and everyone else guessing about our next move. It ignores the internet as a geeky phenomenon where no real business takes place (tell that to Amazon!).

It charms us with leftover inventory, then woos us with the temptation that one day, someone will buy all of this, and we will recuperate the loss to make a fortune. It says that although "Fred" doesn't do much work, getting rid of him would cost more in expense and trouble. Normal "business as usual" is a dying beast. In the most successful and competitive businesses, it has already died and been buried.

In your business, you need to do more than let it die of natural causes. We need to proactively prevent it in our inventory, staff, schedule, to-do list, practices, attitudes, beliefs and expectations. "Normal" is the dinosaur in our room. Banish it to extinction. Let it die.

OK, so you get it. You're saying, "Great points, Jim. You made me think about some things in my organization and structure." You're still headed for extinction.

Or maybe you read this and said, "OK, I get it. But my boss and customers don't. So, what can I do?" You, too, are still headed for extinction.

If you say, "I get it, but I don't have the authority to do anything about all of this," you are headed for extinction.

Alleviating the dinosaurs isn't an option in your job. It isn't part of your job; it is your job — your only job. RVP

Jim Mathis, IPCS, CSP, CSML is The Reinvention PRO, an International Platform Certified Speaker, Certified Speaking Professional, Certified John Maxwell Leadership Team Speaker & Trainer and best-selling 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, please call 404-922-8199 or visit jimmathis.com.





The 4 Components of a HYBRID TRAINING APPROACH

Leverage multiple training modalities to enhance learning and information retention in your employees.

KIMMIE GUTHRIE

The digital age has brought access to information at an immeasurable rate and has shifted the way many people learn, develop skills and build banks of information. Studies show that between the years 2000 and 2015, the average attention span was reduced by 25% to a mere 8.25 seconds.

When was the last time a video or image buffered on the internet and you moved on without viewing the media in its entirety? Can you remember the last time you sat down, undistracted, to read a newspaper or magazine from front to back? When did you last go to a movie, theater or concert and not reach for your phone?

A study conducted by research firm Dscout found that the average user of a cellphone touches (types, taps, swipes, etc.) their phone 2,617 times per day. Unbelievable, right?

With the overwhelming information at our fingertips and constant distractions, how do we capture our team's attention and create learning environments to effectively develop them? One answer is by creating active learning moments throughout our organizations. Active learning is defined by Dr. Laura Bierema, co-author of "Connecting Adult Learning and Knowledge Management," as "the process of engaging learners with the topic and each other where they are talking, doing and creating." Through active learning, information and skills are retained at a much higher rate.

By applying a four-step process to learning and development, we can create learning moments that are beneficial and engaging for ourselves and others. The four steps are tell, watch, try and do.

1. TELL

Begin each session with "tell" by communicating the why and "what's in it for me?" (WIIFM) of the process or activity. Often the cause of disconnect or disengagement for our employees is a lack of understanding of the why behind the subject, the WIIFM and its impact on the employee. Without the groundwork to help people learn the regulations, facts, concepts and "what could happen if we don't ..." it is difficult to create personal accountability and engagement. Without the why, people tend to under-prioritize the activity or initiative they are set to learn, simply because they do not see the benefit to themselves or others. During your next training session, be sure to spend ample time exploring the why and WIIFM; the retention rate of knowledge and skill will increase significantly for all individuals involved.

2. WATCH

Once we have the why in place, we move on to "watch." This is where we demonstrate the action, activity or task we are teaching. With watch, employees can see the desired result in action. Equally impactful is demonstrating the undesired results and discussing the "what ifs." Real-world applications of watch can include recorded or live role-plays, screen capture or videos, scripts or visualizing a scenario. The power of watch is demonstration – taking a written policy, process or best practice and showing our employees how exceptional actions are conducted.

3. TRY

Next, we have "try." This is one area where creating safe learning environments is extremely important. Throughout the training, focus on building trust, encouraging questions and celebrating both successes as well as missteps. During the try activities, we are asking the employees to trust the process, instructors, other learners and themselves enough to try something new. There will be mistakes, some steps will be forgotten and emotions that come with being vulnerable may creep in.

Encouragement and recognition are important as you work through the try step. Real-world applications here would be sandbox environments with common scenarios, hands-on learning with the equipment they will use, or simulations and scenario-based learning. Simple tasks may take only a few iterations of try, while more complex processes with multiple steps might require a substantial number of practice sessions.

Keep in mind that mastery happens over time with incremental improvement. It only takes 100 days to achieve 100% improvement when you improve by 1% each day. That is something worth thinking about!

4. DO

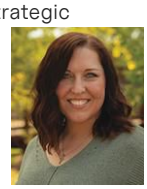
The last step in the process is "do." It is most effective in a controlled environment with plenty of specific feedback. Without specific feedback, our employees will apply the most memorable portions of the training and may forget the more minute details. Creating a safe place to learn is of the utmost importance here as well. If we do not allow our employees to discover their own nuanced way of completing tasks, it causes disengagement — among other things. It might be the way they pack their tool bag, the way they document accounts or the way they handle and personalize a cold call.

MOVING AWAY FROM LISTENING TO SOMEONE REVIEW A WRITTEN PROCESS TO ACTIVE LEARNING WITH A GROUP DISCUSSION OR A SIMULATION, CAN YIELD A 45% TO 75% INCREASE IN RETENTION OF INFORMATION.

These slight differences mean it is important to incorporate unique perspectives and demonstrate the value we see in their individualism. Just as we find in the try stage of learning, the time spent doing can vary in length and iteration. Employee confidence should be the driving force for the duration of this phase. A few real-world applications of do include unguided simulations, monitored completion of the task, creation of scripts or completion of role-play scenarios.

Moving away from listening to someone review a written process to active learning with a group discussion or a simulation, we can yield a 45% to 70% increase in retention of information. By fostering environments that drive mastery of skills and development of growth for our employees, we will see happier and more engaged employees and teams. RVP

Kimmie Guthrie is the director of training for ThompsonGas. She has 20 years of training and development experience across multiple industries. Guthrie specializes in delivering on strategic employee development initiatives by providing instructional strategies and techniques for learning and defining scope and training objectives.



RV CARE AND WINTERIZATION



WATER RESISTANT RV COVERS

ADCO by Covercraft, Valencia, California, presents its Designer Series UV Hydro RV Covers. Designer Series UV Hydro 4-layer fabric is proprietary to ADCO and outperformed competitive fabrics in tear strength, UV resistance and water resistance. UV Hydro covers feature zipper entry doors on both driver and passenger sides, which allows for slide outs to be fully extended during storage for easy access. Red touch points make installation a breeze and user-friendly.

adcoprod.com



RV WASH SYSTEMS

Bitimec RV Wash-Bots, Greenwich, Connecticut, presents its Wash-Bots 626-EZ. The machines are self-contained RV wash systems with footprints of only 15 square feet. A single operator walks the self-powered machine around the vehicle while it applies soap, power-brushes and rinses while using minimal water and detergent. The machine has two EZ pallet-jack-style controls allowing to work in two directions. It is available in electric, diesel, gasoline, hybrid and battery power.

wash-bots.com



ANNUAL SERVICE KIT

Aqua-Hot, an Airxcel brand, Frederick, Colorado, offers its Annual Service Kit with everything needed to perform required annual maintenance on an Aqua-Hot hydronic heating system. The Annual Service Kit includes fuel filter, diesel nozzle, electrode adjustment tool, burner gasket, portable refractometer and 1 quart of concentrated boiler antifreeze (green or pink) in an easy-to-store tote bag. Purchase the Annual Service Kit directly through the Aqua-Hot website or use the Service Center Locator to find an authorized technician to complete annual maintenance.

aquahot.com



SELF-LEVELING ROOF SEALANT

Camco, Greensboro, North Carolina, offers its Self-Leveling Roof Sealant, specifically crafted for flat, horizontal surfaces like RV rooftops. Its application creates a robust seal along the edges of your RV's roof, vent pipes and air vents. This versatile product is user-friendly and compatible with various surfaces including EPDM rubber, TPO, fiberglass, wood, aluminum, steel and masonry. Packaged in a convenient 10.1-fluid-ounce (300-millileter) tube, the sealant is formulated to provide optimal performance with 1/4-inch and 3/8-inch bead sizes.

camco.net



WATER SYSTEM WINTERIZATION SOLUTION

Century Chemical, Elkhart, Indiana, presents its Winter-Pruf. Celebrating 50 years, Winter-Pruf is the most effective, non-toxic solution for winterizing potable water systems and lubricating seals and gaskets. Winter-Pruf brand antifreeze is made from materials generally recognized as safe (GRAS) by the U.S. government and provides burst protection to -50 degrees when label directions are followed. It is safe to use in drinking water systems for storage during the winter and for burst protection. Safe for marine engine blocks. Will not harm plastic, copper, brass or steel plumbing. Available in a ready-to-use -100 degree formula and -50 degree concentrate.

centurychemical.com

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- Mixture of slide out & leveling parts
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- Drop ship prepaid to your store
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www.balrvproducts.com/btp

www.balrvproducts.com/bundle



HOLDING TANK ENZYMES

Cheltec, Sarasota, Florida, offers its Camp Champ RV Super Digest. With its innovative blend of specialized enzymes, the Camp Champ RV Super Digest goes to work instantly, breaking down grease, toilet paper and other organic matter that can accumulate in RV holding tanks. This ensures optimal functionality and prevents costly repairs or inconveniences during travels.

campchamprv.com



ROOF RESTORATION KIT

Countryman Coatings, New Albany, Indiana, presents its RV Roof Restoration Kit. Restore an RV's roof with this all-in-one kit. Complete with the company's Top Coat Silicone, Heavy Duty Silicone, reinforcing fabric and adhesion boosting primer, this kit provides everything needed to restore RV roofs the right way, in one day. On average, an RV roof replacement will cost more than $7,000. With this kit, restore a roof for less than $1,000.

countrymancoatings.com





WASH & WAX

Diamond Shield, Rochester, New York, offers its Advanced RV & Auto Wash and Wax. Keep the Diamond Shield Paint Protection Film on the front of the RV looking new for years by cleaning and protecting with the company's specially formulated wash and wax products. Advanced RV & Auto Wash is a highly concentrated formula that easily breaks down dirt and bugs, and is approved for use on all exterior automotive surfaces. Once cleaned, apply our Advanced RV & Auto Wax to leave the surface slick, shining and ready for your next adventure.

diamond-shield.com

RV ROOF MAGIC

CARE & CLEANING LINE

Dicor Products, an Airxcel brand, Elkhart, Indiana, presents its RV Care & Cleaning Line. Protect and care for your RV with Dicor's complete line of RV cleaning and care products, including Exterior Wash, Black Streak Remover, Bug & Tar Remover, Awning Cleaner and Mold & Mildew Remover that are safe for use on a variety of surfaces and roof types. Dicor's RV Care & Cleaning Line also includes three different brush heads designed specifically to clean RV exteriors and are compatible with Dicor's universal extension rod.

dicorproducts.com



ROOF COAT SOLVENT

RvRoofMagic, Shelton, Connecticut, has a 25-year history of success. Join the thousands who have already benefited from its one coat system specifically formulated for the RV, trailer and mobile home industry – never a primer needed. The company has invested a significant amount of time and money years ago in developing its proprietary solvent. This specially formulated drying process allows for a chemical cross-link to occur, whereby RvRoofMagic and the surface it is applied on becomes one in the same.

rvroofmagic.com





PLASTIC CLEANER

Duo Form Plastics, Edwardsburg, Michigan, offers its DUO PURE Plastic Cleaners. DUO PURE plastic liquid cleaner is now crystal clear and combines plant-derived ingredients with essential oils to keep RV kitchen and bath components clean and fresh. Same safe and effective cleaner that customers have known and loved, now upgraded with a simpler and cleaner list of ingredients, and now eucalyptus scented. DUO Plastic Cleaner is nontoxic, eco-friendly, biodegradable and easy to use.

duoformplastics.com



BLACK TANK CLEANER

Walex Products Co., Leland, North Carolina, offers its Commando Black Tank Cleaner. Commando is an easy-to-use, quick-dissolving packet filled with a super-concentrated natural enzyme formula that thoroughly cleans the black tank, restoring sensor function. One packet of Commando cleans the tank in 12 to 24 hours, no scrubbing or agitation required.

walex.com

WORD OF THE MONTH

HINT

Your Service Contract partner known for lemonade & iced tea at the Elkhart Supplier Show

_____able

(fill in the blank)

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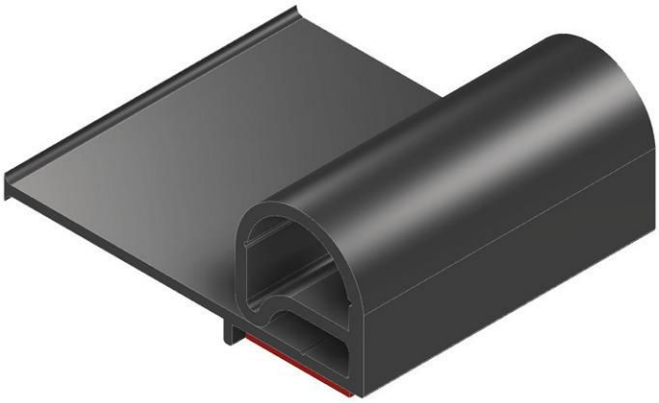
ANSWER: serVable



MOLD & MILDEW STAIN REMOVER

Iosso Products, Elk Grove Village, Illinois, offers its Mold and Mildew Stain Remover. Iosso's Mold & Mildew Stain Remover does just that: removes mold, mildew, leaf stain, tree sap, bird droppings and tough dirt from every washable surface. Apply to soiled areas to quickly remove stains from camper fabric, awnings, canvas, seats, carpeting and rubber roofs. This gentle formula is safe on fabrics and colors, is nonchlorine and biodegradable. The concentrated powder makes 3 gallons of solution for only $15.35. Shipping is easy, no liquids to spill in transit or on the shelf and is less costly due to less volume.

iosso.com



FUEL STORAGE CORROSION PROTECTION

Star brite, Fort Lauderdale, Florida, offers its Star Tron Stabilizer+ Fuel Storage. Star Tron Stabilizer+ Fuel Storage provides corrosion protection. Also ideal for motorcycles, boats, lawn equipment and classic cars.

starbrite.com/startron



SLIDE OUT SEALING SYSTEM

Jaeger-UniTek Sealing Solutions, La Porte, Indiana, presents its Flip 'N Seal Slide-Out Sealing System. The Flip 'N Seal is an innovative slide out sealing system by Jaeger-Unitek designed to keep RV slide out rooms dry and secure, it features a patented one-component bulb and wipe, preventing leaks and water intrusion. With OEM approval, the Flip 'N Seal ensures peace of mind for RV enthusiasts, offering a reliable and effective solution for protecting slide-out rooms from potential water damage.

jaeger-unitek.com

GIVE YOUR CUSTOMERS
THE *BEST* RV ROOF SEALANT ON THE MARKET

Save your time and your customers' money

one coat application means less time for your techs and savings for your customers.

No primer needed

- Applies directly on metal, EPDM, TPO, Fiberglass, Alpha Rubber, etc. !
- 10 yr. warranty!
- 30+ years of industry success!





RV ROOF MAGIC

Sign up today

Call: 855-281-0907

Mention you saw this in RV PRO and ask for wholesale pricing



EPDM ROOF MEMBRANE

NTP-STAG, Exeter, Pennsylvania, presents Dicor's New EPDM Plus Roof Membrane. Same flexibility and workability characteristics of previous EPDM membranes but with additional strength. EPDM Plus is a bright white membrane that holds 28% more tear resistance and 60% more puncture resistance to previous EPDM membranes. Its bright white finish helps to reflect harmful UV rays creating a much cooler RV.

viantp.com



CLEANING PRODUCTS

Lippert, Elkhart, Indiana, offers its Lippert Cleaners. Lippert offers a variety of cleaning products for RV and marine applications. From washing and waxing the exterior to cleaning and conditioning the interior upholstery, the company has the products needed to keep a rig or boat looking good as new.

lippert.com

A WORLD OF COMFORT

Eberspächer

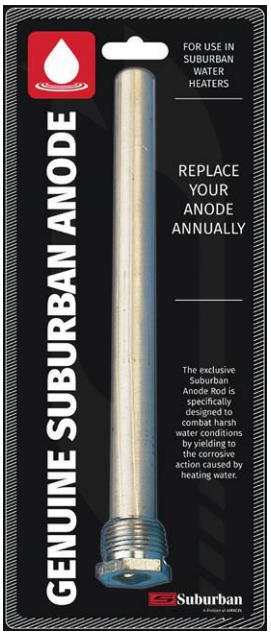


HYDRONIC AQUASYSTEM

AIR HEAT & HOT WATER IN ONE EFFICIENT SYSTEM

The AquaSystem is your first step in being able to enjoy the benefits of true independence and comfort, even during the coldest days and months of the year.

eberspaecher-motorhomes.com



ANODE RODS

Suburban, an Airxcel brand, Dayton, Tennessee, offers its Replacement Anode Rod. Anode rods are critical to maintaining the longevity of the tank water heater. Rods should be visually inspected annually and replaced when 75% consumed with either an aluminum- or magnesium-style rod to ensure the longest possible life span for the tank. Suburban's porcelain-lined, steel water tanks – with the same composition as residential water heaters – use anode rods to prevent caustic galvanic corrosion and combat harsh water conditions found in a broad geographic range of water sources.

suburbanrv.com



HEAT & SOUND INSULATION

Thermo-Tec Automotive, Greenwich, Ohio, presents its Thermo Guard FR. Thermo Guard FR offers superior heat and sound insulation. Its lightweight, durable shield reduces sound, absorbs vibration and protects from radiant heat up to 1,500 degrees. With 100% synthetic fiber felt and high-tech foil heat barrier, it blocks over 90% of radiant heat in just 1/4-inch thickness. Easily applicable and trimmable, it's ideal for trucks, RVs, cars, aircraft and homes. Available in two sizes with one or two foil sides. Use with Thermo-Tec's Heavy Duty Spray Adhesive for long-lasting installation.

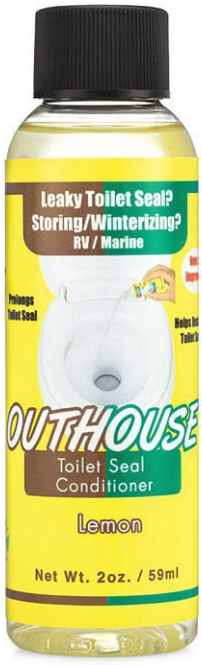
thermotec.com



FIBERGLASS CLEANER & STAIN REMOVER

RVbyLIFE, a division of Life Industries Corp., North Charleston, South Carolina, offers its Fiberglass Powder Cleaner & Stain Remover. The high-quality, heavy-duty fiberglass and composite cleaner removes dirt and most stubborn stains. The nonscratching formula is ideal to use for nonskid surfaces. Removes rust stains, scuff marks, black streaks and diesel exhaust stains. Just scrub and rinse with water. Leaves surface ready for waxing.

rvbylife.com



TOILET SEAL CONDITIONER

Pure Essence, Boerne, Texas, presents its OUTHOUSE Toilet Seal Conditioner that solves a leaky toilet seal in a couple of simple steps. It helps prolong the life of the toilet seal and restores leaky toilet seals by absorbing into the seal. It includes a Proprietary Silicone Blend formula that is scented with lemon essential oil with a freeze point of -55 degrees.

pureessence.life





PLEATED SHADE RESTRING KIT

United Shade, an Airxcel brand, Elkhart, Indiana, offers its Pleated Shade Restring Kit. Restring Kits from United Shade allow RV owners to repair up to five pleated shades (directions for two-cord day/night shades, four-cord day/night shades or two-cord night shades included). Compatible with most styles of RV pleated shades, Restring Kits are an economical way to extend the life of existing shades. Perfect for the DIY enthusiast requiring only a flat-head screwdriver, Phillips-head screwdriver and scissors for installation with step-by-step instructions included and available on Airxcel's YouTube channel.

unitedshade.com



DECALCIFICATION TABLETS

Truma, Elkhart, Indiana, presents its Truma AquaGo Decalcification Tablets. Truma AquaGo Decalcification Tablets keep the Truma AquaGo good as new. The tables are inserted directly into AquaGo's filter cartridge, and the system's control panel guides users through the cleaning process. Prevent calcium buildup and maintain efficiency and water flow with regular maintenance.

truma.net



FRESHWATER TANK STABILIZER

Thetford, Ann Arbor, Michigan, offers its Fresh Water Tank Sanitizer. Fresh Water Tank Sanitizer is an easy-to-use, two-part system designed for cleaning and sanitizing freshwater tanks and plumbing on RVs, trailers, campers, boats, water coolers, coolers, ice machines, refrigerators, ice chests or any washable hard, nonporous surfaces. The Fresh Water Tank Sanitizer kills harmful bacteria without using bleach or chlorine, leaves no smell or taste and is EPA registered.

thetford.com



HIGH PRESSURE DRINKING HOSES

Valterra Products, Mission Hills, California, presents its AquaFRESH Heated High Pressure Drinking Water Hoses. Keep drinking water flowing in sub-zero temperatures. The heating source is self-regulating, supplying additional heat as the temperature drops, no thermostat required. AquaFRESH High Pressure Drinking Water Hoses are engineered for high pressure RV hook-ups. This 5/8-inch diameter, 25-foot hose has NSF listed, nontoxic materials ensuring your water is safe to drink with no chemical tastes or odors. Metal hose savers on each end extend the life of the hose by preventing kinking, twisting and binding. With 120 psi working pressure and hi-flow fittings, you'll have reliable water flow and pressure. Easy to use with pre-attached hose gripper. Ten-year warranty.

valterra.com



RV TAILGATE

Stromberg Carlson, Traverse City, Michigan, presents its Tailgates. The 4000 Series Tailgate is Stromberg's most popular gate, featuring louvers to improve vision and reduce drag. The lightweight, durable glass-filled composition gate will not rust. The tailgate offers single-handed entry and key locks gate onto truck. The kit comes complete with attachment hardware and tailgate cables. Made in the USA.

strombergcarlson.com



Xtreme Compartment Heater



Xtreme Cabin Heater

FREEZE DAMAGE PREVENTION

Xtreme Heaters, Buford, Georgia, presents its flagship product Xtreme Heaters. Xtreme Heaters' purpose-built compartment heaters are designed to prevent freeze damage to critical components of the vehicle including wet lockers, basements and battery compartments. The company's self-regulating compartment heaters automatically and safely keep temperatures above freezing. Xtreme Heaters has been protecting assets from freeze damage since 2004. Two heat settings and a variable thermostat that includes an anti-freeze setting to help prevent frozen pipes.

xtremeheaters.com



RUST TREATMENT

Henkel Corp., Rocky Hill, Connecticut, presents its Rust Neutralizer. LOCTITE EXTEND Rust Neutralizer provides a one-step rust treatment that destroys old rust and prevents new rust. Brush or spray it on and within minutes, rust disappears and is converted to a durable black protective coating. Surface rust must be present. Use as a primer or finish coat. Specially formulated to be used with body filler and fiberglass. Aerosol can is ideal for hard-to-reach applications.

henkel-adhesives.com

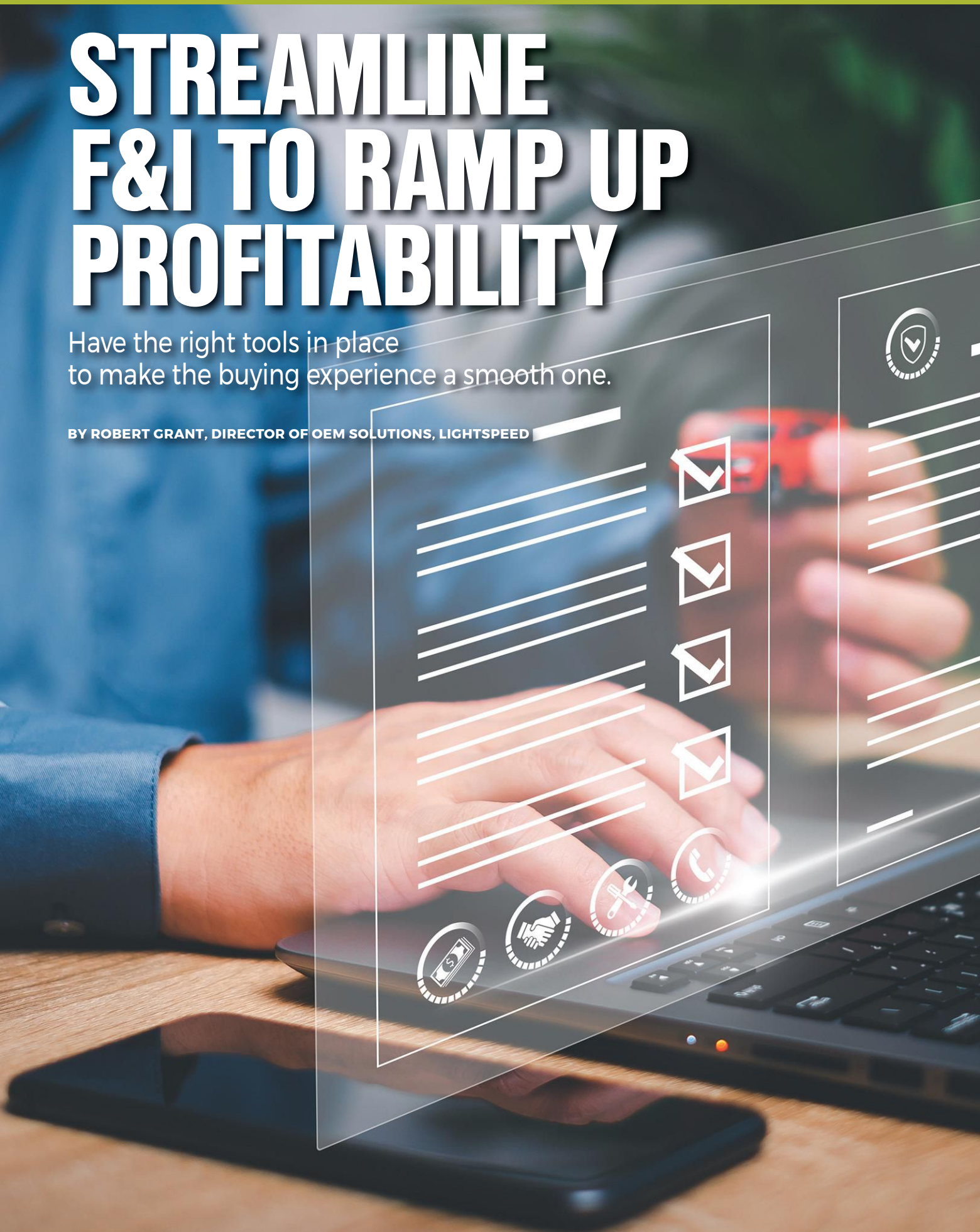
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RV PROTECTIVE COVERS

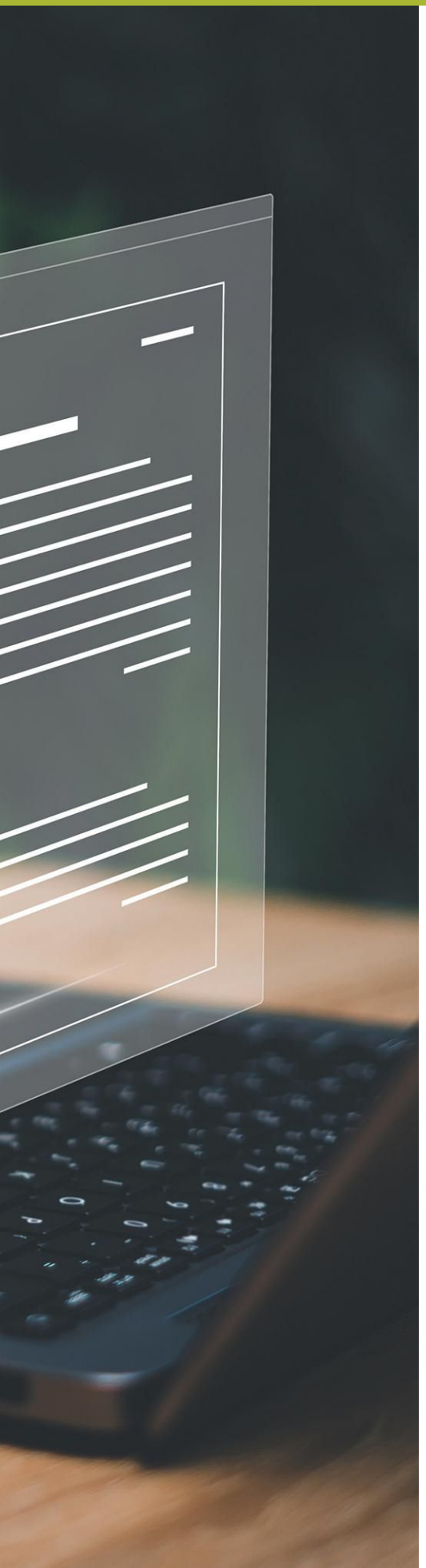
Contact Your Local Distributor to Stock Up Now!

STREAMLINE F&I TO RAMP UP PROFITABILITY

Have the right tools in place to make the buying experience a smooth one.

BY ROBERT GRANT, DIRECTOR OF OEM SOLUTIONS, LIGHTSPEED





With over 30 years in the recreation industry, I've spent a lot of time at dealerships. Those with optimized F&I processes succeed in providing a comfortable, consistent and structured buying experience that translates into satisfied customers and a more profitable business.

Knowing this, you'd think every dealership would be focused on F&I. But that's not the case. According to a study published on autonews.com, the average F&I profit per retail unit is less than $800. That's well below top performers who average more than $1,100 per unit. The study also notes that the average F&I office has a 38% penetration rate for service contracts while the top performers have a 54% penetration rate.

F&I Optimization Starts With the Right Tools

It makes good business sense to take a closer look at your own F&I office. Making sure you're getting the most out of every purchase can quickly add to the overall success of your dealership. What's the best way to boost F&I performance? I recommend you start by making sure you have the proper tools in place.

Centralized Customer & Deal Database

One of the biggest issues I see in dealerships is the use of multiple systems in the sales process. Many dealerships have a separate customer relationship management (CRM) system to track and manage leads; a separate quoting/desking tool; a separate F&I menu; and multiple F&I product providers who use different systems. Using too many systems can reduce efficiency by requiring multiple points of manual data entry. It can also increase the probability of introducing errors along the buying journey. I recommend looking at your process and ensuring that you have a DMS (dealership management system)

LET US TRAIN YOUR "D" TECHS TO BECOME "C" TECHS AT YOUR DEALERSHIP!

TECHNICIAN CAREER PATH (TCP)

- In-dealership Technician Training
- Train your low skill level "D" techs to become productive "C" level techs
- 1 Week of in classroom training on Technical Awareness & Operations
- 1 Week of Hands of hands on training & coaching in service department
- Train 5 Technicians per class

#1 SERVICE TRAINING DEALERS' CHOICE AWARDS DIAMOND



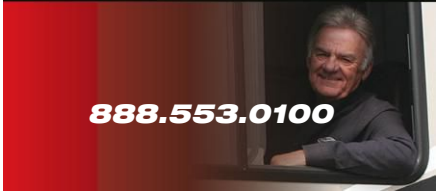
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in place that allows you to track your customers' entire buying journey in one place.

Credit Pulls

Being able to do your credit checks with a push of the button is critical in the overall financing process. Whether you are doing a soft pull or full checks including red flag or OFAC (Office of Foreign Assets Control), having the ability to automatically transmit customer information directly to bureaus will save you time and money. An industry provider, such as 700 Credit, provides access to bureaus, controls and assessments, along with a business shield with security protocols that help detect fraud, protect sensitive information and monitor processes.

Menu Selling

A consistent and structured buying experience is key to the F&I process. If you can generate a menu presentation quickly and accurately for your customers, they will be pleased. Plus, it allows you to remain compliant with regulations. Whether your customer prefers an onscreen experience or a hard copy, you can present your offering and the benefits for each product including product images and descriptions. If you use an onscreen process, customers can easily approve the packages or sign the declination statements so you can file in your records for the deal. Automating this process using eSignature makes it quick and convenient for document storage.

F&I Integration

Because there are so many different F&I product and service providers, having a system in place that can integrate with those providers will help reduce manual data entry. Since you have already entered the buyer and unit information, with a single click of the button, you can transmit details directly to your third party, helping eliminate errors and increasing efficiency for processing contracts.

With the latest technology, third-party F&I providers can even push updated totals and deal details back to your DMS. This allows you to eliminate errors and increase your efficiency for processing. If your current F&I provider doesn't have this capability, encourage them to implement the latest features.

> **"A consistent and structured buying experience is key to the F&I process."**

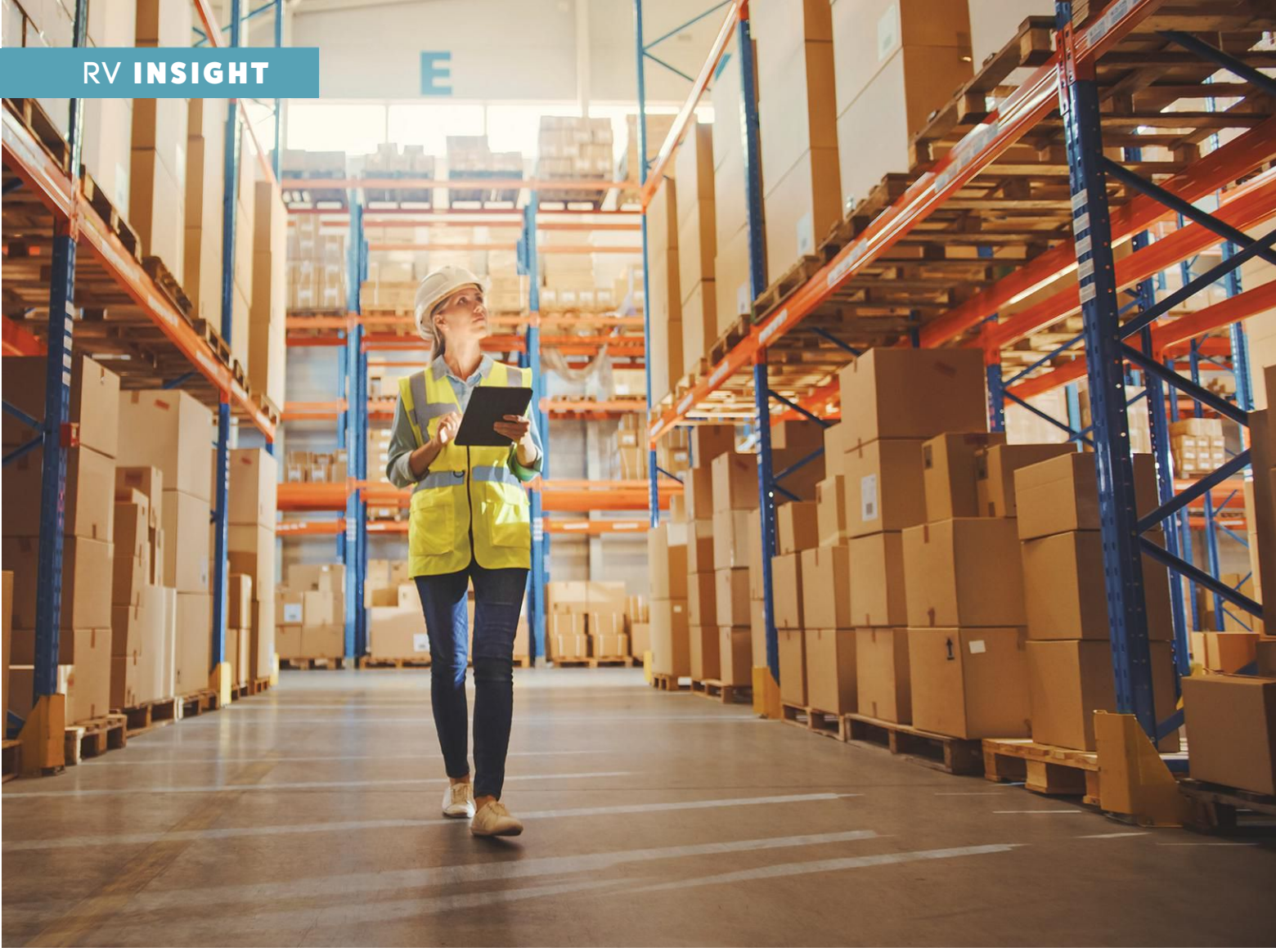
eSignature Contracting

I can't emphasize enough how important it is to do business with your customers where they want to do business. Today's customers are always on the run. With 97% of the American population carrying cellphones and 85% having smartphones, according to the Pew Research Center, consumers have access to review, sign and complete paperwork on the fly. Having an integrated eSignature program allows you to track document status, speed up the F&I process, reduce missing signatures and forms, reduce lender rejections and costly mistakes, and reduce printing and distribution costs associated with hard copy contracts.

Large eForms Library

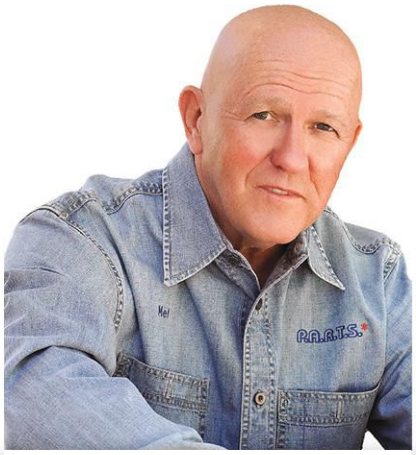
Because dealerships use so many contracts, it's critical to have easy access to your bank, F&I and other forms. Having access to a large (more than 9,000) library of contracts, forms and other important documents will ease the setup process for your department.

While there are more ways you can improve your customer experience and create a profitable F&I department within your dealership, having the right tools in place is a great place to start. RVP



Is Your P&A Inventory Prepped for the Winter?

Stocking accordingly for the upcoming season means knowing who and what to stock for.



Mel Selway is the president of P.A.R.T.S. Inc., a Sahuarita, Arizona-based firm providing business management analysis and training to retailers. He can be reached at 520-336-8606 or melselway@aol.com.

X-BRACE

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SP54-180



SCISSOR JACK STABILIZER
SP54-181



HITCH MOUNT STABILIZER
SP54-182



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www.morryde.com | 574-293-1581

It is September and to paraphrase a line from the song "Autumn Leaves" by Chet Baker: "… and soon we'll hear old winter's song." Many of your RV customers will be hearing old winter's song as they anticipate the arrival of that season and the need to prep their RV.

Winterizing Your P&A Inventory

Have you placed – and possibly already received – orders with your suppliers for those types of items that RVers need to get their RVs ready for the next several months?

What are those types of goods that your customers will be requesting? Perhaps their lists will differ depending on where and how their RV will be spending the winter. For part-time RVers, their RV will possibly be in storage either on their property or in a storage facility. Yet, for full-timers, they might be spending their winter in the warmer climes of North America.

Perhaps you should consider the mix of goods and equipment necessary to support each of these two types of winterization as you prepare your P&A inventory for the ensuing season.

Winterizing For Part-Time RVers

First, determine what you need to have in stock for those customers who will be preparing their RV for storage. Most likely, your Dealership Management System (DMS) contains the demand history for goods requested and sold for specific months of the previous year – or two, three or more years.

This demand history could be used as a guide for those items that have previously been stocked in your P&A inventory. However, you might have recently attended a supplier expo or noticed an ad in RV PRO for newly released winterization items and have decided that some of these could also be of interest to your customers.

Perhaps you have developed a winterization display in your retail area – and possibly a separate one in the service write-up area.

Another idea is to develop a shopping list for your customers to ensure they add every winterization item to their shopping basket that they will need. (And you do have shopping baskets available for your customers, don't you? More stuff can be carried in a shopping basket than can usually be carried in your customer's hands.) These shopping lists are especially helpful for first-time RVers who probably have never prepared their RV for storage. Some of these items that first-timers may require won't even fit in a shopping basket, such as wheel covers, solar-powered battery chargers, black water holding tank chemicals and other similar items.

Perhaps some one-on-one assistance by a parts associate could ensure that your first-timers get everything they need to make certain their RV is properly prepared for winter storage. Then, providing top-notch customer service, the parts associate could carry the larger items to the cash-out station.

Do you say you don't have enough parts associates to provide this one-on-one assistance? Maybe you do – you just haven't actually "hired" them yet. Consider contacting some of your existing customers who have experience with prepping their RV for storage and offer them a special discount to work a few hours each week.

A marketing tip: Have your RV sales agents contact the first-timers to whom they have sold this year and offered to coordinate a date/time for a personalized winterization shopping experience. During the phone call, the RV sales agent might inquire as to where and how the customer will be storing their RV. By gathering this information, a customer-ized package of goods and equipment could be awaiting the customer's arrival for their appointment.

If you control when your customers will be shopping for their RV storage supplies, then perhaps you do have enough parts associates to

facilitate this personalized experience and the chance to offer unparalleled customer service.

Maybe these concepts are a bit outside the box for some of you. But, how many of your competitors offer this customer-ized service? Do you aspire to offer a cookie-cutter shopping experience? Or do you want to be the place that RVers seek out and recommend?

OK – enough of these crazy ideas. Besides, we haven't considered the materials and equipment that might be required and requested by the full-timers who will be using their RV during the winter.

On the Road Again – or For the First Time?

As with those RVers who will be storing their units for the winter, there are full-timers who are first-timers, and there are full-timers who have been doing this for a while.

For your full-timer customers who have been doing this for a while, perhaps you could have a display area that contains new items that could enhance their travels during the next few months. These could be materials and equipment that have been recently released and which you have noticed when attending an expo or from your review of your issues of RV PRO.

And, if you have a relationship with these experienced full-timers, you probably have an idea of their spending limitations and of their RV lifestyles so you can customer-ize your presentation to each of them.

Yet, what about those first-time full-timers? Yes, most of them may have been RVing for several years; however, this might be their first year of year-round living and traveling in their RV. Will they be using their existing RV? Or have they purchased a replacement RV to support going full-time?

More questions to consider:

- Will they be traveling to a winter destination where they might stay for extended periods?
- Or will they be traveling from destination to destination with short stays at each location?
- Will your first-time full-timer be staying in RV resorts or other locations that provide full hookups?
- Or will there be some locations that will entail dry camping with limited or no hookups?

> MAYBE THESE CONCEPTS ARE A BIT OUTSIDE THE BOX FOR SOME OF YOU. BUT, HOW MANY OF YOUR COMPETITORS OFFER THIS CUSTOMER-IZED SERVICE?

These questions and possibly others will assist you in properly preparing your first-time full-timers for the winterization of their RV.

Yes, It's More Work

Some of you may be commenting on the extra work that my suggestions require. However, you should be excited about the additional sales opportunities that my suggestions might generate. The difference will be in the preparations you make for winterizing your RV business. RVP





An experiential photo spot set up by Curtis Trailers at the Portland RV Show, which even caught the eyes of curious young campers.

Stand Out at RV Shows

Dealers wanting to catch eyes at consumer shows take note.

If you ever feel like you're not getting enough exercise, walk an RV show at a local expo or convention center. I'm pretty sure I lost a few pounds when I attended Oregon's Portland Metro RV Dealers show this past March. I went because I was curious to see how the RV retailers in my area would set themselves apart from one another. Some of the dealers were very visually savvy, while others went with the bare minimum of visuals. They all get business, and I don't have the stats on who does more in their showroom and at off-site shows, but I do know that some were very memorable while others were virtually anonymous. By the way, the show was very busy and in more than a few cases, I had to wait my turn to view the inside of an RV.



Linda Cahan is the president of Portland, Oregon-based Cahan & Co., a consulting firm that works with retailers of all sizes and categories to improve their bottom line through creative, affordable and appropriate visual merchandising, store design and renovations. For more information, visit lindacahan.com.



> SOME DEALERS WERE VERY VISUALLY SAVVY, WHILE OTHERS WENT WITH THE BARE MINIMUM.

According to a friend who works for a successful dealership, they did great business at this show.

Looking nondescript is simple. Summed up in four words – have almost no signs. Several dealers were unidentifiable. There were no banner signs, or maybe one by the first RV unit. If you were walking the show coming from any other direction, you'd go past at least 10 RVs without any idea of who the dealer is. Every RV needs a dealer sign on or near the door and/or inside the unit. If you have many units lined up on either side of a long carpet and there's a wall at the end, make sure there's a large sign at the end of "your" walkway telling people who the RVs belong to.

If you want to be noticed, creativity is a huge plus! Imagine an expo center with more than a hundred RVs of all sizes, types and lengths lined up under fairly awful lights with bare concrete aisles covered by a 1/4-inch of industrial carpet. When you enter this world, you forget that nature even exists – but one of the major purposes of owning an RV is to get out and experience nature.

Camper Eye Candy

Curtis Trailers in Oregon's Beaverton and Portland did a terrific job of creating a strong identity, setting themselves and its RVs apart, along with highly experiential areas for adults and children. Each RV dealer had a choice (as far as I could tell) of carpet color. Curtis brilliantly chose green, which says "nature."

In each of its RVs, it added accessories that were attractive and made sense with the overall décor of each unit. In one upscale RV, there was a wood chopping board in the kitchen with a red bowl, large spoon and open cookbook on the countertop. The red color was continued with a small red pot on the stove. Sitting on the nearby table was a red salt and pepper shaker set. The small splashes of red carried the viewers eyes around the entire kitchen/dining area. In the bedroom was an open red book with matching

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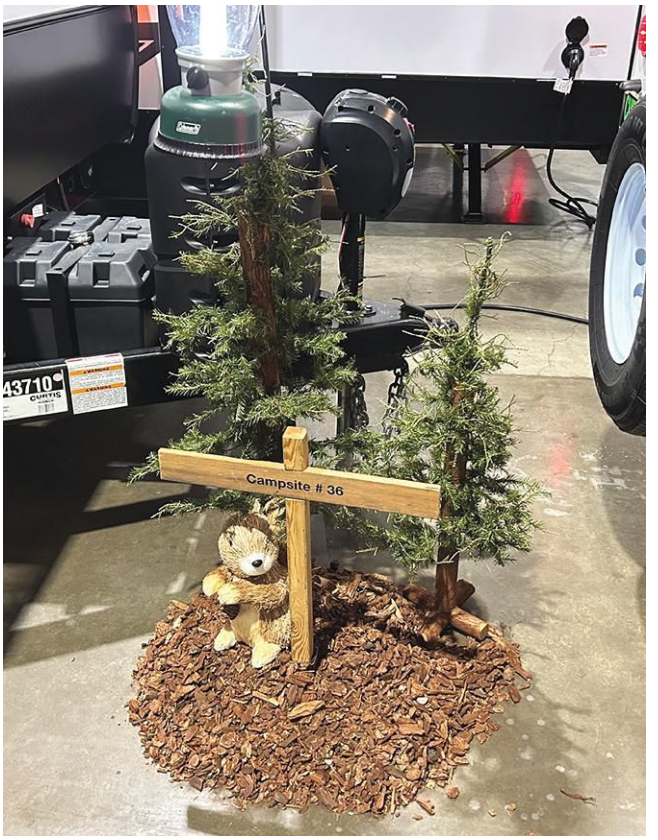


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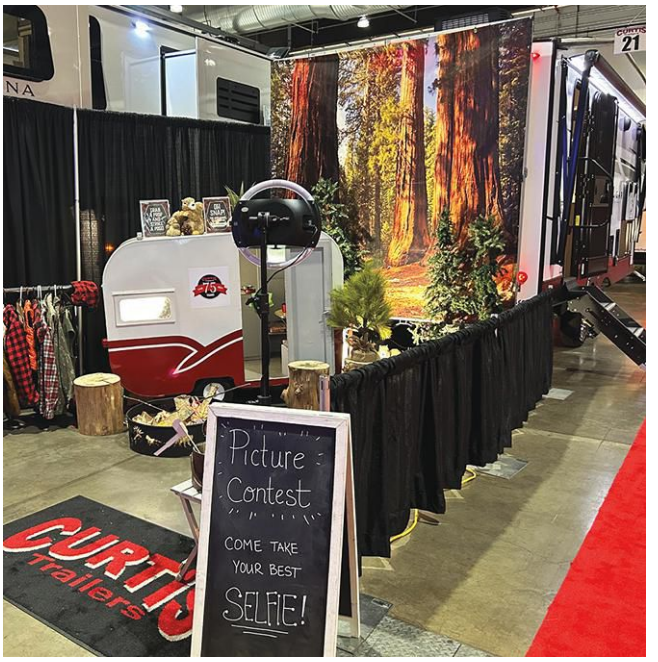
One of several nature vignettes that were scattered through the Curtis Trailers area. They were little islands of charm that humanized or "naturized" the huge RVs.



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Curtis Trailers' area with lighting for visitors to take selfies.



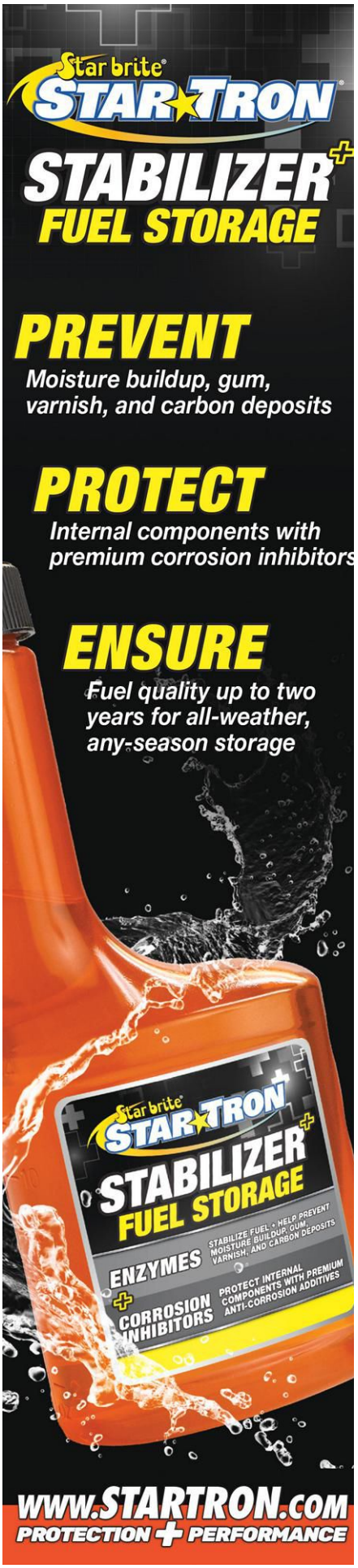


This children's play area deemed "Camp Curtis" to keep kids busy while their parents shopped. It worked!

red pillows. A red throw on the bottom bunk bed in the kid's bedroom tied all the rooms together. Using a warm color to lead the eye around an RV makes it memorable. Red is the No. 1 best color for sales, but beware, a little goes a long way. Curtis did it right using small amounts in each space. Too much red and people would have hurried out as it can cause irritability and impatience.

In the Curtis area of the expo center, the dealership added fake trees, wood signs and somewhat realistic-looking animals such as bunnies and squirrels made of wood and straw. At the end of each of their aisles hung large photo blow-ups of nature that drew people down the long walkways.

What got me excited enough to write this column were Curtis' "experiential zones" at the ends of the main aisle. They created a very fun selfie spot with a huge photo mural and tiny trailer in front, a fake fire and real wood stumps to sit on around the fire. They provided fake (I hope) hot dogs to pretend roast over the fire, while a parent or partner took photos. In another area, picnic









Different merchandise options are shown together at the Curtis exhibit.

tables were set up with games for kids to play while their parents toured the RVs. This experiential zone also had a video and larger "stand-on" games for two children to play together. In a few other areas, Curtis displayed add-ons such as a small boat, motorcycle, bike, chairs, grills, a tent that attached to the top of a trailer with stairs, and a stackable washer/dryer unit all on artificial turf that brought nature into equation.

Other dealerships added a few things – such as fake rocks, trees and a deer in the Camping World area. More was definitely better, and the continuity of Curtis Trailers' display made a difference. It was fun! I also liked their two signs showing photos of all their employees from each location to honor them.

Who's Selling This RV?

If you choose to be part of an RV expo show, go the extra mile and start collecting accessories now. Stores that are (sadly) going out of business such as Bed Bath & Beyond carry lots of decorative accessories. Estate, garage and tag sales, Target, dollar stores, Walmart, Goodwill and similar stores are great resources for decorative accessories. Pick color themes to tie together what you buy. Then, put things that belong together visually (by color and use) in a box, label it and store it for the next show – one box per RV. Make sure to air out any comforters, throws and pillows before the show to make sure they don't have any odors.

When you attend these shows as an exhibitor or to check out the competition, make sure to walk the side aisles where the independent vendors show their wares. There are some interesting and fun things you can add to your merchandise assortment that no one else may have yet. For example, Trash Snap – trash bag holders for cars, kitchens, RV areas where a trash basket would just roll around (trashsnap.com).

Whatever you do, please add floor-standing banner signs at either end of your aisles and a sign inside each unit reminding people of who is selling this lovely RV. RVP



The Benefits of Building Customer Trust

Why selling is the 'transfer of trust' and how to find the sweet spot in sales.

Of all the things salespeople need to learn when working with customers, the one thing often missed when dealerships train new salespeople or retrain existing salespeople is how to build trust with their customers.

Most dealerships rely on the sales staff's interpersonal skills to get the job done; however, that alone usually isn't enough. Being a nice person always helps, but for the customer who walks in the dealership with anxiety about working with a salesperson, more is needed to knock those walls down. This is not an isolated case either, as most customers dread working with a salesperson for one reason or another, whether that fear is real or perceived. If you don't think that's true, just sit and observe the behavior of customers when they walk through the front door.

Some customers have become skilled escape artists, using a multitude of tricks like walking fast right by a salesperson without saying a word, asking where the restroom is and then slipping out the back door to the lot or using the age-old line all salespeople hate – "I'm just looking" – to avoid saying hello to a salesperson.

Therefore, even though everyone in management or on the sales staff realizes that customers resort to those tactics, nearly no one includes improving the techniques and steps to make rapport building a priority in training. Everyone focuses on product training, handling objectives and closing techniques, but avoids this sensitive topic. We all forget that long before customers are customers, they are people. So, it's odd that so many training programs discount this as a priority. When salespeople come to me



Thomas Morin is an author and owner of Unlock Your Career Coaching, a North Myrtle Beach, South Carolina, company that coaches salespeople in all industries on how to build rapport and trust that customers must feel to be comfortable buying from them.



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for individual coaching, other than handling the rejection of customers repeatedly saying no to buying, building rapport and trust is the most neglected item on the list.

One of the biggest obstacles is that it takes more time. Dealerships typically run with the lowest possible salesperson headcount in order to have enough business to keep everyone happy. Another obstacle is that because salespeople really do want to be customer service-oriented, when a customer wants to just rush out to the back lot to look at product, they just let them do it. When this happens, the single most important event in the entire process gets missed – the opportunity for the salesperson to prove to the customer that they really do have their best interests at heart, and they aren't the boogie man the customer thought they were.

When the salesperson and customer just race out to the lot to look at product, it's an exciting event – for the moment. The customer doesn't realize that they missed the chance to get to know and trust the salesperson until the moment of truth, when the salesperson asks for the sale and the customers says no. In some cases, they may not even know why they're saying no – but I do: It's because they don't trust the salesperson. The sad part is that most of the time the salesperson doesn't realize that the decision they made to let the customer rush into the lot 3 hours ago cost them the sale.

Less (Stress) Means More

Customers are more anxious than ever before, with the aftereffects from COVID, politics getting uglier every day, the economy, rising prices, ballooning interest rates and so many other things that cause stress. This puts even more importance on salespeople taking time to slow down in the first few minutes, go through the 3 minutes of discomfort to get the customer to wait, and giving both a chance to build rapport and trust with each other. Everyone involved will enjoy the process more, and relieve the pressure cooker customers usually walk in with, by taking a few minutes to really get to know each other.

Even if this hasn't made sense to salespeople so far, here are 20 more reasons why taking the time to build rapport and trust with customers will benefit everyone involved. Customers will:

1. Listen to what the salesperson has to say in the demonstration
2. Follow their advice and recommendations
3. Pay less attention to negative comments they might have read online about the dealership
4. Be more honest in answering the salesperson's questions
5. Be more open to enjoying the shopping process and having more fun
6. Reduce the amount of negative body language clues for the salesperson to have to figure out
7. Be more vocal and receptive to answer the salesperson's questions
8. Feel more confident in the salesperson's promises and commitments
9. Be more honest in telling the salesperson information they need to know, like how they plan to use their RV or what their budget is

10. Pay more attention to the explanation of the features
11. Raise objections sooner for the salesperson to address
12. Have fewer misunderstandings with the salesperson
13. Move faster through the shopping process
14. Be less price-focused
15. Be more open to high-profit add-ons
16. Feel comfortable asking for clarification when they are confused
17. Become a friend
18. Become a referral machine for the salesperson
19. Be more flexible in the financing process
20. Buy from you!

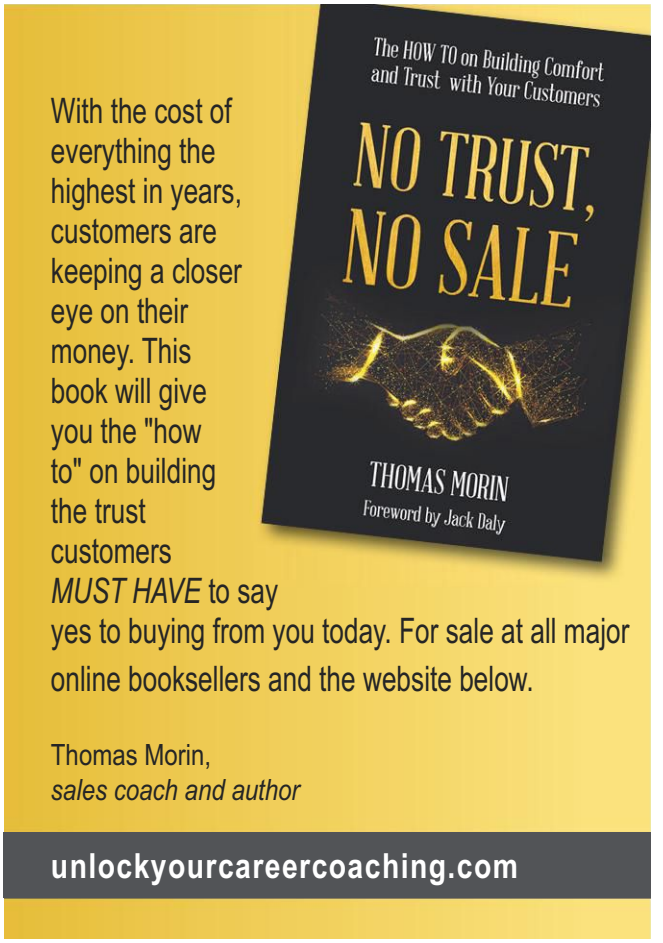
World-renowned sales coach and trainer Jack Daly says that "Selling is the transfer of trust." There is no doubt about the absolute value of rapport and trust with your customers. No one can argue that trust beats price, quality, reputation, location and service.

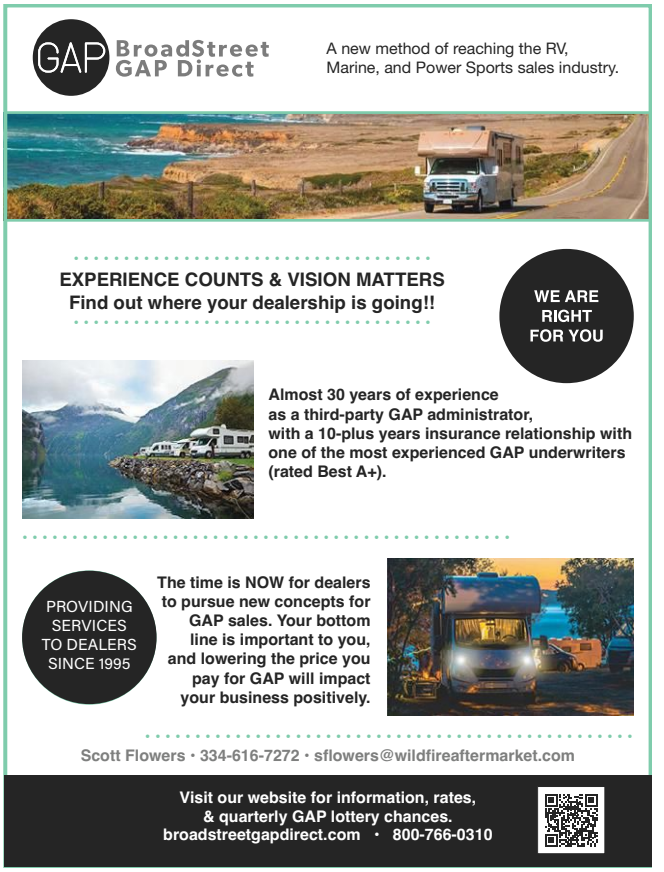
The best way to implement this is to look at the first 15 to 30 minutes of any customer visit as the "sweet spot" of the sales process. All salespeople need to step back and take a critical look at every single step they take during this time period.

Other tips that will help salespeople put more emphasis on this time period are:

- Take a few minutes to empty your head when finished with the customer before. Grab a water and/or a snack. Stopping and letting the world stop for 5 to 8 minutes will help you be fresh and ready to start anew with the next customer.
- Start with a blank piece of paper with each new customer and build the information that is specific to them. What happened with the last one has nothing to do with the next one. If the last customer was rude and unpleasant to deal with, the memories and emotions of that must be wiped clean from your memory, with no carryover.
- You must slow the customer down. They will be excited to look at RVs but a "get to know you" period must come first.
- If you can't determine how the customer prefers for you to work with them by what they say or their body language, ask them. Each customer has a preferred way they like the salesperson to work with them and that will eliminate the salesperson having to guess the best approach.
- Be flexible in adjusting your style to that of your customer. Customers like to work with and from buy from people who are like them. If they prefer short, direct answers to questions, give them that. If they are analytical and like more detailed answers, give them that.
- Most of all, more than anything else, have fun. Customers expect the worst when working with a salesperson, so when you can provide a fun atmosphere for them, the temperature will be much lower and conducive to an open mind when it comes to buying.

Customers are people. Salespeople are people. It's just people being together, having fun and finding the perfect RV that fits in a customer's budget. RVP





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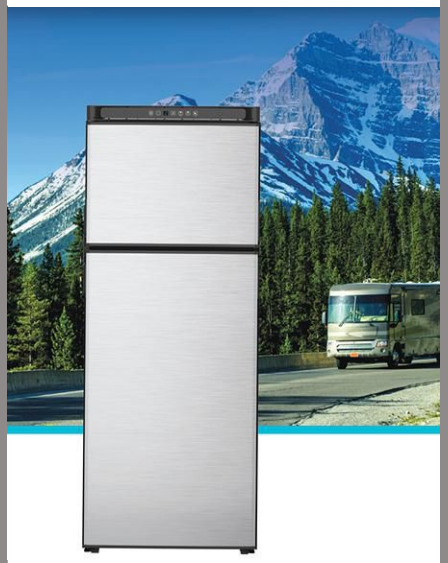
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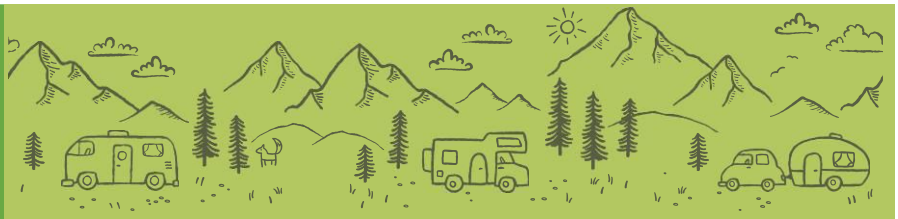
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Pit Stop



Great American Outdoors Act



The landmark **Great American Outdoors Act (GAOA)** was signed into law 3 years ago. Here are a few recent examples of how it continues to support **campground revitalization:**

- Two campgrounds in the St. Joe Ranger District of the **Idaho Panhandle National Forests** will receive new electrical and water systems, roads and parking repaving, reroofing the existing pavilion, new tables and fire rings, and more.
- $3.2 million in funds are replacing a bridge at **Sourdough Creek Campground** in Alaska. The 50-foot bridge will expand to a 90-foot bridge to accommodate the river floodway.
- **Oregon's Wildcat Campground** at Hyatt Lake will replace water, sewer and electrical lines throughout the recreation area.

Read more about GAOA impacts at RVIA.org.

SOURCE: RV INDUSTRY ASSOCIATION

JUNE SHIPMENTS

24,095 TOTAL RV SHIPMENTS

46.4% DECREASE COMPARED TO JUNE 2022 (44,942 UNITS)

TO DATE, RV SHIPMENTS ARE DOWN **49.2%** COMPARED TO SAME POINT LAST YEAR

"RVing has remained a preferred way to travel for more than 44 million Americans planning RV trips this summer," said RV Industry Association President and CEO Craig Kirby. "Our latest RV shipment forecast shows that shipments should begin to recover later this year and into 2024 as consumer confidence increases and the ongoing interest in camping and RVing turns into increased RV sales."

NEED A CHARGE?

Electrification in the U.S. is seeing big investments, including the target to have 50% of all new vehicles sold in 2023 be zero-emission. It is estimated that:

- **35 million EVs** will be on the road in 2030. By 2035, an estimated 14% of towable RV owners will drive EVs (745,551 units).
- For motorized, Class Bs will likely transition to EVs in 2024, with up to **18% electric-Bs on the road by 2035.** Class A and C adoption is expected to begin later in 2026 and reach 5% EV adoption by 2035.
- The U.S. anticipates **500,000 public charging stations** – including 50,000 direct current fast chargers (DCFCs) – would be required to support this level of EV adoption.

SOURCE: RVIA, BLACK & VEATCH

STAND OUT AT RV SHOWS

TIPS FOR DEALERS TO CATCH EYES AT CONSUMER SHOWS:

- Have signage at the door/inside every RV to advertise dealership
- Mimic nature with display colors and accessories to decorate area
- Small splashes of red (or a bold color theme) throughout the RV can guide consumers' eyes around the unit and draw attention to certain features
- Try adding "experiential" areas to the display, such as a selfie spot, fake campfire, play area for kids, etc.

Get examples and more top-selling tips in Linda Cahan's column on pg. 126.

On July 21, the California Air Resource Board (CARB) issued a notice that the

Clean Truck Check

– a heavy-duty vehicle inspection and maintenance regulation approved in 2021 – **does not apply to motorhomes** registered outside of California and used for recreational purposes.

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