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ON THE COVER
Toro Bravo's Silver Spear is new to the market.
Photo courtesy of Toro Bravo.

RV PRO



I have always been a list-maker, so making a New Year's resolution list is usually right up my alley. But recently, I've shied away from the practice because of the pressure I felt when things didn't go quite the way I wanted. I think having goals is a must – but setting yourself up for success is important, too. So, at the beginning of 2023, I made a list of a few things that would make my life easier and more enjoyable – small steps that I could somewhat easily achieve. No. 1 – learn to let emails or Teams messages sit unanswered for a short time while I finish a task. I have a tendency to want to answer immediately, which leaves me distracted and unfocused. Blocking off time to only write or only edit has proved to be invaluable for my workdays. No. 2 – invest in help with household tasks that feel impossible to keep up with. Between working full time and raising our 6-year-old daughter, house cleaning and laundry always seem to fall to the wayside. This year, I was determined to find room in our budget to enlist the help of a cleaning service and a laundry service (if you haven't tried Poplin yet, I highly recommend it!). I now have more time to play with my daughter or read a good book. Finally, No. 3 – take a pottery class – something I've always wanted to do. As I write this editor's letter, it's Dec. 5 and I have yet to schedule this class. But I started researching where to go and I'm determined to gift this to myself before the end of 2023.

Having lofty goals for our personal lives and our businesses is important – we need to dream big and reach for the stars. But setting tangible steps so we can succeed along the way can make business, and our home lives, more enjoyable. As we embark on a new year, think about action steps you can take at your business that will make your life – and the lives of your employees – just a bit easier. Showing your employees that you're willing to invest in ways that make processes more efficient and clear up any pain points for them goes a long way to building trust and retaining great team members. And while you work toward those BHAGs (big, hairy, audacious goals), small successes will build confidence to strive for more. From the team here at RV PRO, Happy New Year, and here's to a great 2024!

As always, thanks for reading!

Jennifer King

Correction

Brent Smith's 40 Under 40 profile in the December issue of RV PRO contained a few errors. Here is the corrected version:



BRENT SMITH
Craig Smith RV
Dealer Principal and General Manager
With company: 16 years

When Brent's father, Craig, opened Craig Smith RV in 2000, 12-year-old Brent got right to work in the dealership's wash bay. He continued to work summers through his time at Northwood University, where he majored in automotive marketing and business management. Brent became the general manager and dealer principal in 2018 and is currently the dealer principal of Craig Smith Chevrolet. His nominator says that in just two years, Brent helped move the dealership from seat 19 to seat two, and his efforts increased sales volume by 150%. Brent embraced ringless voicemail to become the leading used Class C and Class B dealer in his market. He has received the Triple Diamond designation from Leisure Travel two years in a row. He sits on the executive committee of the RV09 Dealer Group where he will begin a term as chairman in February 2024. In his time away from the dealership, Brent works as a vigil volunteer for two large hospice groups, which he says helps keep everything surrounding his work in perspective.

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RVDA Con/Expo & 40 Under 40 *Take Over Vegas*



BY RV PRO STAFF

The 2023 RV Dealers Convention/Expo at Paris Las Vegas brought 1,645 dealers, exhibitors and industry partners together Nov. 6-10 for a week of educational workshops, awards events and networking on the exhibit floor.

While show attendance was down 10% from 2022, the mood during the week was positive and hopeful, looking to the new year.

"The RVDA Convention/Expo Committee, chaired by Chris Andro of Hemlock Hill RV, put together an event that had something for all types and sizes of dealers," RVDA President Phil Ingrassia said in a release following the event. "The convention/expo had terrific support from our industry partners and will help dealers prepare for what's ahead in the coming year."

During the U.S. association's annual meeting, Ryan Horsey of Parkview RV Center in Smyrna, Delaware, was elected 2023-24 RVDA chairman of the board. RVDA presented its James B. Summers Award – the association's highest honor – to Mike Regan of Crestview RV in Buda, Texas. In addition, two Titan awards were given to Sherman Goldenberg of RVBusiness and Dan Pearson of PleasureLand RV Center. Pearson's daughter Whitney accepted the award on behalf of her late father.

Outgoing chairman Nathan Hart of Walnut Ridge RV Family Sales in New Castle, Indiana, presented the RVDA Chairman's Service Award to four industry veterans. The awards are presented annually by the outgoing chairman of the board to recognize individuals who have made significant contributions of time and effort to the association over an extended period. Honorees are chosen by the chairman. The recipients were Chris Andro of Hemlock Hill RV Sales, Jeff Hirsch of Campers Inn, Ryan Horsey of Parkview RV Center and Bob Martin of THOR Industries.

In addition to exhibitor-led Vendor Training +Plus sessions, the event featured educational workshops covering key aspects of dealer operations, including F&I, digital marketing, fixed operations, sales and dealer/general management issues.

The 2024 RV Dealers Convention/Expo will be held Nov. 11-15, 2024, at Paris Las Vegas.

40 UNDER 40 WINNERS HONORED IN VEGAS

Family, friends and colleagues cheered enthusiastically during the 40 Under 40 event Nov. 7 at the Paris Las Vegas. RV PRO honored the 31 honorees who attended the event; in all, 40 were selected for the class of 2023.

Lyle Peluso Jr., CEO of ReserveMax.io, toasted the honorees, commending them for their innovation and indomitable spirit.

Jennifer Lett, director of marketing, recreational living for GE, a Haier company, also a gold sponsor, reminded the honorees to thank the people who support them as they rise in their careers, noting that GE was honored to be a part of the event.

Also at that night's reception, the Duane Spader Leadership Development Scholarship was awarded by Mark Spader of Spader Business Management. The scholarship honors the company founder Duane Spader, a past chairman of RVDA, and gives the winner the ability to participate through the Mike Molino RV Learning Center the leadership development program – a value of $14,875 – for free. This year's recipient was Dean Taggart, service manager of Wilkins RV.

Jeremy Greene, senior director of events and marketing with the RV Industry Association, addressed the 40 Under 40 honorees, encouraging them to attend the Leadership Conference March 5-7 in Bonita Springs, Florida. For information on that event, visit rvia.org/events/leadership-conference.

The 40 Under 40 class of 2023 was featured in RV PRO's December issue.

THE 2023 40 UNDER 40 HONOREES WERE:

Aaron Bashore – Tom Schaeffer's Camping & Travel Center
Alissa Reyes – Thetford
Allison Leonhardt – Renegade RV
Ally Moncayo – MBA Insurance
Anna Ruiz – Octane Lending
Austin Ciambriello – Intellitec Products
Ben Johnson – Meyer Distributing

The 40 under 40 winners at the recognition event.

Brent Smith – Craig Smith RV
Brian Loscheider – Sika Corp.
Brock Allen Ward Sr. – Ed Allen's Campground & Cottages
Camila Ramirez – Go Camp
Catherine Barsanti – RV Industry Association
Christina Gose – Mapletree Transportation
Corey Payne – Patrick Industries
Cristal Doll – Hilltop Camper and RV
Derek Weaver – NTP-STAG
Diane Miller – Firefly Integrations
Jesse Stopnitzky – Performance Brokerage Services
Jessica Herrmann – Blue Compass/Airstream of Tampa
John Jones – Cruiser RV
Justin Rickett – RV Technical Institute
Joe Mehl – Alliance RV
Kyle Peterson – Airstream Adventures
Megan Stouder – Newmar Corp.
Michael Yanni – Wilkins Recreational Vehicles
Michelle Blosser – Grand Design RV
Paul Choquette – Blue Ox
Phyllis Beyers – Genesis Products
Ryan Eash – Jayco
Ricky Chynoweth – Campers Inn RV
Robert Kowalczyk – Fleetwood RV
Sam Martin – Airxcel
Seth Buchheit – Chinook RV
Shannon Regan – Crestview RV Center
Steven Riley – Rileys RV World
Summer Trammell – Storyteller Overland
Tony Lizzi – Grand Design RV
Travis House – Temecula Valley RV
Trevor Kropf – Kropf Industries
Trevor Youngblood – Youngblood's RV Center



Brent Smith, dealer principal and general manager of Craig Smith RV, receives his 40 Under 40 award.

Tackling the Toro Bravo

How a military prototype gone off-grid concept aims to be an all-in-one solution for adventurers and workers.

BY JOHN MCCURRY



A new RV company, whose owner describes its products as an entirely new category of RV, will begin production in Michigan in early 2024.

Renowned automobile specialist Roush Performance will assemble the modular overlander vehicles for Toro Bravo 4X4, a California company headed by Jeff Rohrer – a former linebacker for the Dallas Cowboys during the Tom Landry era.

Toro Bravo describes its flagship Silver Spear model as "an all-in-one work truck, RV and toy hauler" designed for off-grid overlanding. It will have an MSRP of $299,000 and first deliveries are set for March. The concept for Toro Bravo sprang from design work for military prototypes that Rohrer, 65, was creating with a group of young designers, who are now Toro Bravo co-founders.

"The idea grew out of the fact that the average age of my design team is about 26," Rohrer says. "I was doing military prototypes with them on some major projects, and we decided to take a shot at an outdoor product. We were working on some things for the Defense Department that we really cannot talk about. The kids that I work with came to my previous prototype project as consultants," he says. "They came from the L.A. school of design. Their design team strengths were their ability to create things in 3D and to make photo-real images. That is an evolving art that is becoming more and more used in the automotive industry. They were helping us on the military prototypes."

Rohrer's co-founders are all big on rugged, outdoor pursuits. One is a snowmobiler from Canada. A couple are avid dirt bike riders from California. Another one is a big rock climber.

"They were hanging out with the Sprinter crowd," Rohrer says. "The basic complaint from that crowd is, we love our



Sprinters, we love our 4x4s, but we can't haul anything. They wanted to be able to go further and deeper into the wilderness, and pulling a trailer is not always ideal.

"This is for the more aggressive campers, who want to go further and deeper, and be able to bring their toys and be able to have a way to get them readily in and out of the vehicle. That is why we designed a back door that is like a ramp. You can actually get things in and out. I would say that with 95%, or even 100%, of the current options for the RV crowd, there is really no way to load things easily in and out."

Rohrer says the company's goal is to "democratize" the market with less expensive options. Growing out of military prototyping, the group went from there and found ways to build its own prototype.

"They did an excellent job. It is built to get beat up," Rohrer says. "It is on a subframe, so we decided not to connect the cab to the back. The subframe keeps the habitat separate from the cab. That is a big part of our design – the decision not to connect

the habitat directly to the frame like most motorhomes – because it will absolutely get destroyed when you go 4x4ing, but if you have a subframe, you have a chance of making something that will last and not fall apart."

FOSTERING 'FUTURE-PROOF'

The company's name derives from a sign Rohrer saw at a bar in Mexico during his previous career as a commercial film producer.

"We were shooting down in Mexico, and I think it was at our wrap party that we started buying things off the wall. There were hats and other things and then I noticed that behind the bar there was a hand-painted sign that said Toros Bravos. I still have that sign in my office, and from that I suggested Toro Bravo, and everyone agreed it was a killer name to communicate what we were after. The market share that we are going after is very Baja and naming our creation after a brave bull seemed super cool."

Rohrer says his company's business plan includes attracting a new crowd to the RV industry.

"There are too many people who have other jobs, who would love to be able to not look at their RV sitting in their driveway all week," he says. "Our design is not for people who want to bring their living rooms to the campground. It is for people who want to be in the outdoors. For them, the outdoors serves as their living room."

Toro Bravo units are equipped with two bunks, a queen-sized bed, a stainless-steel shower and a kitchen. In other words, nearly everything you might find in a regular RV, just more industrial grade.

"It is something that is meant to get dirty and to get hosed out," Rohrer says. "Our slogan is 'work, play, explore.' We want to attract not only people who want to use it as an RV, but this truck is modular and the back is open. So if you are a rancher, if you are a remote worker, if you are a contractor or an electrician or a plumber, if you are in the movie business and you are a cameraman, you can use this vehicle during the week for work, and in 10 minutes get all your work stuff out and load up your camping stuff, and you are off for the wilderness."

Rohrer believes the RV industry has an opportunity to expand its sales and customer base. As he sees it, when campers are offered the chance to use an RV as a work truck as well, it offers significant tax advantages. This opens the door for the industry to capitalize on the significant numbers of people who might be able to use it for their trade as well as for recreation.

Rohrer notes the industry has been "making RVs bigger, better and prettier for decades," but he sees the future differently. He believes RVs such as his will "future-proof" the industry and attract a younger crowd.

"Roush will be making our vehicles in Michigan in the first quarter of 2024, and we are happy to work with them," Rohrer says. "For this kind of vehicle, it is a natural, because it is military grade, built to last. We anticipate building between 100 to 400 vehicles our first year, and it will go up from there."

Toro Bravo won't offer options for the 2024 model, but plans to do so in the future.

"Our kitchen cart is 3D printed and virtually indestructible, but that does not mean we could not bring about changes very quickly," Rohrer says. "You can create different iterations in 3D print, and based on what we learn this year, we may want to offer options later."



A CLASS OF ITS OWN

Rohrer is in the early stages of establishing a network of dealers. The launch of the drivable prototype was held at the Los Angeles Auto Show on Nov. 17. Then, he says, it will be offered to "influencers" from rock-climbing clubs, motocross aficionados, skiers and others to use and review.

"We are excited to let prospective customers give it a try," Rohrer says.

Toro Bravo will appeal to people all over the country, Rohrer predicts.

"It will be big in Florida and in Texas where there are ranchers who live maybe two hours from a town who could use this for work. The South will be really good for us. The hunting and fishing crowd could find this kind of perfect for them. We are getting good response from Wisconsin and Michigan, because it can haul a snowmobile."

Toro Bravos are built on top of a Ford truck, a favorite of Rohrer's. The prototype is built on a F-550, but the company will shift down to an F-450, which he thinks is a better fit.

"Ford is a proven platform that has a long history of trucks that don't break," Rohrer says. "It was our job to make sure that the habitat could match the specs as far as durability. That has been our inspiration to do this right, because of the Ford platform."

Technically, Toro Bravos are a Class C, but Rohrer views his vehicles as an entirely new category. He predicts there will be copycats, but that may be a good thing because it will likely spur innovation.

"There is lot of room out there for companies like us," he says. "We are kind of a hybrid. We are trying to be accessible and affordable to more people. We are excited to help people get out and have fun, and to go further and deeper than they have ever been able to before. We want to be another option." RVP

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Putting the 'You' in Unique

Floorplans, partnerships and more offer something different from **Chinook RV.**

BY MIKE HARBOUR

PHOTOS COURTESY OF CHINOOK RV



The Maverick from Chinook RV

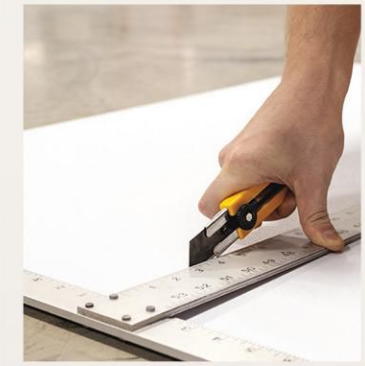
More than 80 years have passed since Chinook RV began life as a family enterprise in the nascent RV industry. Since those humble beginnings, and in spite of multiple setbacks, the company once known as Mair & Son continues to build pioneering motorhomes.

A close look at the Peru, Indiana-based manufacturer's offerings today reveal a variety of innovations that make its Class B Bayside and Class B+ Maverick and Summit stand out from units made elsewhere, says Seth Buchheit, factory representative.

"The uniqueness of our Summit B+ isn't just the four-seasons capability but the rear entry. We are the only manufacturer that is doing the rear-entry floorplan. The copycats from back in the day that

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Chinook RV's Summit

may have imitated Chinook in the past are no longer around. These other manufacturers are not really focused on rear entry," he says.

The ability to walk out the back door is a huge plus in tight parking or camping spots, but Chinook didn't stop there, according to Buchheit. There's also a floorplan with a swing-down bed arrangement similar to a Murphy bed; it's called an Eddie bed by Chinook that's wider than it is tall, he says, allowing sleepers to lie along the length of the coach instead of across it.

A partnership with Expion360, an advanced lithium battery maker, means Chinook now offers all-lithium versions of its floorplans; the company also added Elwell Corp.'s Timberline hydronic heating system so Chinook units are free of LP tanks and appliances, he says.

Another standout feature: thermal suppression. General Manager Jeff Butler says the idea of adding the capability to each motorhome came from Chinook's owner, Phil Rizzio, who also owns Van City RV, a longtime dealer with four locations across the western U.S.

"He was driving his motorhome across the country and witnessed an RV fire. The driver was going the opposite way on the highway and the back end of his motorhome was on fire. Phil was shocked and couldn't do anything about it," he says. "There was no way to turn around and warn the guy. It was apparent the guy didn't even know what was going on."

Chinook adds a kit of tubes, filled with a suppression agent, that automatically open when high temperatures are detected, throughout its units.

"We found a partner that we can purchase these kits from and we made it standard on our motorhomes. We're trying to get ahead of having problems for people. How do you put a price on a life?" Butler says. "Our vision has been to put these kits everywhere there's a potential flame source. That would be behind the refrigerator, above the breaker box, the generator, the batteries, where you sleep at night, the engine compartment, anywhere were something could create a flame."

Butler, an engineering veteran in the RV industry with stints at Monaco Coach, Country Coach and Dynamax, says thermal suppression is just another example of Chinook's unconventional approach.

"We don't have any competition for our B+. That is a uniquely designed and built motorhome. I've been in this business for 38 years and the way it's manufactured has never been done before and we did that intentionally. We spent over a year in developing it and I would always tell our suppliers leave the word standard in our car in the parking lot when you walk in. We don't do anything standard," he says.

The construction, for example, is definitely different, according to Butler.

"The way it's made with an automotive-like build, it's very unique. We have aluminum panels on the sides and the roof. They overlap like siding on your house so all of those panels


Chinook RV's crew, based in Peru, Indiana



Chinook RV's Summit, Maverick and Bayside

are bonded together. I have never seen anything built like this before."

Buchheit agrees, noting Chinook units go against the trend of becoming unnecessarily complicated.

"We're not doing the multiplex 'everything through the same touchscreen' system. If an issue arises in something like that, your whole coach is down, so we've separated everything," he says, so lighting, air conditioning and heating are all controlled independently.

Although Chinook RV, now entering its 11th year of ownership under Rizzio, still bills itself as "the sports car of motorhomes," there's been a considerable effort to keeping prices competitive, according to Buchheit.

"For me to come in at $260,000 MSRP for our flagship Summit, you've got a win-win-win of a coach for everything it offers value-wise," he says of the benefit to consumer, dealer and manufacturer. "We've done a lot of work with weeks worth of vetting and looking up pricing."

After Buchheit noticed competing units sometimes had $20,000 spreads between dealers in different parts of the country, Chinook began a minimum advertised price (MAP) policy to reduce customer confusion and encourage more local buying.

The price of entry for the Chinook name starts with the Bayside, built on a Ford Transit AWD chassis and offered in three floorplans. The MSRP is in the $180,000s, he says, and climbs to $199,000 with the optional lithium batteries. The larger Maverick, also built on a Ford AWD chassis, starts in the $230,000s and goes up another $10,000 or so for the lithium option. The Summit, on a rear-wheel-drive Mercedes-Benz Sprinter chassis, is only available with lithium batteries.

In its second year since Chinook exited the towable business it acquired from Riverside Travel Trailers in 2018, Buchheit says the company is better aligned to deliver it coaches now than ever before. With 200,000 square feet of space among two buildings and 45 employees, he says Chinook has the ability to double production from its rate of 200 units.

That means Chinook will continue to grow its dealer network.

"We're looking for the entire partner, not one that just wants to sell a unit but one that wants to service the customer," Butler says. "These motorhomes, particularly our B+s, are heirloom-type motorhomes that our customers are going to buy and their kids and their grandkids are going to want that motorhome, just like if you bought a Corvette."

Buchheit, who brought experience as a corporate department manager at big-box DIY retailer Menards with him to Chinook in 2020, says selling van-based coaches takes commitment.

"We're not just going to sign anybody up. We have plenty of capacity here to add five more dealers and be able to supply them if we wanted to," he says. "If a dealer wants to buy 10 motorhomes but isn't going to be a solid partner, we're not going to do it. We're still going to look for someone who wants to be in it for the long haul." RVP



LIFE IS A HIGHWAY

Van-life offers a refined way to make outdoor adventure dreams come true.

BY JASON R. SAKURAI

PHOTOS BY JASON R. SAKURAI AND VAN OWNERS



What is van-life? Defined by those who live and travel in Sprinter vans, modified Volkswagen buses and other van-based RVs including Class B or B+ motorhomes, many van-lifers maintain this lifestyle full-time, working remotely while on the road. Some may have money saved before leaving, with plans to work along the way or to return home to replenish their reserves.

Van-life represents freedom from the earthly things that often seem to hold us down, whether they obtain a used van that someone else has traveled in previously, build their own van, or buy one from a boutique builder or RV manufacturer. Embarking on a van-life journey is an opportunity to learn, wander and reflect on life on the road. It also provides a multitude of ideas where to go and what to see on your next road trip, something many van-lifers have in common.

Full-time or part-time van-lifers live, feast and adventure with their van as home base, camping on BLM land (Bureau of Land Management) and in other areas where there may not be electricity or internet, but that offer great views, solitude and low or no costs. This lifestyle also allows participants to discover all sorts of things about the ups and downs of van-life. Exploring the outdoors is their passion, and van-lifers believe the best way to do so is from the comfort of a van conversion.

Van-lifers are not in a single demographic. There are older RVers, young couples, families and a surprising number of singles that have embraced nomadic van living. One reason for van-life's increasing popularity is the internet, which makes it possible to work, go to school and perform routine tasks from



Imagine waking up at sunrise at the seashore. *(Photo: Scott Tydeman)*



Lighthouses or national parks, vans are a great way to get there. *(Photo: Scott Tydeman)*



Gathering around the campfire is a van-life staple. *(Photo: Scott Tydeman)*



40% of van-lifers are accompanied by their pets. *(Photo: George Gill)*

anywhere instead of needing to stay in one place.

According to Statista, the number of van-lifers rose from 1.9 million in 2020 to 3.1 million in 2022, an increase of over 63%. Statista classifies van-lifers as part of the digital nomad category who travel, live and work in recreational vehicles, vans or other motorized means of transport converted into roaming residences. Some common occupations for van-lifers include remote workers, entrepreneurs, seasonal or odd jobs. Nine percent are unemployed, and only about 4% are retired. Passionate for new adventures, people who adopt this way of life generally combine remote work and travel for various reasons and lengths of time.

Thrivemyway.com reports in their General Vanlife Stats and Facts for 2023 that 51% of van-lifers reside in their vans full time. Only 36% of van-lifers live alone and 44% live with another person. Forty-three percent of van-lifers live in converted cargo vans, and 18% in passenger vans. About 13% live in iconic Volkswagen vans, and 6% live in RVs. While some choose to have a van professionally converted, most van-lifers convert theirs themselves to save costs; 79% say they converted their vans themselves. Conversions can take anywhere from a few months to over a year.

In a 2020 survey, millennials were the majority of those considering van life – 31% were ages 35-44, and 29% were 25-34. States with the most van-lifers include California, Colorado, Florida, Oregon and Washington. As of 2019, it was estimated that over 140,000 people were living in a van or other vehicles. Since the pandemic, it appears the number may have increased significantly; it's unknown how many chose the lifestyle for recreation or because of housing pressures.

Fifty-six percent of van-lifers spend between $101 and $300 on gas every month, whereas 17% spend under $100 and 27% spend over $300 in gas each month. Thirty-eight percent of van-lifers spent nothing on campsites per month, and only 4% spent more than $300 on campsites per month. Half of van-lifers sleep in BLM areas or national forests or grasslands.

As the most common way to bathe, 28% utilize a gym membership, while 21% opt for a built-in van shower. Thirty-nine percent of van-lifers use public restrooms, while 35% have a built-in van toilet. Pets accompany about 40% of van-lifers.

While some people see van-life as an escape from consumerism and an alternative to get out and see the world, we spoke with a few van-lifers to get a better understanding of what van-life offers and why they decided to participate in it.



79% say they converted their van by themselves. *(Photo: Jason Sakurai)*

RV PRO: WHY DOES VAN-LIFE APPEAL TO YOU? WHAT ABOUT THE LIFESTYLE DREW YOU IN, EITHER AS A FULL-TIMER OR A WEEKENDER?

George Gill: I went to college for photography and work now as a corporate pilot, so I've always had that drive to go out and explore. Entering van-life was a natural extension of that. When my wife and I moved to Oregon 10 years ago and started hiking more, we learned that getting to the trails early to avoid crowds was a big priority, but waking up early became a pain. That was when we realized being able to drive to the trailheads and camp out the night before would be highly advantageous, and boom, van-life! Currently we're just weekend warriors, but in May 2024, we're taking a 12-month van trip around the American West and British Columbia.

Scott Tydeman: I'm a 90% full-timer in my Storyteller Overland Beast Mode, which I nicknamed The Vaninator. I enjoy the freedom of unlimited travel where I can change direction or camping spots at a moment's notice. With this van, I have visited 60% of all the U.S. national parks in the continental U.S. and numerous national and state forests to camp. Discovering and creating so many personal stories of my amazing travels and random discoveries is what I love and have done since I've had my rig for one and a half years now.

RV PRO: WHAT AFTERMARKET ACCESSORIES DID YOU PURCHASE WHEN YOU BOUGHT YOUR RIG, OR DID YOU ADD AFTERWARDS?

Gill: We bought a completely empty van directly from Mercedes and brought it to Overland Van Project to be outfitted. We put in a Volta lithium power system with a 2000 W inverter and 5.5 kW alternator. It has a 20-gallon water tank with a sink, indoor/outdoor shower and Timberline heat/hot water. An Isotherm 130 drawer fridge and a two-burner induction cook top, counter tops and cabinets were added. It also has a dry flush toilet, a Murphy bed and Starlink Wi-Fi. Other additions include a Backwoods adventure bumper with LED lights, Falken AT tires and more. It was a lot.

On a side note, I'd like to give a shout out to Overland Van Project. I was concerned with having so many different manufacturers of aftermarket products that we would have issues integrating all of it properly. But OVP's installation was perfect, and we haven't had a single issue so far.

Tydeman: I have purchased several upgrades that have made my travels easier and safer as a lone nomad. This includes a front winch, recovery tools, StarLink, 47-gallon fuel tank, full Shuksan Vans garage storage system with toilet pullout, Rolef side and back screens, accessories from Agile Off-Road such as their spare tire water tank and rear differential skid plate, and top and lower rear shock mounts. I also added an Expedition Essentials dash accessory mount, Overland Gear Guy custom storage bags and much more – too much to list here.

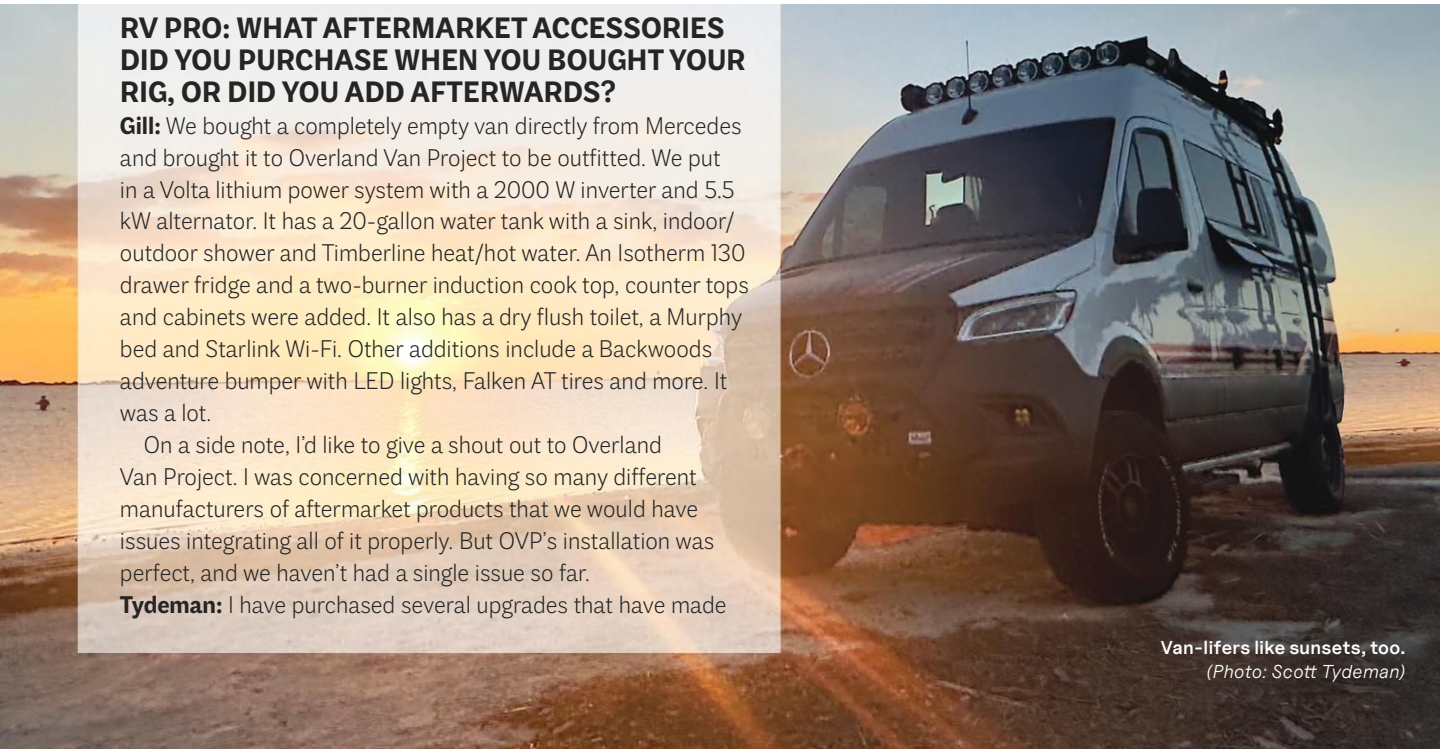
RV PRO: WHAT FEATURES OF YOUR BUILD DO YOU LIKE THE MOST OR CAN'T LIVE WITHOUT?

Gill: Having the Volta power system has been great. It allows me to charge up all my photo gear and power the Wi-Fi, the kitchen and the environmental control. It has really turned this van into a home away from home.

Tydeman: That's easy to answer: It's Storyteller Overland and their employees, who developed and crafted an awesome adventure van, but are always there to assist their owners, even after the warranty has expired, whether you're having a problem or require parts. They treat each of their van owners like family. It's also the Storyteller Overland owners, who have the same intense bond for the lifestyle as well as having a vehicle in common. From being so quickly available to answer questions via the Storyteller Overland Facebook group, to just having a great time hanging out together at numerous events as fellow van owners.

I like to think of it as B.O.G.O., which normally refers to buy one, get one free in promotions or products you purchase. I believe it started with buying a great van from an incredible company, and then being included in a group of supportive fellow owners that are willing to help out and get together to socialize.

For those dreaming about the freedom and adventure of van-life or those already on their journey, your dealership should be a local resource for everything needed to succeed in the lifestyle. If anyone on your staff is a van-lifer themselves, they can provide invaluable insight along with the parts and accessories required to perpetuate this remarkable lifestyle. RVP



Van-lifers like sunsets, too. *(Photo: Scott Tydeman)*

NAVIGATING TRICKY ECONOMIC TERRAIN

ECONOMISTS WEIGH IN ON WHAT RETAILERS CAN EXPECT IN 2024.

By Phillip M. Perry



Fasten your seat belts and enjoy the ride. Like airline travelers bracing for expected turbulence, retailers are preparing for a tricky operating environment in 2024. On the upside, the economy will continue to grow, although at a slower pace. Shoppers and business owners are both feeling fairly optimistic, unemployment remains low, capital investments are plugging along at a healthy pace, and the all-important housing market is burgeoning.

Throwing cold water on the good times, though, is a significant downer that no one can control: Higher interest rates established by the Federal Reserve to control inflation are putting some downward pressure on business activity and shopper's buying habits. Economists are taking note by lowering expectations for the next 12 months.

"The coming year will continue to be a difficult environment for retailers," says Scott Hoyt, senior director of consumer economics for Moody's Analytics (economy.com). "We're expecting 2.5% retail sales growth for 2024, slower than the 4.7% growth expected when 2023 numbers are finalized." When adjusted for inflation, he noted, retail sales are expected to be flat for both years.

The slowdown comes on the heels of a healthy 9.3% retail sales increase clocked for 2022, a time when pandemic-era shoppers were still loading up on goods for the home. Those days are gone, and retailers should expect shoppers to continue to spend more on services rather than merchandise. Hoyt says spending on categories such as recreation, travel and entertainment is still below pre-pandemic levels. "I think we have another year in which the shift toward services is going to be something retailers need to deal with."

THE SLOWING ECONOMY

Retail's current position is a reflection of a deceleration in the larger business environment. "We expect real GDP to grow 1.4% in 2024," says Bernard Yaros Jr., assistant director and economist at Moody's Analytics (economy.com). That's slower than the 2.1% increase expected when 2023 numbers are finally tallied, and below the 2% to 3% considered emblematic of normal business growth. (Gross domestic product, the total value of the nation's goods and services, is the most commonly accepted measurement of economic growth. "Real" GDP adjusts for inflation.)

Slowing commercial activity will affect the bottom line. Moody's Analytics expects a decline of 4.5% in corporate profits for 2023 and only a modest recovery of 0.3% in 2024.

Reports from the field confirm the economists' readings. "Our members are experiencing a business slowdown, due largely to the effect of increasing interest rates," says Tom Palisin, executive director of The Manufacturers' Association, a York, Pennsylvania-based regional employers' group with more than 370 member companies (mascpa.org). While businesses understand the need for higher interest rates, they nevertheless hope for early relief. "If inflation does not continue to drop,

interest rates will have to be increased further, which will be a big problem," Palisin says.

So are the Federal Reserve's efforts paying off? There's some good news here, as well as a sunny forecast. Moody's Analytics expects year-over-year consumer price inflation to average 3.2% when 2023 numbers are finalized, down from over 6% a year earlier. Moreover, the number should continue to drop until it reaches the Fed's target rate of 2% late in 2024. (These figures represent the "core personal consumption expenditure deflator (PCED)," which strips out food and energy prices and is the Federal Reserve's preferred measure of inflation.)

Indeed, Moody's Analytics believes the Fed will start to lower interest rates around June 2024, although more slowly than previously anticipated because of persistent inflation and ongoing labor market tightness. Cuts of about 25 basis points per quarter are expected over the next few years until the Federal Funds Rate reaches 2.75% by the fourth quarter of 2026 and 2.5% in 2027.

For retailers, declining inflation is a two-edged sword. On the plus side, it encourages shoppers to spend more. On the negative side, it gives retailers less power to raise prices. And once inflation is taken into consideration, retail sales are expected to be virtually flat for both 2023 and 2024.

FEELING GOOD

Shoppers will open their wallets more quickly when they are feeling good – and they seem to feel basically positive about the future. "Consumer confidence has been trending higher, and I think prospects are good for it to improve next year," Hoyt says. "Things should normalize as the economy continues to grow and gas prices stabilize."

The healthy state of the job market is a major driver of consumer confidence. "The unemployment rate has been very low, bouncing around between 3.5% and 3.8% for some time," Hoyt says. A slowdown in job growth orchestrated by the Federal Reserve's interest rate hikes should moderate things. "We think unemployment will trend upward a bit, ending 2023 around 3.9% and 2024 around 4.2%." (Many economists peg an unemployment rate of 3.5% to 4.5% as the "sweet spot" that balances the risks of wage escalation and economic recession.)

Low unemployment may fuel happy sentiments among citizens, but it presents retailers with two practical challenges. The first is the need to raise wages to attract sufficient workers. "Wage and salary income growth has been strong, fueled by a tight labor market," Hoyt says. "We're expecting it to increase just a shade over 5% both for 2023 and 2024." In 2022 the growth was a little over 8%.

Reinforcing the estimates of the economists, Palisin said his members have had to hike their compensation to remain competitive among themselves and other economic sectors. The group's entry level hourly wages increased an eye-popping 8% to 10% in both 2022 and 2023, far higher than the historic average of 2.5% to 3.0%.

MOODY'S ANALYTICS BELIEVES THE FEDS WILL START TO LOWER INTEREST RATES AROUND JUNE 2024, ALTHOUGH MORE SLOWLY THAN PREVIOUSLY ANTICIPATED.

Problem No. 2 is a scarcity of workers. Inability to hire enough people – particularly of the skilled variety – can affect the bottom line. Two problems contributing to a labor shortage are the retirement of baby boomers and a post-pandemic reordering many people are making of their life goals. "Some demographic structural things happening in the U.S. mean we just don't have, in many cases, the number of workers needed to meet demand," Palisin says. "That's not going to change." Little wonder employers are turning their attention to retaining the talent they have.

HOUSING MARKETS

Given the generally upbeat consumer sentiment, prospects are good for the housing sector. That favors retailers since homebuyers tend to load up their shopping carts at stores. "New home sales are running at the top end of the range set in the decade preceding the pandemic," Yaros says. "One reason is that a lack of existing inventory is pushing buyers to consider new homes. The construction industry is stepping in to close the gap, and housing starts have exceeded expectations."

The construction of new homes is being fueled by a cold hard fact: There aren't enough existing homes to meet demand. "The 3.1 months' supply of existing homes remains well below the four to six months of inventory that is considered a balanced housing market," Yaros notes. Strong demand caused a 10.3% increase in the median price for existing homes in 2022, and a 0.6% increase in 2023. A correction of 1.1% is expected in 2024.

For an explanation of the scarcity, look no further than the run-up in mortgage rates. The ultra-low interest rates of existing mortgages amount to a strong financial incentive for existing homeowners to stay put. "Current

homeowners had refinanced their investments at 3% or 4%," notes Bill Conerly, principal of his own consulting firm in Lake Oswego, Oregon (conerlyconsulting.com). "Replacing what they had with better homes would require walking away from those mortgages to take on new ones at 7%. I think we'll see this trend continue for another year, but I think we'll also see a lot of strength in remodeling, and that will be financed probably with home equity lending or second mortgages."

BUSINESS CONFIDENCE

High interest rates, an inflationary environment, and rising worker wages: a trilogy of challenges that in normal times would dampen business confidence. And there are other threats to corporate well-being, such as high energy costs resulting from the Russia-Ukraine war and an appreciation in the U.S. dollar that hampers export activity.

Despite all this, companies don't seem to be planning any dramatic adjustments to their operations, in marked contrast to their cautious attitude of a year earlier. "While our members have moderated their expectations for the future, they are still feeling slightly positive," Palisin says. "One reason is that we seem to have avoided the recession that many were predicting." Moody's Analytics believes that the nation will avoid a recession in 2024, attributing its forecast of a soft landing to resilience in labor markets and consumer confidence.

Businesses looking to borrow funds to fuel capital investments, though, had best prepare for a tougher negotiating environment. "The banking sector is in retrenchment and lenders are becoming more risk averse," says Anirban Basu, chairman and CEO of Sage Policy Group (sagepolicy.com). "As a result, developers are having more difficulty lining up financing." Fueling the concern among financial institutions is a recent spate of loan delinquencies and bankruptcies. Banks are looking at their portfolios and seeing where they can tighten up. Companies holding inexpensive pre-pandemic loans will see an earnings hit when they need to refinance at 6% or 7%.

KEEPING WATCH

In the opening months of 2024, Hoyt suggests retailers look at employment levels to get an early read on how the year will go. "The first thing retailers should always watch is the state of the labor market, especially with job growth slowing," Hoyt says. "An increasing number of analysts think the Fed can pull off their mission of getting job growth to slow but not stop. That's vitally important for retailers because consumers need job growth to have the income growth that results in retail sales growth."

The second important key indicator will be trends in oil and gasoline prices. "If fuel prices stay in their recent range, that's good news for retailers," Hoyt says. "If they spike again, which is not inconceivable given everything going on in Russia and the Middle East and elsewhere in the oil producing world, that would be a severe problem for retailers because it would force consumers to spend more of their budgets on energy and less on goods."

Whatever the condition of the tea leaves, retailers will encounter a tougher operating environment in 2024. "In the coming year we will face uncertainty about inflation and interest rates, shortages of labor, higher energy costs, a slowdown in China's economy, and recurring threats of a federal government shutdown," Palisin says. "There are a lot of spinning plates in the air, and some of them may fall and crack." RVP



PREPARE FOR A SOFT LANDING

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

2014:	2.3%
2015:	2.7%
2016:	1.7%
2017:	2.2%
2018:	2.9%
2019:	2.3%
2020:	-2.8%
2021:	5.9%
2022:	2.1%
*2023:	2.1%
*2024:	1.4%

Economists predict slowing growth for 2024.

Sources: World Bank; * = projections by Moody's Analytics

RV Appliances That Feel Like Home

How GE Appliances works with OEMs and dealers to give RV consumers what they want.

BY JENNIFER KING



Q: Tell me about Haier GE's connection to the RV industry – when did that start and how did that come to be?
A: GE first got involved in the industry when RVers began using residential refrigerators in motorhomes and larger fifth wheels. After exploring the industry more, we found what the RV owner is looking for in their appliance is quality, reliability and innovation – the same things that residential customers are looking for – so developing a stronger presence in the RV industry seemed to be a natural fit. With more than a century of home appliance innovation, we wanted to offer best-in-class products to those in pursuit of the mobile, outdoor lifestyle.

Q: What are some of the appliances that GE makes for RVs, and how were those adapted for RVs and RV living versus residential?
A: GE continues to grow in all areas of kitchen appliances as well as RV air conditioning. All of our products are held to the same safety standards and go through the same vigorous testing, whether they're marketed into the RV or residential markets. The only difference is in making the product more in line with the industry needs.

Q: When it comes to the features provided by GE Appliances – color tones, etc. – what is GE seeing as the latest trends?
A: What we see in the RV industry is an emphasis on performance and design. Customers are no longer satisfied with a variety of no-name brands in their kitchen appliances. They want a suite of appliances all designed and engineered to provide a cohesive look that accentuates their RV and the significant investment they've made in it. We also see people paying more attention to the performance of their products. For example, an oven that cooks like their oven at home. GE took great effort in the design of our ranges to ensure just that. We did extensive testing to make sure a variety of foods cooked to perfection, and tweaked our burner design on several occasions until we got it just right.



Q: What are RV owners looking for from their appliances?
A: RV owners are no different than any other type of consumer. Everyone wants quality products that are built to last, and if there is an issue, they want fast,





dependable service done right the first time. Those qualities are the hallmark of GE Appliances.

Q: Tell us how GE works with manufacturers to put their appliances inside units – how are those relationships formed? Can you tell us who are some of the OEMs you work with?
A: Our sales division works hand in hand with purchasing, sales, product management and engineering at the OEM level to make sure we are able to provide them with the right product for their application. The relationships are formed through constant contact within the plant level, building relationships from the buyers up as well as continuously bringing new, high-quality products to the RV industry.

We work with major manufactures including Airstream, Winnebago, Forest River, Jayco and Thor Motor Coach. From the start, we've made it a point to work with every department within the RV OEM – engineering, product management, marketing, purchasing. All have different needs and it is our job to satisfy those needs.

We've been fortunate enough to work with virtually every main manufacturer in the industry and continue to develop even deeper relationships by doing things like co-promoting our products. There's a common denominator to the OEMs that have included our products in their units. Each of them puts an emphasis on offering top-quality, brand-name products that their customers know and trust.

Q: How does GE work with dealers and service centers to provide training or work on repairs for customers?
A: When working with our large number of dealers and service centers, we find it important to provide as much knowledge on servicing our products as possible. GE Appliances strives to meet the industry standards of service repairs or replacement to help our consumers get back on the road; always learning and pivoting as we go to get better.





With over 380 GE Appliances RV Authorized Service Centers that include RV Mobile Services, we provide continuous updates on new product training availability and offer training on RVTI [RV Technical Institute] approved content. Training for our products is available through in-person training, virtual settings, videos and scheduling to specific requests based on training needs. The partnerships we have curated with OEMs today have been the primary pathway to encouraging RV dealers to participate in the extensive trainings we offer and become officially authorized through our RV Self Servicing Dealer Program. RVP

Authorized Servicer Program

GE's Authorized Servicer Program allows for dealers to work with the customers directly. This allows for quicker turnaround times on service needs. Dealers can apply to be an Authorized Servicer via the website below. Each month GE sends out training opportunities for the approved services to become more familiar with and learn how to service different products. To learn more, visit geappliances.com/ge/service-and-support/ge-servicer-application-form.htm.

Creating a Cohesive Story

How Genesis Products consults with OEMs and brings all of the components of an RV unit together.

BY JENNIFER KING



Q: What is Genesis Products known for and what are consumers looking for now?

Erin Curtis, Vice President of Marketing and Development:



Genesis Products supplies almost any laminate interior component that goes inside of a coach from cabinets and cabinet doors to countertops and backsplashes to moldings and trim and step treads. Basically, anything that isn't furniture or isn't plumbing.

What we've really been seeing from a consumer standpoint is a desire for a more cohesive look and feel between components, so having a cohesive color story and thoughtful design, not just aesthetically but also in terms of functionality, which as you can imagine in an RV space is very important. There's a focus on solutions that we can provide that provides an innovative way to use space or to conserve space. So for us that might look like curved edges on cabinetry or divider walls. It might look like more innovative engineering in the storage space. We're eliminating any dead space in the unit.

Another thing that we get very excited about is the opportunity to bring new materials into the space. Those are materials that help the unit be more lightweight. It could be using PET instead of traditional wood. Or it could be using foam-based materials as we did in the Winnebago electric unit. Or it could be about using more sustainable materials as well, whether that's using more MDF in a unit, or more sustainably sourced plywood versus hardwood.

PET is also sustainable – it's made of up to 50% recycled water bottles. Sustainability is something that we see especially our younger consumers being more and more aware of and wanting more, especially those who are attracted to the RV lifestyle. Enjoying nature and preserving nature is a very important part of that experience.

Q: How does Genesis Products work with the OEMs to determine materials they want to use and how are you encouraging them to take a chance on some of those new materials?

Nic Bontrager, Product Manager:



We walk a customer through the entire color story because not only are we talking through that, we're also thinking about the functionality and the construction aspect of it. We try to go from the beginning stages all the way out to the end stages of the actual construction material – that one stop shop, if you will – and understanding what materials work best, whether it be at substrates, whether it be at films, you name it. We try to make sure we follow the whole process all the way through. We try to make sure that it's a holistic approach. Let's look at every aspect of it because so many times you have to stop and say, I picked a wood grain, now I need to go to my cabinet manufacturer to have that wood grain matched to a hardwood.

Curtis: I think to Nic's point, too, we can meet customers at wherever they are. Some customers have a very clear picture of what they want their color story to be. And in that case, it's great – let us source the right materials for you. Others might come to us and not know, and they might want inspiration, they might want input from us to help guide the color story. So, we can be as consultative and collaborative as the customer needs.

Bontrager: Also, sometimes they don't know what the material can actually do. So, there's a lot of situations like floating shelves and really cool, unique backsplashes, main feature walls, you name it. We can do a lot of different things with it and we strive to be the experts in the knowledge of the material,.

Q: When it comes to some of the trends that you are seeing for RVs, what are people looking for now? I've noticed people seem to be moving away from all the bright whites. Can you talk to me about the demographics part of design choices, too?

Bontrager: If you have a very typical buyer, I'm going to use very traditional colors. And then you have the new buyers that are coming in that want a little bit more pizazz, a little more going on in the unit, which also then relates to





a lot of the other materials that we work with and the other stylings and offerings that we can provide because those go hand in hand. The younger buyer might be more open to a more contemporary look and feel, not only with the colors, but also with the door stylings, with the overall layout of the unit. So, it's taking both approaches. We look at it from the bread-and-butter customer and then the new hotness with the new buyers. There's a couple different lanes to go, for sure.

Curtis: I think you're exactly right about a movement away from the bright whites and into a warmer, cream space. A lot of lighter wood grains, often accented by maybe a charcoal or a matte charcoal color. We saw a lot of that at the caravan show that we just came back from while we were in Europe. So, lots of very light wood grains with cream and charcoal accents seemed to be pretty dominant. And then from a finishes perspective, super matte finishes were very popular there. We even saw embossed finishes that were made to look like leather or were made to look like linen.



Bontrager: A lot more solid colors [that] had other accents going on with it that were more texturized or gradient in a way. It was really more than just your typical white cabinets.

Q: When it comes to the materials you use, tell me more about durability.

Bontrager: I think when you're looking at the finishes that we work with, we work with any laminate option. That's one unique thing that Genesis offers versus any other laminator in the RV space is we work with everything from papers and vinyls to HPL and TFL. The breadth of options are well within our wheelhouse, so we know [how] to match the right material to the right application. We have some customers that demand a higher quality of finished products and maybe HPL is the right answer – it's the most expensive [and] probably the most durable. And then you have customers that might be a little bit cost focused, where we can still take a paper, but we look at the features of the paper, the movement of the paper, the top coating of the paper to help align with the customer's expectation of what they should expect in the plant. Because the last thing we want [is] a cabinet door or whatever showing up and it scratches easy or it has some other defect or flaw in it that they find completely unappealing.

Curtis: Laminates have a lot of advantages in that way. They're very easy to clean and care for. They resist scratches and stains, and they're easy to wipe clean for the end user. But as Nic was just describing, we can also match laminates across the different materials. So, where maybe in one application an HPL is more appropriate, and a paper would do just fine in another, we can create that cohesive color story while being as efficient as possible with the materials that we're using and being conscious of our customer's goals. RVP

What is REVIVE?

Genesis Products has entered the aftermarket with a new way to freshen up RV cabinets and walls for a new look. The REVIVE Collection features wallboard, ceiling and cabinet kits that allow customers to reface existing surfaces in their unit. The kits come in 2-foot by 50-foot or 2-foot by 100-foot rolls with matching seam tape, putty knife and microfiber cloth. The kits were initially launched at Camping World in May and are now available to all dealers. The collection also includes lightweight backsplash options and cabinet hardware. For more information, visit genesisproductsinc.com/products/revive.

2024 RV PROFILES

A Special Advertising Section

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



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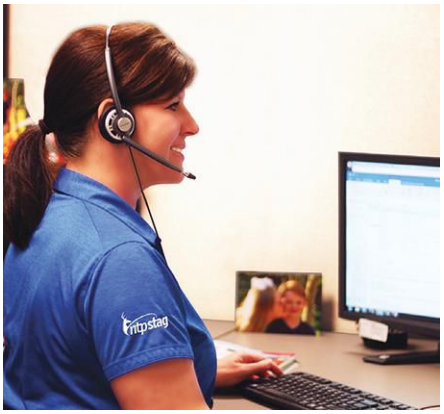
NTP-STAG

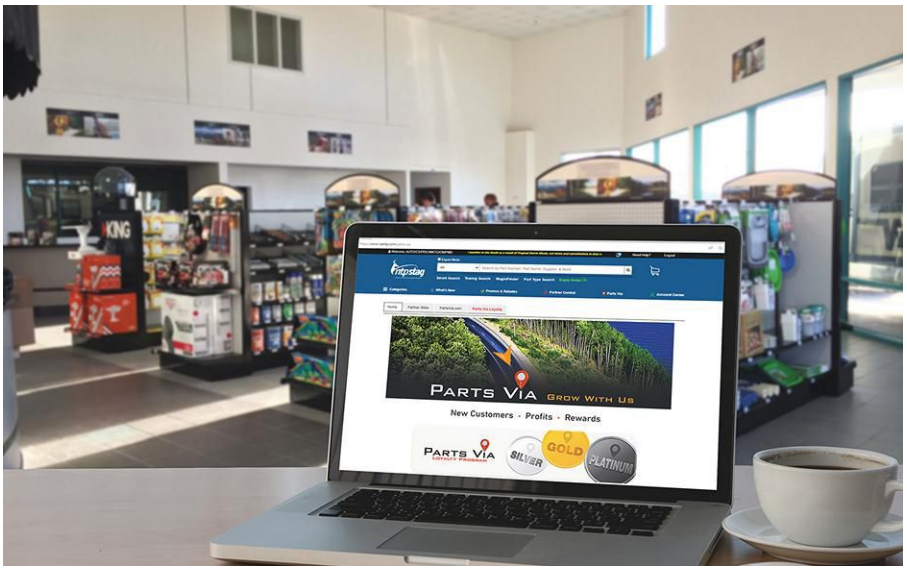
Award-Winning Distribution From NTP-STAG

NTP-STAG is the RV industry's leading source for the products, tools and services to compete in today's competitive, ever-changing marketplace. With more than 3 million square feet of warehouse space and our own fleet of trucks, you can count on NTP-STAG to get the right products to you on time so your customers can enjoy life on the road.

Reduce wait times and improve your customers' experience with NTP-STAG's Warranty Parts Fulfillment program. The simple ordering process and easy delivery gets your customers back on the road faster with NTP-STAG.

Grow your business with Parts Via and NTP-STAG. Parts Via is changing what it means to #shoplocal, connecting innovative online shopping with your dealership in a modern retail environment. Access the industry's top brands, connect with new local customers, increase incremental revenue and boost your bottom line by positioning your business as a Parts Via profit center. As a Parts Via dealer, you will benefit from shared revenue, capture online revenue and new customers participate in an attractive loyalty and rewards program. Parts Via also features the Interactive Garage tool, allowing customers to view products on their vehicle as they make their purchases. Parts Via features a Nationwide Installation Network that is redefining how customers shop locally.







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

NTP-STAG features:

- Next day delivery
- 8 warehouses
- 44 cross docks
- OE warranty support
- Customizable marketing services
- Magnafinder
- PARTease program

ntpstag.com

Husky Towing Products

Husky Towing is a brand synonymous with safety and quality. A recognized leader in weight distribution and sway control solutions, Husky's Center Line TS hitch set the standard for the category and continues to be a top pick for dealers and outdoor enthusiasts. Its simple, effective design and use of high quality materials delivers a superior towing experience.

In 2023, Husky responded to the need for a lighter duty, yet equally effective two-point style weight distribution and sway control hitch with the introduction of the new Center Line FS hitch. This hitch provides two-point sway control with fewer components and quicker installation time than traditional two-point systems. A pair of spring bars are connected to the trailer frame using heavy-duty, adjustable support brackets that hold the spring bars in place laterally and vertically. Engagement pins create extra security and friction, which allows the Center Line FS to deliver a smooth, safe ride and prevents the trailer from traveling side to side.

In addition to the integrated sway control, the Center Line FS features a pin locking system for the round bars and a new preset head that eliminates the use of washers for adjustment. Center Line FS hitches come with the shank and trailer ball pre-attached and pre-torqued, something not offered by other brands. The forged and hardened steel components are finished with a hammer-textured powder coating, ensuring the highest level of corrosion resistance for years of worry-free use. A limited lifetime warranty protects the original purchaser from any manufacturing defects for the life of the product.

New for 2024 are Husky 5th Wheel single box kits. These easy-to-inventory one box kits contain all the components needed to install a Husky 5th Wheel hitch in one convenient package. Additionally, these kits simplify and save up to 25 minutes of valuable time for installers by including preassembled components. With the time-tested convenience and safety features of Husky's traditional 5th Wheel hitches, including a single pivot head, self-locking handle and slide bar jaw, and pop out safe hook-up indicator, these kits are a great go-to for dealers looking for a safe, reliable and convenient fifth wheel solution.



Based in Elkhart, Indiana, Husky Towing Products offers a complete line of hitches and towing-related products and accessories. Husky is committed to helping customers tow safely with properly equipped vehicles. Husky manufactures equipment that makes the critical connection between the tow vehicle and the trailer, not only to keep the two securely joined, but also to keep the load under control through weight distribution, anti-sway, proper connection and clearance, electronics and braking components. In addition to weight distribution and sway control hitches, other core product categories of the brand include fifth wheel hitches, gooseneck hitches, receiver hitches, hitch balls and ball mounts, brake assemblies, brake controllers, wiring adapters and connectors, electric and manual jacks, hitch-mounted cargo management products and other essential towing accessories.

All Husky Towing products are precision engineered and rigorously tested to the highest industry standards for safety, resulting in problem-free installation and reliable performance. Application guides are available to help determine which Husky parts best fits the consumer's vehicle. Each guide is category specific and organized by vehicle year, make, model and trim level. Application guides are easily accessed at huskytow.com.

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

huskytow.com

CENTER LINE FS

HUSKY TOWING PRODUCTS


This
is what living
with cancer
looks like
at a pediatric
oncology
camp.
Care Camps
Learn more, donate & be inspired
carecamps.org

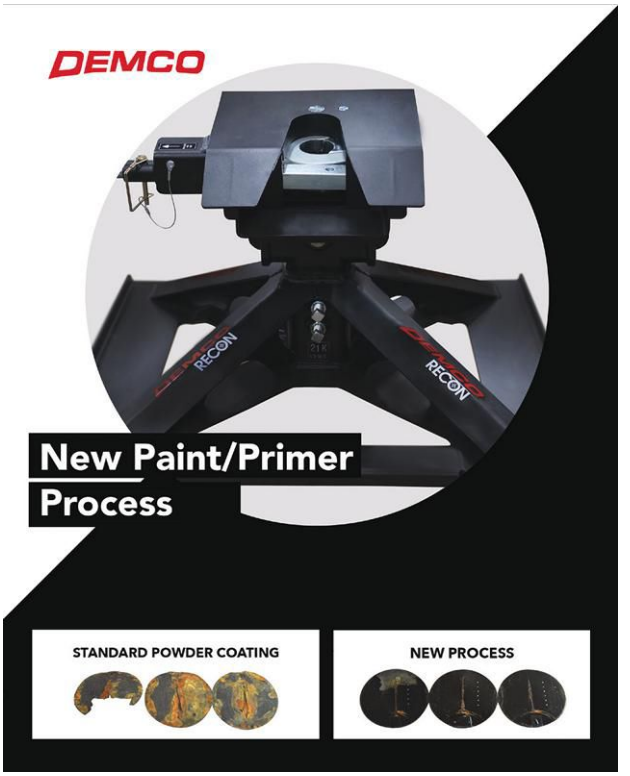
Demco Manufacturing

Demco, renowned as a frontrunner in the field of RV towing equipment, announces the introduction of its cutting-edge paint and primer process for fifth wheel hitches. This innovative process has been meticulously formulated to offer unparalleled protection to the laser-cut edges characteristic of Demco's esteemed 5th Wheel Hitch line. The implementation of this advanced paint and primer technique results in a remarkable enhancement of durability, making the hitches up to six times more robust than their predecessors.

This commitment to technological advancement underscores Demco's dedication to providing RV enthusiasts with towing solutions that not only meet but also exceed industry standards, ensuring a heightened level of reliability and longevity in their fifth wheel hitch offerings. This pioneering paint/primer process represents a significant stride in Demco's ongoing mission to deliver top-tier quality and performance in the realm of RV towing equipment.

"Our team is constantly striving to improve our products and processes to provide our loyal customers with the highest quality and most reliable RV towing equipment," said Verlin Keninger, 5th Wheel Hitch product coordinator for Demco. "Investing in a 5th Wheel Hitch is a big decision, which is why we have worked tirelessly to create a durable, long-lasting product that can stand up to the elements."

The introduction of the new paint/primer process stands as the most recent milestone in a carefully orchestrated series of measures undertaken by Demco to consistently elevate the quality and efficiency of its products and manufacturing procedures. This strategic initiative is emblematic of Demco's unwavering commitment to innovation and improvement, showcasing the company's proactive stance in meeting and exceeding customer expectations. By investing in this cutting-edge paint/primer process, Demco demonstrates its dedication to staying at the forefront of technological advancements and underscores its efforts to deliver products that surpass industry standards. This commitment to excellence is rooted in the company's ethos, reflecting a profound understanding of the evolving needs of its customer base and a determination to provide solutions that set new benchmarks in quality and performance within the RV towing equipment industry.



"We understand that our customers rely on our products to enjoy their RV experiences to the fullest, and we take that responsibility very seriously," said Keninger. "Our new paint/primer process is a perfect example of how we are living up to our motto of 'Doing our Best to Provide You the Best.'"

Demco invites customers to learn more about its fifth wheel hitches and how they can enhance their RV experiences by visitingdemco-products.com. With its new paint/primer process, Demco is confident that its 5th Wheel Hitches will continue to be a top choice for RV enthusiasts for years to come.

The innovative process applied to fifth wheel hitches will now extend to all of Demco's factory prep brackets. Whether you drive a GMC, Chevy, Ford, Dodge Ram, Nissan Titan or any other vehicle, Demco Products offers Factory Prep Brackets tailored for a seamless and secure cargo-hauling experience.

At Demco, the company is committed to keeping pace with the latest vehicle developments for its baseplates. Safety is the company's top priority. To ensure the strength, functionality and durability of its baseplates, Demco's engineers employ Finite Elemental Analysis (FEA) during testing. Customers might not notice them unless they're specifically looking, as Demco believes in making baseplates "accessible but not visible."

demco-products.com

PullRite Towing Systems

Pulliam Enterprises Inc., the parent company of PullRite, has been designing and manufacturing extraordinary towing systems for well over 40 years. The company is recognized as the leading innovator in the design and manufacture of in-bed towing systems. From its inception, Pulliam Enterprises has been a family-owned business started by Andrew and Randy Pulliam, father and son. Today, Randy serves as president and is assisted by his niece, April Pulliam-Clark, in the day-to-day operations of the company.

The Sales and Customer Service Department is headed up by Scott Later, who has been in the RV aftermarket for over 25 years. The four dedicated regional managers – Brandon Miller, West Coast; Nick Moreland, Central; Scott Rasely, East Coast; and Doug Kissel, Gulf Coast – all have over 15 years in the industry with most of that time while at PullRite.

Beyond Expectations

PullRite strives to go beyond expectations in developing new technology, crafting quality products with care and providing superior customer service. The company has combined skilled engineering and ingenuity to make the safest, strongest hitch you can find. PullRite also maintains the highest levels of quality and craftsmanship in its U.S. facilities. When the end user purchases a PullRite hitch, they can be assured that they will have a well-engineered, reliable product, as well as the peace of mind provided by the family of PullRite dealers across North America.

The latest achievement by the company's talented engineers is the OEX. These fixed-based, 25,000-rated, OE puck-mounted hitches provide the user with the most flexibility in coupling and rearward offset of any hitch available. Learn more about OEX by PullRite at pullrite.com/OEX. The same engineering team gave the industry its very first "Hitch on Wheels" – PullRite's answer for the ever-growing half-ton towing sector – the #3200 SuperGlide offers an industry best 22-3/4 inches of automatic rearward slide. Learn more at pullrite.com/3200.

Proudly Made in the US

PullRite has a story to tell of its commitment of American-made products, produced by American workers. Few hitch manufacturers can claim that all of their products are conceived and created on American soil.

Over the past two decades, economic conditions have forced all of us in the RV aftermarket to make some very hard decisions, particularly in the steel industry, where it has become popular and profitable to move manufacturing offshore, mainly to China. While the country was in the throes of an economic downturn in 2008, a meeting was held with PullRite employees, and the company talked with them in an honest, one-on-one manner. The sacrifice and commitment to remain 100% U.S. made was agreed upon by all, and the company weathered the storm and will continue to do so despite current day economics. That is something PullRite is proud of.



PullRite tells its story not to boast or to get an edge over the competition, but rather to let customers know that the company has made a commitment to keep its products made in the USA, never compromising on innovation, quality and service.

pullrite.com



DUO FORM



For over 50 years, DUO has provided shower walls and bath components for RV OEMS and has grown with the business to include skylights, printed designer walls and wet-bath sinks.

With the average life of an RV or travel trailer being upwards of 20 years or more, it's important to have a partner with solutions to keep recreational vehicles running smoothly and hassle-free. DUO proudly serves customers with upgraded products and accessories that are well known in the industry. It's been rewarding to develop and launch new and exciting products specifically targeted to the company's RV, camper and van customers.

DUO is proud of the work it is able to do with its customers, end users and RV manufacturers alike – from creating products that RVers want and need, from RV Slide Out Skis and RV Skylight Shades, to color-matching the perfect RV upscale shower wall. Whether it's designing wet-bath solutions for camper van conversions, or perfecting sinks and shower pans for mass production – the teams at DUO are ready for any request.

DUO offers on-site design and engineering staff with an in-house tool shop. Its full-service product development center offers design, tooling and engineering services such as color renderings, assembly drawings, CAD models, rapid prototyping, CNC wood patterns, high temp epoxy and ceramic tooling, cast aluminum tooling, and CNC and robotic trimming fixtures.

The company's designers and engineers are ready to create your favorite color, pattern or design. Available now with etched grout lines, matte or glossy finish, and smooth or textured walls.

With its proprietary products containing 90% recycled plastic, DUO understands that its operations affect the environment and the company recycles everything it can in its process from materials to final product.

DUO is so much more than RV showers. The company can help you create more than just the small spaces in RVs and camper vans; size capabilities include sheet up to 104 inches by 128 inches. DUO produces large parts such as front caps, medical equipment machinery housing, roof components, floor skis, many sinks in a variety of shapes, backsplash pieces, shower surrounds, bathtubs, shower pans, underbelly, fenders, trim pieces and even a variety of pet products.

DUO is committed to providing customers with high-quality and versatile parts for any project. Whether you need full-color thermoformed parts or with distortion arts, the company offers custom pattern capabilities. It also offers robot trimming for higher tolerance, CNC work for flat cut parts, specialty coatings – from anti-microbial, scratch resistance, high gloss, low gloss, anti-graffiti and more – and now DUO offers quick lead times with 3D formed parts and tools up to 50 inch by 50 inch by 72 inch. DUO can assemble parts and pack them to your specifications. DUO is more than just a "thermoformer." It is a one-stop-shop for custom designed parts and solutions.

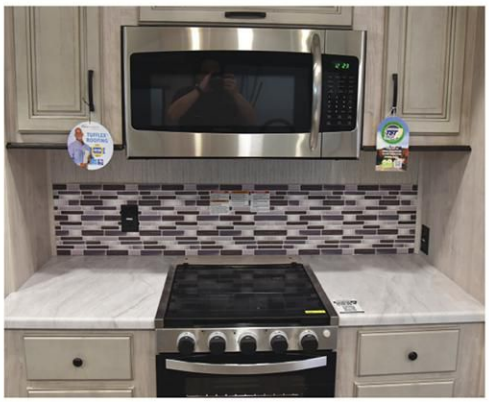
DUO was named 2022 Michigan Manufacturer of the Year. The company believes in the Duo Difference, where it combines exceptional customer service with 50-plus years of thermoforming experience and transitioning customer's ideas into reality. The Duo Difference brings innovation and ingenuity through building strong teams and strategic partnerships along with a dedication to continuous improvement and learning. This is all made possible with an employee-centric attitude and positive work environment: Teamwork, Culture and Employees are at the heart of what "we Duo," the company says.

Duo Form operates with an ISO 9001:2015 Certified Quality Management System.

duoformplastics.com









DUO FORM

ENDLESS DESIGN POSSIBILITIES

Duo Form's Print Technology offers innovative inks and commercial printers that work well with the thermoforming process. Capable of printing material up to 96" wide and 2" deep, at any length and that can be formed into any custom design. Full color splendor with brilliant graphics and outstanding registration. Duo Form's in-house graphics team has a blend of experienced engineers and artists who will provide design consultations to help develop your new product or graphic artwork, from conceptual drawings to reality.

CONTACT US

duoformplastics.com

69836 Kraus Rd
Edwardsburg, MI 49112

269-663-8525

Genesis Products

The RV lifestyle is rooted in a desire for freedom. Today, owners exercise that freedom in new ways: from road-schooling to remote work. New behaviors lead to new expectations, and RV interiors are no exception.

That's why Genesis Products believes in tearing down boundaries to help you realize your vision. As the industry leader in high-quality, trend-forward laminate interiors, the company is here to help manufacturers, dealers and consumers create cutting-edge, captivating interiors that defy conventional standards and set your coach apart.

From supplying OEMs with everything from the latest European-inspired designs to tried-and-true traditional looks, the company has the design, engineering and manufacturing capabilities to deliver everything from cabinets and countertops to panels, panel processing and more. Genesis Products extends that expertise to dealers and consumers with our aftermarket REVIVE product line, featuring wallboard, ceiling and cabinet kits, cabinet doors, hardware and backsplash. For the first time, dealers and consumers can reface surfaces in existing units to transform their interior.

Genesis Products believes every environment deserves to be elevated. It's a philosophy that drives the company to offer a custom approach to each customer, dealer and consumer it serves.

With Genesis, you can expect:

- True Partnership – in-house design and engineering at your service
- Materials Innovation – light-weighting, alternative materials, space design
- Differentiated Design – color-matching in paper, HPL, vinyl, TFL laminates
- Global Influence – industry's largest selection of films and finishes
- Flexibility at Scale – tailored programs, from logistics to packaging to order requirements.

Defy the Limits

Break free with RV interiors and REVIVE by Genesis. Discover the company's product lines or contact us today at genesisproductsinc.com.

Aftermarket Products

- REVIVE wallboard, ceiling and cabinet kits
- REVIVE cabinet doors and hardware
- REVIVE backsplash

OEM Products

- Cabinet doors and components
- Pressed and solid surface countertops
- Decorative moldings, fascia and valances
- Interior doors
- Backsplashes
- Hardware
- Panel processing and lamination
- Acoustic and thermal solutions

genesisproductsinc.com







Fall In Love with Your RV Again

REVIVE Collection

Wallboard, Ceiling & Cabinet Kits | Cabinet Doors | Backsplash | Hardware

For the first time, customers can **RE**FACE, **RE**PLACE and **RE**FRESH RV wallboards, ceilings, cabinets and backsplash with the **RE**VIVE Collection by Genesis. Designed with the same materials RV manufacturers have trusted for years, each product is easy to install and engineered with unique RV characteristics.

ASK YOUR DISTRIBUTOR TO LEARN MORE OR VISIT
GENESIS**PRODUCTS**INC.COM

GENESIS PRODUCTS

Go Power!

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

Since its humble beginnings in 1996 in Victoria, British Columbia, Go Power! has taken the mobile solar market by storm. Now a Dometic Outdoor company, Go Power! is the No. 1 provider of mobile power systems and solutions to the RV and utility vehicles markets throughout North America.

Today, the company continues to innovate, offering renewable power solutions to multiple markets worldwide.

Products

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

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

Innovation

While Go Power! is known for offering the industry's most reliable and efficient RV solar panels, its quest for innovation doesn't stop there.

The company is committed to adapting new technologies to create the most powerful, user-friendly RV solar solutions. Each product sold works together to create a cohesive, easy-to-use and easy-to-install mobile power system.

Solar power is transforming many industries, and Go Power! is excited that its products provide a cost-effective, environmentally friendly solution for RVs, marine applications, overlanding and commercial trucking operations.

Reliability

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

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

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

About Go Power!

At Go Power!, off the grid exploration is embraced. Whether an RV owner is searching for off-grid power for the perfect remote campsite or a boater is planning an extended cruise, the company has the products to make that happen. Go Power! will help keep lights, refrigerators and electronics running for extended periods without external power.

Easy to install and built to withstand even the harshest conditions, Go Power! is the choice of RVers everywhere and is available pre-installed on many types of RVs, including Jayco, Forest River and Tiffin.

The leading choice for RV OEMS, RV dealers and end-customers alike, the company's Solar on the Side, Wired for Solar and Solar on Board programs simplify adding, selling and installing solar.

Solar power is transforming many industries, and Go Power! is excited that its products provide a cost-effective, environmentally friendly solution for RVs, marine and overlanding ...

gopowersolar.com

Go Power! | DOMETIC

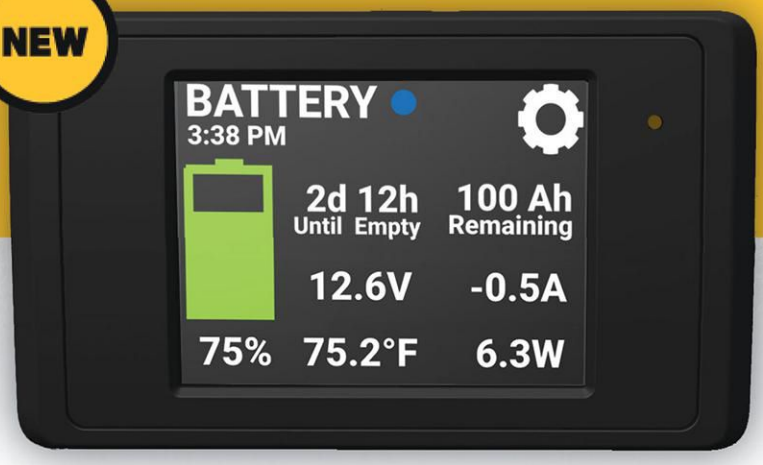
MOBILE POWER

MADE EASY



POWERTRAK TECHNOLOGY

NEW



=



Battery Manager, Inverter/Charger, and MPPT Solar Controller, on one display

- Seamless system monitoring and control
- Control three components on a single color touchscreen
- Built-in light sensor for automatic dimming throughout the day
- Remote connectivity with mobile app support
- Optimized energy flow, system wide

Learn more at:
GOPOWERSOLAR.COM/POWERTRAK

Pace International





Family-owned and privately held since 1972, Pace International is an electronics supplier with over 50 years of experience offering a wide range of products, services and value-added solutions for some of the most recognized brands in the country. Pace is also the national distributor for DISH Network in the RV marketplace.

Pace operates out of Rochester, Minnesota, where its facilities include a warehouse, light manufacturing and call center proving best-in-class sales, service and technical support in the outdoor industry, seven days a week.

An Award-Winning Organization

Pace has been recognized multiple times for being one of the best places to work in Minnesota, and by its peers in the RV industry for its quality people, products and services. Most recently, Pace was awarded the prestigious Lifetime Achievement Award from Rochester Area Economic Development Inc. Pace has also been chosen as the RV Industry Association (RVIA)'s "Supplier of the Year," and in 2022, received the RVIA "Product of the Year" award for its innovative internet solution, the TravlFi Journey1.

Notable Awards

- Lifetime Achievement Award from Rochester Area Economic Development Inc.
- Star Tribune "Minnesota Top Workplaces"
- RVIA "Supplier of the Year"
- RVIA "Product of the Year" Winner for TravlFi Journey1
- RVIA "Product of the Year" Finalist for TravlFi Journey XTR

DISH Outdoors

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

TravlFi Pay-as-You-Go Internet

In order to support the growing need for internet connectivity, Pace launched TravlFi with a goal to simplify connectivity for RVers with convenience and flexibility. TravlFi combines pay-as-you-go plans with eSIM technology in all devices, which automatically finds and locks on to the strongest cellular signal on the network in a particular area without changing SIM cards or paying separate bills.

After launching the award-winning TravlFi Journey1 4G/LTE portable hotspot, Pace brought to market the TravlFi JourneyXTR 4G/LTE Router and Wi-Fi Extender. This versatile, cloud-connected, smart router gives customers the ability to use TravlFi service or use local public or private Wi-Fi to get connected. Pace sells TravlFi devices through distributors, dealers and OEMs. Dealers looking for more information about carrying these products can visit paceintl.com/mobile/travlfi or call 1-800-444-PACE (7223).

OEM Solutions

Pace is a supplier to OEMs in the RV and marine industry and specializes in solutions to enhance the customer experience. As a value-added distributor, Pace sources products, creates solutions and offers thousands of items to support production. This includes many brands like DISH Outdoors, TravlFi, Ring, Phillips or Insignia, and across various specialty electronics solutions including HDMI matrixes and cabling, security systems, mobile internet, TVs, appliances, cellular boosting and much more.

Service & Support

To support its products, Pace proudly offers an inbound call center that specializes in the RV industry based in Rochester. This gives the company's partners the peace of mind knowing their customers will be supported year-round, seven days a week. Customers can activate their equipment and receive technical support if needed with help from knowledgeable and tenured RV electronics experts. Visit paceintl.com/mobile to learn more.

paceintl.com



dish outdoors

The Premium TV Experience for RVers



Build Profits and Enhance Customer Value in 2024!

We will be launching new programs and marketing materials this year. Learn more during RV University at the NTP Show.

- NEW materials
- NEW programs
- NEW incentives
- NEW swag

Easily Order Displays & Access Marketing Materials

Download customized flyers, emails, web banners, and more from our portal.



dishoutdoors.com/dealers

Patrick Industries Inc.

Empowering Enthusiasts

Founded in 1959 and headquartered in Elkhart, Indiana, Patrick Industries Inc. (NASDAQ: PATK) is a leading component solutions provider to the RV, marine and housing markets. Now celebrating its 65th year in business, Patrick has built a legacy of expertise, empowerment and servant leadership. Today, Patrick's operations span more than 250 facilities in 23 states and are driven by over 10,000 empowered team members.

Full Solutions Model

Patrick's full solutions model sets a new standard in RV manufacturing. With a diverse network of over 85 leading brands, Patrick offers the largest selection of interior and exterior component solutions in the United States. This model goes beyond supply; it's about empowering customers through expert design consultation, unparalleled product range and dedicated customer service. Patrick's approach ensures that every customer's vision is not only realized but elevated.

Experience the value of Patrick's full solutions model in these areas and more:

- Appliances
- Adhesives and insulation
- Cabinets, doors and trim
- Countertops and backsplashes
- Electronics and wiring
- Fiberglass and plastic components
- Flooring, wall panels and roofing
- Furnishings and hardware
- Kitchen/bath fixtures and holding tanks
- Lighting and mirrors
- Slideout floors and seals
- Speakers and audio-video systems

Customer-Focused, Solution-Oriented

At the core of Patrick's business model is a customer-focused, solution-oriented approach. Each brand in its network is empowered by Patrick to strive for excellence and is dedicated to understanding and meeting the unique needs of each customer. This approach is not just about selling products; it's about building relationships, building our brands, solving challenges and providing tailored solutions that drive customer success. Patrick's commitment to customer partnership and servant leadership reflects its broader mission to enrich the lives and businesses it serves.

Enthusiast-Driven Innovation

Empowering enthusiasts is the driving force behind Patrick's innovative spirit. Whether it's enhancing the RV experience, elevating marine adventures, or enriching home life, every solution is designed with both the manufacturer and end user in mind. This enthusiast-driven approach has positioned Patrick at the forefront of outdoor recreation innovation.

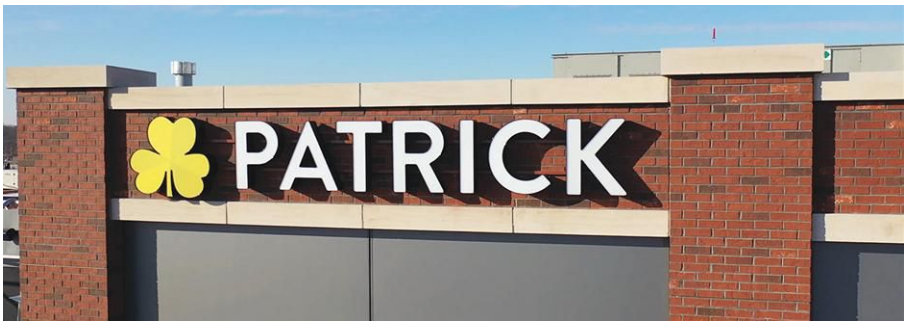
BETTER Together

Patrick's culture is defined by its BETTER Together values – Balance, Excellence, Trust, Teamwork, Empowerment and Respect. These values are more than guiding principles; they are the bedrock of the company's operations. This culture differentiates Patrick, fostering an environment where innovation thrives, relationships grow and every team member feels valued and empowered. It's this culture that not only shapes the company's present but also paves the way for the industry's future.

As Patrick accelerates into 2024, the company invites you to join in empowering a growing community of outdoor enthusiasts to live their best life on the road, off the grid, and wherever life takes them.

patrickind.com





PATRICK

EMPOWERING ENTHUSIASTS



Patrick's full solutions model sets a new standard for RV manufacturing. Our network of leading brands represent America's largest selection of interior and exterior component solutions. From expert design consultation to dedicated customer service, we empower our customers to achieve more.

Scan to explore RV solutions

Contact Patrick's design studio for a free consultation.
design@patrickind.com

ADORN · ALPHA SYSTEMS · AMC MSM · BETTERWAY PRODUCTS · CHARLESTON · Collins & Company · DECOR · DEHCO · FRONTLINE MANUFACTURING · FOREMOST · FUSION WOOD PRODUCTS · Gravure Ink · INDIANA TRANSPORT · INLAND Plywood Company · Interior Components Plus · KRA International · LaSalle Bristol · IMI · LS Manufacturing · MAPLE CITY · MEDALLION PLASTICS · Middleburg Hardwood Products · Nickell Moulding Company · North American Forest Products · North American Moulding · Parkland Plastics · PATRICK Distribution · Premier Concepts · THE PROGRESSIVE GROUP · QAV · Precision Painting · REVEL PRODUCTS INC · Rockford Fosgate · SIGMA WIRE INTERNATIONAL · Structural Composites of Indiana · SYNERGY RV TRANSPORT · TRANSHIELD · WILLIAMSBURG FURNITURE INC. · Wire Design

Richloom

Richloom, founded by Fred Richman in 1957, is a third-generation, family-operated and -owned textile and finished goods company. While Richloom's headquarters are located on Fifth Avenue in New York City, they have major operations in North and South Carolina, a domestic upholstery mill in High Point, North Carolina, an office in Shanghai, China, and an RV sales office and showroom in Elkhart, Indiana.

Richloom's centrally located Elkhart showroom is dedicated exclusively to the recreational vehicle and manufactured housing industries. The strategic positioning of Richloom's Elkhart office allows it to efficiently and effectively service this key industry.

Richloom introduces its RV-dedicated Hit the Road Collection twice a year, along with its performance polyurethane vinyl collection under the Richloom Tough brand. These exceptionally designed collections, along with Richloom's residential and decorative offerings, give the RV customers a plethora of products to choose from when designing their interiors. The Richloom Tough Collection contains over 300 SKUs (introduced annually) ranging in colors and different grains. Within the Tough Collection, Richloom offers Series 5 or Series 10 – a five- or 10-year guarantee against hydrolysis. Richloom's Hit the Road Collection is a curated assortment of upholstery, bedding and window fabrics. Many of Richloom's products are manufactured with inherent flame-retardant yarns to meet the industry's MVSS302 requirements.

Richloom's design and engineering teams work months in advance, researching the latest trends in the residential and automotive industries. Its design, engineering and quality control teams collaborate to ensure that all products meet or exceed industry and internal testing specifications.

Richloom prides itself on quality, with its global supply chains bringing beautiful utility products to its customers. With a distribution center in South Carolina, Richloom provides quick service to its manufacturing customers and ensures production schedules are met. With a new weaving operation in High Point, North Carolina, Richloom can provide woven fabrics to the trade on demand, producing sustainable performance fabrics that are durable and easy to clean.

richloom.com

RICHLOOM

> Richloom prides itself on quality ... bringing beautiful utility products to its customers.






RICHLOOM
TOUGH COLLECTION

Riverside RV

In the past year, Riverside RV embarked on a transformative journey – reassessing, redefining and revitalizing its company. Riverside RV has emerged with a renewed vision and is now fully prepared to collaborate with dealerships.

Reassessing: Riverside has conducted a thorough assessment of its strategies, implementing streamlined processes, optimizing efficiency and investing in advanced technology. By fostering a culture of continuous improvement, Riverside aims to create a dynamic and engaged workforce that takes pride in delivering exceptional products. The company's objective is to provide superior quality products at an amazing price while reducing lead times. These modifications will ensure dealers receive their RVs in a timely manner without compromising on craftsmanship or attention to detail.

Redefining: Riverside has fine-tuned their models to offer the best in comfort and style. One standout model is the Retro, which captures the iconic look of the 1950s and 1960s with rounded edges, vibrant colors and vintage accents. It's a head-turner on the road and at campsite, making it a great option to showcase in your dealership. Don't be fooled by the exterior – the Retro offers the classic comforts of home on the inside. It's the perfect blend of nostalgia and modern convenience that will attract customers looking for a unique camping experience.

Next is the Intrepid featuring a contemporary and modern design throughout. The Intrepid's modern appeal will attract customers who want a trailer that reflects their personal style at an affordable entry-level price.

For the adventurous souls who love the off-road journey, think of the Xplorer. With features like off-road tires, 3-inch lift, reinforced galvanized steel wheel wells and aluminum wheels, the Xplorer is perfect for those seeking a trailer that can handle their wanderlust.

Riverside has raised construction quality standards, setting a new benchmark for excellence. The Big 4 for 2024 Standards were introduced across all brands and add to the company's already impressive standards, which include Azdel vacuum bonded laminated walls, aluminum sides (front and rear wall construction), solid step aluminum stairs, GE appliances and AC, power tongue jack (except 511 model), friction hinged doors, magnetic latch catches, Indratech high-performance mattresses and more.

Revitalizing: Riverside has assembled a crew of industry veterans who bring a wealth of experience and expertise to the table. The new operations director, plant manager, additional sales staff and marketing/communications director have been carefully selected to help drive the company's growth. Their collective knowledge and passion for the industry, in addition to the already amazing staff, will play a pivotal role in Riverside's journey forward.

Riverside is poised to become a trusted name in the industry, known for its commitment to excellence and customer-centric approach. A new formation of an Ambassadors Program as well as Owners Rallies throughout the U.S. are in the works to meet the growing demand for the company's trailers. Riverside RV is expanding its network of authorized dealer partners across the United States and Canada, making it easy for customers to find and purchase Riverside RV trailers. Plus, with the new higher SPIFF program being rolled out, salespeople are excited to showcase not just the Retro, but all of Riverside RV's fleet. It's an opportunity for dealerships to offer their customers a range of options that cater to their unique preferences and needs at an economical, budget-friendly price.

goriversiderv.com







3 Fantastic half-ton towable brands, including America's True Vintage Trailer - the RETRO! Hitch to Riverside RV and add some color to your lot- Secure your market now!

GoRiversideRV.com

RIVERSIDE RV

If interested please email or call

Sales@GoRiversideRV.com

260-499-4578 Ext 108

Thetford & Norcold

For over 60 years, Thetford and Norcold have been leaders in the RV, marine and outdoors industries. All Thetford and Norcold branded products are intentionally designed to withstand the rigors of the road and to meet the needs of outdoor enthusiasts of all types.

Founded in 1963 in a Thetford Township garage near Flint, Michigan, Thetford has been the top choice for toilets by RV manufacturers for decades and the brand most preferred by consumers for sanitation solutions including specialty chemicals and toilet tissue. The company's portfolio of products includes iconic brands like Porta Potti and Aqua-Magic. More recent additions are B&B Molders replacement parts, Protect All cleaners and treatments, Titan hoses and totes, and Aqua MAX holding tank treatment.

It's hard to believe that anyone who has spent time in a RV, boat or campground hasn't used a Thetford product. RV manufacturers, distributors, dealers and end-users trust Thetford to keep them going.

Norcold was founded in 1959 in California specifically to manufacture and sell specialty refrigerators to the RV and marine industries. As the recreational industry prospered, so did Norcold, rapidly growing from a small, family company to an industry player with unlimited potential.

Norcold joined the Thetford family in 1997. Polar LP gas absorption refrigerators and DC compressor refrigerators provide the perfect fit and function for all camping styles. Norcold remains committed to the RV industry producing high-quality refrigerators utilizing the company's global footprint and capacity. Norcold believes that all big adventures demand the bear.

Today, the North American headquarters for Thetford and Norcold remain close to where the company started in Ann Arbor, Michigan. The company's global headquarters are in Etten-Leur in the Netherlands, with sales offices around the globe and manufacturing facilities in five nations.

Thetford LLC and Norcold LLC are privately held by Monomoy Capital Partners, based out of New York. Monomoy acquired the companies in 2021 and has partnered with the local leadership teams to improve operations and product quality, invest in innovation and deliver excellent service. This partnership will ensure the brands continue to serve the RV and marine industries for decades to come.

> Thetford and Norcold branded products are intentionally designed to withstand the rigors of the road.

thetford.com



THETFORD
NORCOLD

TRUST THETFORD TO KEEP YOUR CUSTOMERS GOING

For over 60 years Thetford® and Norcold® have been innovating and delivering high quality sanitation solutions, toilets and refrigerators to the RV Industry.

60 years THETFORD SINCE 1963

Visit thetford.com to learn more.

Aqua-Magic® VI

Space Saving
Lightweight Toilet



Aqua Max®

Holding Tank Treatment

ADVANCED-ACTION Aqua MAX



Tank Blaster®

Holding Tank Cleaner



Titan® Tote

Premium Portable
Waste Tanks

THETFORD TITAN



American Bolt & Screw

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

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

From its seven ABS warehouses strategically located across the United States and Mexico stocking more than $20 million in inventory, the company is uniquely poised to serve your fastener and hardware needs for manufacturing and assembly. Choose from an extensive range of fasteners, including commercial grade bolts, washers and overhead door specialty items. ABS also offers a huge selection of cabinet hardware, bath hardware, cargo hardware and lock sets.

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

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

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

absfasteners.com



DO YOU VALUE GREAT CUSTOMER SERVICE? WE DO.







Tiffin Motorhome Owners Group

KP Kelly · 19h ·

For anyone with a Demco product, we just stopped at the Demco facility in Boyden, Iowa. My husband had installed our Air Force one at home as there is no installer where we live. We wanted the installation checked over so my husband went into the office and one of the managers (Brian) came out to have a look. He noticed a couple of things that my husband had done incorrectly, got out the tools, crawled under the dash in his clean office attire and set it all up correctly. Afterwards, he gave my husband a tour of the facility where they put together the tow bars, the Air Force one, etc. What a great company - excellent customer service!

2 comments

70

Like Comment

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DEMCO

Doing Our Best to Provide You the Best

OEX

by PullRite

ONE BASE WITH **TWO COUPLING OPTIONS!**

Each base is designed specifically for **Ford, Ram and GM** OE trucks with pucks. See illustration *(below right)*

Offers more cab-to-trailer clearance than other brands!

- SuperLite provides an additional 7-1/2" cab clearance
- Super 5th provides 4" additional cab clearance

Lightest 25K rated hitches on the market! Each OEX hitch is nearly **half the lifting weight of similar designs on the market**.

- SuperLite has a lifting weight as light as 78 lbs.
- Super 5th's lifting weight is 2/3 of the weight of similar brands

Easiest install/removal than any other 25K hitch! OEX Mounting Posts are totally removable and require no tools! Once removed, the lifting weight is reduced and the base is left with a flat bottom for easy install and removal

We have the easiest coupling options on the market!

- SuperLite offers the simplest hookup with its "aim & drop" ball & funnel system
- Super 5th features our automatically locking hitch plate

No step stools or crawling around in your truck bed!

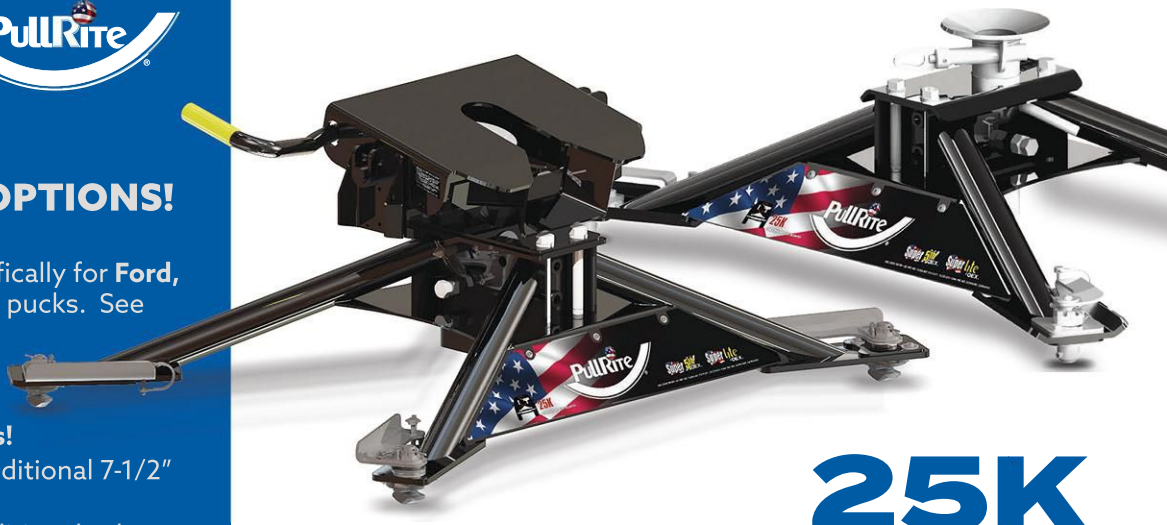
- SuperLite's Remote Latch Handle is designed to reach the Release Latch from a lowered tailgate
- Super 5th's self-latching jaw requires no secondary locking device to engage

Horse Trailer Adapters available for both. SuperLIte #4443 and #4424 for Super 5th

PullRite | MADE IN THE USA 100% AMERICAN

A ***NEW*** HITCH LINE FOR OE PUCK TRUCKS

ONE BASE | TWO OPTIONS



25K
ALL CONFIGURATIONS

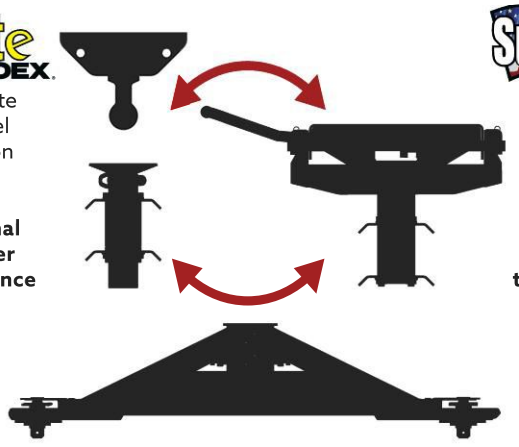
INTERCHANGABLE COUPLER OPTIONS!

Buy one configuration and if you prefer a different coupling method down the road, swap out the coupler without the cost of buying a new hitch!

SuperLite OEX

OEX SuperLite Ball & Funnel Configuration

7.5" additional cab-to-trailer turning clearance



Super 5th OEX

OEX Super 5th Hitch Plate Configuration

4" additional cab-to-trailer turning clearance



PART#	DESCRIPTION	LIFTING WEIGHT
#4700	#4700 25K OEX SUPER 5TH FOR 2010-2023 FORD	101 lbs. (head rmvd.)
#4715	#4715 25K OEX SUPERLITE FOR 2010-2023 FORD	85 lbs.
#4800	#4800 25K OEX SUPER 5TH FOR 2013-2023 RAM	116 lbs. (head rmvd.)
#4815	#4815 25K OEX SUPERLITE FOR 2013-2023 RAM	100 lbs.
#4900	#4900 25K OEX SUPER 5TH FOR 2020-2024 GM	94 lbs. (head rmvd.)
#4915	#4915 25K OEX SUPERLITE FOR 2020-2024 GM	78 lbs.

Cavagna Group

Cavagna Group is a third-generation, family-owned and operated regulator, valve, meter and equipment manufacturer based out of northern Italy. Since 1949, Cavagna Group has delivered the Made in Italy-level of excellence to over a billion people in 150 countries. Over 1,100 employees produce 50 million pieces each year in nine state-of-the-art manufacturing facilities in Italy and eight additional factories on five continents.

Through its ISO 14001 certification and core commitment to leave the planet a better place than they found it, Cavagna Group works tirelessly to improve processes and develop products to serve future generations with clean and efficient solutions.

Cavagna Group continually expands and improves its product offering through constant research and development with the company's team of 37 R&D engineers and 69 dedicated employees with technical degrees. They currently hold 111 active patents with an additional three applications pending and invest more than $5 million annually into this program.

Starting from innovation, wherever gas is the integral part providing clean energy for everyday life, there will be a technological and productive commitment from Cavagna Group to provide comprehensive one-stop solutions to provide safe and functional utilization in all applications.



"Wherever gas is used, we are there."

cavagnagroup.com

Automatic Changeover Regulators

Operate Multi-Cylinder System Safely

- Uninterrupted Supply Gas Flow
- First + Second Stage
- Extremely Compact



cavagna group®

Wherever gas is used, we are there

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Phone 732-469-2100, Fax 732 469 3344
Cavagna Noth America Distribution Center,
5910 W By Northwest Blvd.
Houston, TX 77040
Info@us.cavagnagroup.com - www.cavagnana.com

Century Chemical Corporation

For 97 years, Century Chemical Corp. has made campers happy as they seek out destinations for relaxation, building memories and enjoying the outdoors. The strength of the products and ease of use have made generations of families trust the solutions. The company offers campers a fresh, consistent cleaner for holding tanks with Travel Jon, one of the most trusted names in RV sanitation. Century Chemical is celebrating the 50th anniversary of Winter Pruf Antifreeze – the most effective solution for winterizing and burst protection for potable water systems. Serving the RV industry with solutions to keep campers on the go anytime, anywhere, the strength of its customer service provides customers with the products they need, when they need them. As a team, the company works with clients for private labeling and customized products to deliver great products and remain with them throughout the process to ensure an accurate and strong end result. Century Chemical products are proudly manufactured in Elkhart, Indiana.

centurychemical.com

CENTURY CHEMICAL CORPORATION



CENTURY HEAT
TRANSFER FLUID
Take Comfort Wherever You Go

Preferred fluid for most RV floor heating systems!



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Winter-Pruf® antifreeze is the ideal solution for winterizing any potable water system.

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EQ Systems



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

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

With the lessons learned over the recent years regarding supply chain problems, uncontrollable price increases and unpredictable quality from sourced suppliers, it was clear that becoming an in-house manufacturer of as many critical components as possible was the only sustainable solution.

EQ Systems purchased a large range of machines including plasma tables, an auto-feed laser, CNC lathes, an aluminum mill and robotic welders as the first step. Drawing from many strong industry relationships, EQ Systems was then able to bring on experienced engineers and machinists immediately.

The long-term home of EQ Systems in Elkhart, Indiana, was no longer large enough to house this new operation. The company purchased an existing manufacturing facility, just north of the Indiana-Michigan border, with 100,000 additional square feet of floor space.

With capacity to produce efficiently and control costs and quality, the company is in a unique position for controlled growth at a time when others are tempted to retract. EQ Systems is excited to be able to support its partners with quality products and sustainability at a time when it's needed the most.

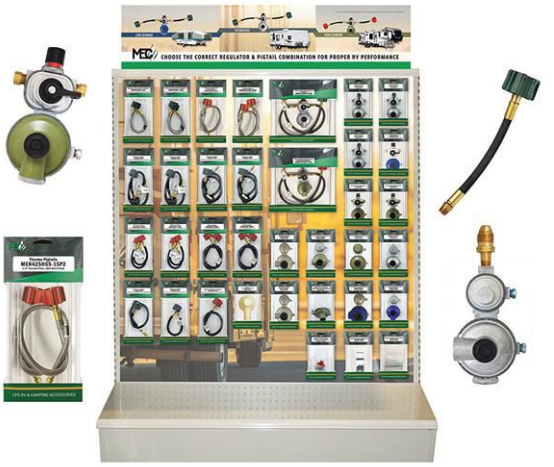
eqsystems.us



Marshall Excelsior Co.

For 47 years, Marshall Excelsior Company has been a progressive manufacturer of top-quality, innovative LPG equipment. Located in Marshall, Michigan, the company offers a full range of products that support the LPG & NH3 Bulk Plant, Transport, Delivery/Dispensing, Residential and Recreational applications. As its product line continues to grow, the company strives to improve product functionality while taking the industry standards to a higher level of quality and performance. The goal is to create the safest equipment solutions for everyday operations while allowing the largest amount of product to be transferred, stored and dispensed, resulting in an overall savings to the customer. MEC has been supporting the RV industry since the start, beginning with brass fittings for LP gas appliances. Today, the company offers anything you might need for your camping and outdoor recreational needs including LP Hoses, regulators, grill kits and test equipment. The most popular products are offered in planograms designed to meet customer needs. Contact AP Products at 800-417-2477 or your Tom Manning & Associates representative for more information.

marshallexcelsior.com/rvandcampingequipment





ReserveMax by Canopy Technologies

Canopy Technologies is a new software company devoted to offering products and services that increase profitability, efficiency and oversight to companies utilizing the indirect lending market. The ReserveMax product is currently sold directly to dealerships in the RV industry, where users across finance, sales and management use it to provide a better user experience for customers participating in their financing business, while maximizing the profitability and speed with which deals are completed. ReserveMax identifies the most profitable solution and eliminates unnecessary profit losses. Don't let your dollars slip through the cracks! Get the max return. Every deal. Every time.

ReserveMax can be used to:

- Close more deals faster.
- Complete desk deals accurately and efficiently.
- Increase your dealership's PVR.
- Level up your inexperienced F&I associates.
- Sell more products.
- Optimize the customer experience.
- Track your progress across locations and employees.
- Utilize predictive analytics to work smarter.

reservemax.io



EVERY DEAL.

EVERY TIME.

Witness an unprecedented surge in your PVR, seamlessly diminish your F&I dept. workload, & ensure nothing slips through the cracks, with our unparalleled state-of-the-art software solution.

RESERVEMAX.IO

RESERVE MAX

DO YOU WANT TO:

- Maximize the reserve on every deal
- Sell more products
- Optimize the customer experience
- Close more deals. Faster.
- Increase your dealership's PVR
- Level up your inexperienced F&I associates
- Track your progress across locations and F&I employees
- Get access to new lender programs in your market
- Utilize predictive analytics to work smarter
- Integrate your DSM, inventory, and accounting tools
- Streamline the credit application process
- Customize every deal with personalized analytics

MAKE AN APPOINTMENT NOW FOR A DEMO: RESERVEMAX.IO

Samlex America



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

Samlex also offers great benefits to support its dealer network, including:

- Dealer Success Program – a sales tool to help make selling solar simple, now enhanced with RV Bundles
- Widest array of inverters – easy to fit your customer with the right power solution
- Training webinars – help your staff sell solar with confidence, and close more sales
- POP for dealers – ask about gondola toppers and triangular displays

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

samlexamerica.com/rv



Specialty Recreation Inc.

Specialty Recreation Inc. is a family-owned and operated business located in California and run by President Bryn Giuliani. Specialty Recreation has been supplying products to the RV aftermarket industry for more than 30 years. The company prides itself on offering products made in the USA. Its main product lines consist of RV bath products and skylights. Specialty Recreation offers one of the largest selections of direct OEM skylights as well as a full line of replacement bath walls, tubs and shower pans.

Specialty Recreation never underestimates the value of innovative and quality products. The company is always looking to bring the newest products that consumers are looking for in the RV aftermarket. Visit their website to view the entire product line at specrec.com.

specrec.com

> The company prides itself on offering products made in the USA.







Truck System Technologies (TST)

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

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

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

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

Visit tsttruck.com or call 770-889-9102 to find out why TST's products, dealer training and customer support is second to none. TST is a Clarience Technologies Company.

tsttruck.com



Creative Products Group (CPG)

CPG is an RV industry, Tier 1 aftermarket supplier of OEM locks and keys, fasteners, domestic lights and plumbing, hardware and many other consumer-driven products. CPG is committed to provide the aftermarket consumer with the same high-quality product that RV manufacturers trust and use with each new model produced. Located in Elkhart, Indiana, the heart of the RV industry, CPG is the exclusive aftermarket supplier of Global Link products. These products include exterior and interior locks, latches, keys, fasteners and hardware. CPG also supplies domestic lighting products from Command Electronics and molded products from B&B Molders such as hatch doors, water panel centers, plumbing components and other accessories for towable and motorized RVs. CPG has a 100,000-square-foot facility that is full of over 900 different products consumers need for replacement or upgradeable options on their RVs. Always looking and always searching, CPG adds to the growing inventory daily for the benefit of the consumer. You can find all of the company's products online at rvlam.com.

The Key-ALike Advantage

CPG specializes in security with the Key-ALike program. This program gives the consumer a true one-key solution to the multiple exterior locks and key problem that plagues the RV industry.

Unique to each lock in the Global Link product line is one of 90 key codes. Often as an RV is manufactured, exterior locks with different key codes get installed resulting in multiple keys that an RV owner needs to keep track of. This gets challenging as they try to open doors and compartments with the right key. The Key-ALike program gives the owner the ability to recode all the exterior locks into one key code and consolidate a key chain with many different keys to a true one key keychain. No more headaches or repairs when the wrong key is used and breaks.

cpgbrands.com





Dragonfly Energy Corp.



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



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

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

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

dragonflyenergy.com



Eberspaecher Group



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

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

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

The fuel-operated water heaters of the Hydronic product family are the ideal solution for applications where the cab and the engine should be pre-heated, for example, in very cold regions. Here, it makes sense to pre-heat the coolant to make sure the engine starts smoothly. This prevents idle time and motor wear and, thus, preserves the engine. Specifically designed for the needs of the North American RV market, the new modular Hydronic AquaSystem for manufacturers completes the portfolio. It not only ensures a pleasantly warm passenger compartment but also beats domestic water at the same time-based on the coolant circuit through which the coolant heated by the Hydronic 53 water heater flows. Thanks to its modular design, the system can be tailored precisely to the user's needs. The comprehensive Eberspaecher 111 AIRTRONIC portfolio is the perfect choice to secure a pleasant level of comfort and offers custom-fit systems for the specific needs of RVs and campers.

eberspaecher.com

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/ca/en

MBA Insurance

As outdoor enthusiasts, the team at MBA Insurance understands the importance of vacationing and adventuring with family and friends that help create memorable moments that last a lifetime. This is what makes recreation vehicle rentals so near and dear to the company's heart. Its mission is to empower customers with reliable, worry-free coverage so that they may provide memorable experiences for those families and friends.

Experiences start with great service. At MBA Insurance, you know you are in for a great experience from the moment you speak with one of its customer service representatives. Years of knowledge and experience in the rental industry is what makes MBA Insurance a reputable resource.

We know that great experiences help establish long-term relationships. Creating long-term relationships is extremely important and highly valued at MBA Insurance. Protecting your assets and providing peace of mind is the company's contribution to its customers so that their rental businesses can focus on the important things like building relationships and creating repeat customers of their own.

> At MBA Insurance, you know you are in for a great experience from the moment you speak with one of its customer service representatives.

Active in the RV industry on a national level, MBA Insurance is a founding member of the Recreation Vehicle Rental Association (RVRA); a member of the Recreation Vehicle Dealers Association (RVDA); an associate member of the Recreation Vehicle Industry Association (RVIA); and a contributor to the Go RVing campaign.

Innovative insurance products, automated technology solutions, superior service and A+ A.M. Best rated carrier partners help make MBA Insurance one of the leading national program administrators in the recreational vehicle rental industry. Contact the company's office and learn how you, too, can help create long-lasting memories for many others!

mbainsurance.net



Southwire

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

With over 60 years of experience in providing power where it's needed most, Southwire is a trusted partner in delivering RV solutions. From its Surge Guard products that supply complete electrical protection for your RV, to the Portable Power Stations Elite Series that delivers power anytime, anywhere, to its complete line of Shoreline Reels that offer an all-encompassing line of reels. When you're preparing for an RV trip, you can trust Southwire to supply the products you need. Southwire delivers the Surge Guard family of power protection devices to keep your RV's electrical system and sophisticated electronics safe from the dangers of faulty electrical power. The variety of Surge Guard products protect your RV from high and low voltages, poorly wired pedestals, open ground, open neutral, reverse polarity, high neutral currents, surges and overheating of the plug or receptacle.

The Portable Power Elite Series can power a 32-inch TV for more than 21 hours and charge up to 12 devices at a time. It features a UL certified lithium-ion battery for safe use and provides a pure sine wave to ensure your delicate electronics run properly and are protected with a clean power output. The eco-friendly solar panels pair perfectly to produce clean power anywhere your journey leads you. You'll never be left in the dark with Southwire portable power at your side.

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



southwire.com



SAFE T ALERT™
NEW!
Slim Line Dual CO/Propane Alarm
Universal Replacement!
Replaces All Brands/Models of LP Gas Detectors and Dual CO/LP Gas Alarms.

Surface Mount Models:
85-741-WT-TR (White)
85-741-BL-TR (Black)
85-741 includes a trim ring that covers previous installation cutouts.
Learn more at STAdealer.com

MTI Industries Inc.

MTI Industries Inc. manufactures Safe-T-Alert life safety alarms that specialize in carbon monoxide alarms, propane alarms, combination carbon monoxide/propane alarms and smoke alarms for the marine and RV industries since 1979. MTI keeps safety a top priority while providing a full product line to ensure customers receive more tailored units to fit what they need, all in the spirit of keeping boating and RVing fun. Outside of basic maintenance and checkups, using MTI's alarms gives consumers a full five years of useful life, enhancing safety while camping and keeping up with current trends, colors, shapes and sizes.

MTI's most recent design is the 85 Series, a combination carbon monoxide and propane alarm with the newest technology, small footprint and the introduction of the Trim Ring to make the company's first universal alarm. While keeping a full range of units to replace original OEM parts and fit consumer specific needs, MTI found a solution to make a universal replacement for any alarm in the field, and the 85-741-TR is by far the best option when selecting a universal replacement. While the company has provided peace of mind to campgrounds for almost 45 years, it can't wait to provide another 45 years. As always, remember our SAFE T.R.I.P. TIP:

- Test
- Replace
- Inspect
- Promote

Have a safe trip!

mtiindustries.com

Jaeger-Unitek Sealing Solutions, Inc.

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

jaegergroup.com/en/jaeger-unitek



Pinnacle Appliances

In the world of appliances, Pinnacle stands out as a trailblazer, consistently crafting innovative solutions that redefine the capabilities of everyday home products. Headquartered in Houston, the company has forged and continues to make strong partnerships with RV dealerships nationwide.

- **Laundry Solutions** – The Ultimate Combo Washer-Dryer, an all-in-one marvel that washes and dries clothes in a single machine. The stackable laundry sets, specifically designed for RVs, are only 62 inches tall.
- **Wine Coolers** – Choose between built-in or freestanding installations to suit your preferences.
- **Refrigeration** – The DC 12V refrigerators offer a perfect cooling solution in two capacities, 10 and 3 cubic feet.
- **Cooking Ranges** – Portable and built-in induction cooktops, including single, dual and quad burner options, and the Combo Microwave-Oven 5-in-one Air Fryer (AF 500).
- **Lifestyle** – The Electric Fireplace offers a temperature range from 65 to 95 degrees.

pinnaclecombos.com





Thermo-Tec

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

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

thermotec.com

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POP & PACKAGING





FLAT TOWING PLANOGRAM

Blue Ox, Pender, Nebraska, offers its Flat Towing and WD Planogram. Blue Ox's most popular flat towing and weight distribution accessories in one 4-foot section. Kit 84-0251 includes sign and accessories. Contact a Blue Ox sales team representative to order.

blueox.com

MOBILE DISPLAY RACK

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

southwire.com

TOILET TREATMENT CORRUGATED DISPLAY

Camco, Greensboro, North Carolina, presents its TST Drop-Ins Corrugated Display. Present Camco's TST RV Toilet Treatment Drop-Ins with this three-tier floor-standing unit that provides an attractive, space-efficient addition to your store. It highlights essential RV camping products your customers will love. Measures 50 inches tall by 24 inches wide by 13 inches deep. Includes the display, eight TST Fresh Scent Drop-Ins, eight TST Max Orange Drop-Ins, eight TST Max Lavender Drop-Ins, eight TST Lemon Drop-Ins and eight TST Hibiscus Breeze Drop-Ins.

camco.net



CLEANING SOLUTION DISPLAY

Century Chemical, Elkhart, Indiana, offers its Travel Jon. The most effective cleaning solutions with powerful odor-fighting capabilities to keep any rig smelling fresh. Century's products fight odors and provide deep cleaning power to keep travelers comfortable in their favorite places. Easily breaks down tissue and waste, keeps tank sensors clean and is easy to store. Safe for all municipal and septic systems and all RV holding tanks. The longest, most trusted RV holding tank treatments to keep you going anywhere, anytime.

centurychemical.com





DISH OUTDOORS ENDCAP

DISH Outdoors, Englewood, Colorado, presents its DISH Outdoors Endcap. DISH Outdoors displays offer an educational display to help customers understand Pay As You Go HD TV. With new messaging and creative, customers can utilize QR codes and printed information to help them decide on the equipment and programming best for them. There are multiple ways to merchandise based on the DISH products you carry. New consumer offer programs will be featured in the dealer portal where you can also access additional event kit and marketing collateral materials free of charge.

dishoutdoors.com



WIRE HARNESS GUARDIAN BULK PACKS

Hanington Innovations Limited, Victoria, British Columbia, Canada, offers its Connect-to-Protect Trailer Wire Harness Guardian. Retail Connect-to-Protect products are now available as 64- and 256-unit bulk format packs for aftermarket dealer installs. Hanington Innovations offers a pro-grade, military spec, affordable safety and reliability upgrade product that protects the trailer wire harness from damage, debris, dirt and corrosion while the trailer is not in use. Dealers often stock retail packaged product at point of sale and can then install customer purchased product as a secondary labor sale using bulk format product. Get price advantages that OEM manufacturers enjoy. Available in 4- and 5-way flat and 7-way round formats for all trailer types.

connecttoprotect.ca



SURGE PROTECTOR PACKAGING

Hughes Autoformers, Anaheim, California, offers its Power Watchdog RV surge protectors. All Power Watchdog surge protectors are packaged in our new, dramatic packaging that boasts easy-to-read details and features. The multifaceted boxes allow dealers to display the box in many different angles.

hughesautoformers.com



LP GAS PLANOGRAM

JR Products, Clarence Center, New York, presents its LP Gas Express Planogram. Now offering a new 2-foot LP Gas Express POG. A selection of JR's top selling LP Gas products such as regulators, premium gas hoses, connectors, tank items and more. All LP Gas products are supplied by Fairview Fittings. Drop-shipped freight is prepaid.

jrproducts.net



PACKAGING SOLUTIONS

Lamatek, West Deptford, New Jersey, presents its PROTEK packaging that provides universal solutions that protect windows, hardware, glass and other components against damages. Separator pads are available in a variety of materials to provide residue-free protection during storage, shipping and handling. PROTEK Surface Protection Films guard against dust, scratches, UV (up to 6 months) and damages during production, installation and shipping while nonabrasive, crush-proof, shipping corners and blocks absorb multiple impacts and vibrations to protect from damages. ITwrap and ALLwrap protective packaging fully envelopes parts and assembled components.

lamatek.com



TOILET TREATMENT OFFERING

Liquified RV Toilet Treatment, Land O' Lakes, Florida, presents its Liquified RV Toilet Treatment. Tired of the "Amazon is cheaper" claims? Check out Liquified, the industry's only price-protected toilet chemical with a 100% ROI. Try it risk-free – email wil@mattsrvreviews.com, mention RV PRO and get two free boxes. Elevate your dealership's offerings and set a new standard in quality.

liquifiedrv.com



NEW PLANOGRAM DESIGN

Marshall Excelsior Co., Marshall, Michigan, offers its ME-POG-4-M1S. MEC now offers a 27 SKU planogram, which is available with a horizontal or vertical header. Includes new retail packaging sleeves with plastic clamshell inserts, more colorful and sturdier packaging, 2-pack propane hoses to consolidate space and increase sales, and combo packs. Includes regulator and hoses. Increased product exposure increases profits. Contact AP Products at 800-417-2477 or your Tom Manning & Associates representative for more information.

marshallexcelsior.com



TRAVLFI ENDCAP

TravlFi, Rochester, Minnesota, offers its TravlFi Endcap. TravlFi offers updated display options including a 3-foot endcap or inline section. Outfit your store with an educational to display and showcase TravlFi's Journey1 or JourneyXTR products. Customers can educate themselves with takeaway brochures featuring data plans, detailed product displays with a QR code to videos explaining the products and a QR code to an overview video detailing TravlFi's service and network. These display materials are free with qualifying purchase. Additional marketing materials available upon request.

travlfi.com

RV SAFETY CENTER PLANOGRAM

Orion Safety Products, Easton, Maryland, offers its RV Safety Center Planogram. Based on dealer feedback and the results of a national survey of 468 consumers, an RV Center Planogram was created that includes the Compact Camper RV Kit, First Aid Kit, Orange Safety Vest, DOT Compliant Triangles, Rain Poncho, Emergency Blanket and Lightsticks. In the consumer survey, over 60% of respondents indicated they would definitely or probably buy these products if they were available at retail. To make creating an RV Safety Center easy to set up, call 800-637-7807 or email customerservice@orionsignal.com.

orionsignals.com





SOLAR-POWERED PLUMBING VENT

Ultra-Fab Products, Elkhart, Indiana, presents its Solar Powered Plumbing Vent. Eliminate the stink from the black tank. Don't let that smell escape through a broken seal or toilet opening. Most plumbing vents rely on gases rising naturally from the tank, through the plumbing vent pipe and out the vent, but those gases will take the path of least resistance, and it is easier for them to escape through air gaps in the toilet due to bad seals or through the opening created during flushing. Ultra-Fab's powerful plumbing vent fan doesn't rely on the odors and gases in the black tank to make its way up through the plumbing vent pipe naturally, but it pulls those gases up through that pipe. By forcing the gases up the pipe and out the vent, Ultra-Fab takes away practically all chances of smelling those odors. Solar-powered so there is no wiring needed. Installation is as easy as replacing any vent. One-year warranty.

ultra-fab.com



CLEANER PLANOGRAM

Walex Products Co., Leland, North Carolina, presents its Walex Cleaner Planogram. Walex is pleased to introduce its new premium RV/marine cleaners. Gain the attention of new customers with bright and bold packaging while selling Walex's premium cleaning products alongside its best-in-class holding tank products. The new Walex Cleaner planograms include six powerful cleaners: Black Streak Remover, Rubber Roof Cleaner & Conditioner, Awning Cleaner and Mold & Mildew Remover, all packaged in 32-ounce, 64-ounce and 1-gallon bottles. The Kitchen and Bath Cleaner and Toilet Bowl Cleaner are available in 32-ounce bottles. Small and large planogram available.

walex.com



The Rights & Wrongs of

Point of Purchase Displays

How your dealership can use POP displays to entice customers to shop.



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.

There are vendor displays that sell well – and then there are those that just look awful. Point-of-purchase (POP) displays are designed to promote the vendor and their products – not your dealership or store. If you have a visual identity in place such as fixtures and wall signs that tell customers where to find something, strong POP graphics may override your signage. Too many POP displays in your parts/accessories area can create visual confusion and

make the area look and feel cluttered.

The solution is to spread them out, if possible. The more POP displays a customer sees on a shelf or on the floor, the less information that customer will absorb. Too many different shapes and colors can camouflage individual gems.

Is less POP more – or less? It depends on the quality of the fixtures, how many you have, and if they are stocked well or empty. Scan your store from the front door moving your eyes from left to right. If all you see are POP fixtures, you may have too many.

“Is less POP more – or less? It depends on the quality of the fixtures, how many you have, and if they are stocked well or empty. Scan your store from the front door moving your eyes from left to right. If all you see are POP fixtures, you may have too many.

If you've waited on a check-out line at a Best Buy, you've found yourself in the impulse buying aisle filled with smaller "pick-up" items that you didn't think about but now find you absolutely must have. Most of those items are in POP cardboard containers. Cardboard boxes can downgrade the perceived value of whatever they contain. The containers fabricated out of acrylic or metal make their merchandise look more expensive and the perception is that items in a better quality display will last longer and work better.

Temporary POP displays tend to be the most offensive abusers of taste. They are often made from cardboard or another lighter-weight and easily disposable material. They may have strong graphics with bright colors and feature seasonal products or special promotions. They are often either countertop displays or freestanding floor displays. On a counter or gondola shelf, the unfinished cardboard backs are not easily seen. On the selling floor, ideally their backs should be turned so the blank material isn't seen by customers.

Colors, Fonts & Lighting Matter

I visited my local Camping World to discover POP displays that worked well and some that were not so great. The ones that worked best were vendor-provided floor and endcap displays. One of the best endcaps included TireMinder, which had a lime green metal box with squared-off dimensional sides. The lime green has a lot of yellow in it, making it bright and eye-catching while the dimensions give the feeling of quality. This box has a clear plastic locking door to protect the higher-priced merchandise. The information about the TireMinder i10 and the Smart TPMS is on a tilted white board. The explanatory signage is black on a white background, making it easy to read for people of all ages. Contrast is key when delivering a message.

Dish TV had an excellent endcap display as well. Once again, a tilted product and informational area made it easy to see without bending down. They offered steps one, two and three in graphic form so customers could see and understand how to buy, install and use Dish. Their corporate color identity is black, red and white, and they used it throughout the POP endcap. A large QR code was at eye level. QR codes are becoming more common and comfortable for people to use.

Flex Super Glue had a smaller, printed cardboard endcap display that worked great. Their color theme, red and yellow, stood out from the surrounding darker merchandise. The entire interior of the display was printed with red dimensional-looking bubbles that were weird but also intriguing. Polka dots or any circles make people feel happier and more relaxed, while angular shapes can feel more exciting but also induce stress. When you have lots of small, similar pieces of merchandise, geometrical organization works best for a display. It becomes a block of color from a distance but easy to read and buy up close.

A Surge Guards endcap display was neat, well-organized and offered a ton of information. The only problem was the font size for this information was a bit too small for many people to see easily. The QR code was very visible and that could help. But, if your store doesn't have bright lighting, this signage would be difficult to read for anyone of advanced age when eyesight starts dimming and brighter lights are required.

Furrion makes a good-looking metal/fiberboard shelf display for their vehicle observation systems, doorway security/rear cameras and running lights cameras. What makes it work so well is the lights glow, setting it apart from other POP displays in the area. The orange and red lights pop and draw attention. What would make this even better would be a tilted base so all the information that's printed on top could be easily read. As it's flat and doesn't have strong color contrast, the reflection from ambient lighting, plus the height, makes it difficult to see for the average customer. Any tilted graphic that works for many eye levels is always preferable to a flat horizontal message. When you are discussing POP displays with your vendors, consider choosing a tilted message if possible.

I'm aware there are still shortages of products for sale, but it's frustrating to see a POP display box sitting empty on a gondola shelf. It's tough to have enough employees monitoring the checkout area much less the entire store – but, filling in empty fixtures is a must-do daily chore. I've seen many sad little empty boxes on RV store shelves, and they are frustrating for your customers. Either remove and

store the empty POP boxes or fill them.

Your permanent point-of-purchase displays are usually larger and are also made from sturdier materials, such as glass, wood, metal and hard plastics. As these are vendor provided, their logos are often highly visible. It's important that your signage to help customers find products (overhead or on-the-floor fixtures) is not the same color or typeface as your largest, permanent POP vendor displays. If your signage matches a well-displayed vendor's logo, that vendor will be perceived to "own" the store rather than you, the actual owner.

Digital POP displays usually have a digital monitor or LCD screen. I was waiting for my car at a dealership and wandered into their fairly extensive parts department. On a shelf around eye level was a small video screen – the sound was low but audible and offered information about a computer display glass cleaning product. It was probably 50 seconds long (my attention span on a good day) and within a minute I had bought it for $9.99. It was $10 I had zero intention of spending one minute earlier. That was an excellent POP display – short, succinct, priced right and it addressed a need we all have.

POP displays are a great way to increase sales using the logical adjacency concept. If you have a movable POP display that works well with another product line, put them together. For example, a chemical for toilets matched with special toilet paper for RVs. This makes it easier for customers to accomplish a task and it increases their average purchase amount.

Consider Price When Choosing a Fixture

Finally, the power of dump bins cannot be overestimated. These are used for small items or special promotions. Products are often displayed in large quantities, usually at bargain prices. If you are showing full-price items in a dump bin, it is misleading to your customers and they may feel cheated by the implications of the table fixture. Dump bins are freestanding and can be placed in strategic locations, accessed from all sides. Dump bins also provide plenty of space for brand messaging.

Point of purchase displays on your countertops are smaller and usually contain items priced under $15. Consider some snack items near the checkout area and chocolate for on the countertop. Even dog treats can sell – just make sure it says "dog" clearly. It could be an unwelcome surprise for a customer who doesn't read the packaging thoroughly.

When you're working with your vendors and they offer POP displays and fixtures, make sure the displays will fit into your store, try to avoid cardboard unless it's for inexpensive items and keep these displays filled to sell. These POP displays have a lot of value! RVP

PRODUCT HIGHLIGHT







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Pit Stop



A new study by the Bureau of Economic Analysis found outdoor recreation generated $1.1 trillion in economic output for 2022, along with:

- **2.2%** of GDP
- **5 million** jobs
- Comprising **2.3%** of U.S. employees

Across all metrics, outdoor rec's economic growth outpaced that of the U.S. economy. Top activities were RVing at No. 1, followed by boating/fishing and motorcycling/ATVing. Top states by growth were Hawaii; Alaska; Washington, D.C.; Wyoming and Florida.

CHARGING UP





THOR INDUSTRIES

unveiled 3D renderings of an electric vehicle (EV) charging station for eRVs of all sizes. The concept includes:

- Broad road access points for easy ingress and egress
- Wide aisles between pull-through charger islands
- Ample room to maneuver large motorized RVs and more
- Amenities such as restrooms, play areas and picnic areas
- Natural landscaping with berms, trees and green spaces
- Sustainability features like recycling containers, a rain harvesting system and solar power

An annual report found 82% of surveyed U.S. campers use online search platforms (Yahoo, Google, Bing, etc.) to find the right campground. 49% prefer to make reservations completely online. In the next 12 months, 94% of respondents plan to camp – and 33% say their top concern is the cost of a campground reservation.

SOURCE: RMS NORTH AMERICA, OHI, RVSHARE

The 2023 holiday season was expected to be the **biggest travel season on record,** with 122 million people or 63% of leisure travelers planning to travel between Thanksgiving and the New Year. Of those travelers, 20 million planned to go RVing this holiday season – a 30% increase over 2022.



OCTOBER SHIPMENTS

28,371 TOTAL

13.1% DECREASE
compared to Oct. 2022 (32,652 units)

40.6% DECREASE
with 266,492 units

"As we enter the holiday season, our latest research shows 20 million Americans plan to go RVing between Thanksgiving and New Year's, a 30% increase in holiday RV travel intention over last year," said RVIA President and CEO Craig Kirby. "With sustained and increased RV usage from the many new RVers who entered the lifestyle over the past few years, it's clear our industry is delivering an incredible way for friends and families to enjoy the holidays together in the great outdoors."



NEW ALL BLACK KITCHEN SUITE

Introducing the new 12V DC bottom freezer refrigerator with a stylish reflective glass finish. Available in both black and stainless glass.



FULLY INTEGRATED LATCH

Keeps doors secured while in motion



LED LIGHTING

Illuminates the entire interior

TURBO COOL

Circulates for an extra boost of cold air

- Designed specifically for use in RVs, this innovative 12V DC bottom freezer refrigerator is compatible with both battery and solar power.
- Zero Clearance, requires no external ventilation.
- Energy-Saving Defrost
- Easy-Access On/Off switch

GE Profile™ Bottom Freezer Refrigerator
Black Glass: PBV10R5VBB
Stainless Glass: PBV10R5VSS

Explore our appliances for recreational living at **GEAppliances.com/RV-Appliances**

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So, while you're focused on driving sales, we'll be by your side providing flexible solutions, training, and easy-to-use digital tools to boost your bottom line. Because we're all protectors.

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