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RV PRO



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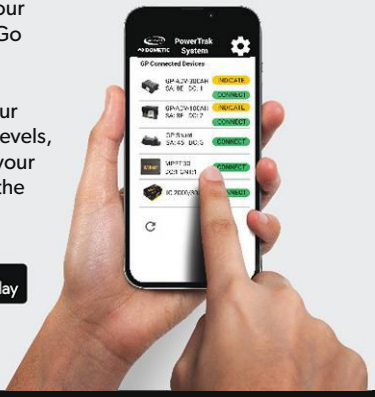
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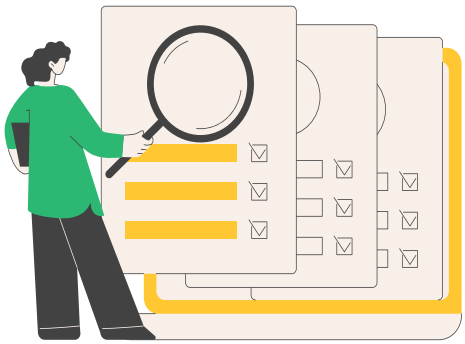


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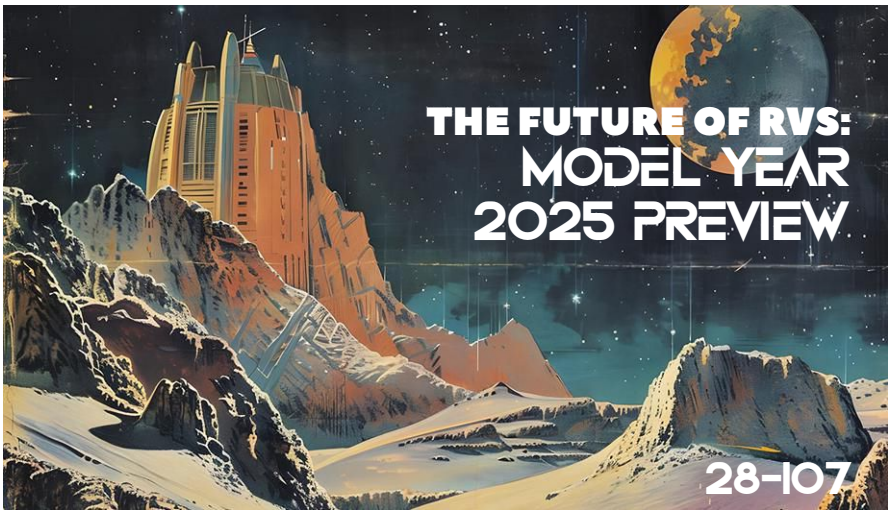
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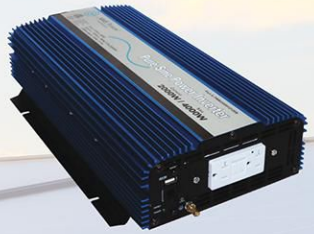
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DEMAND THE BEAR



Jennifer King

It's that time of year again! I can already see the rows and rows of shiny RVs, the smiling faces of all the manufacturers' employees ready to greet visitors, smell the food trucks and feel the hint of fall in the Indiana air.

Let's get ready for Open House Week!

As I write this, OEMs are still hard at work putting the finishing touches on all their new ideas for 2025. Thankfully, they took a few minutes out of their busy schedules to speak with us for our annual Open House model preview section, which kicks off on page 28. We are pleased to bring you approximately 52 pages of information from the OEMs about what they'll have on display at Open House and/or are offering for 2025 — and let me tell you, you're going to be impressed! The innovations we're seeing, the attention to detail, the grasp of what the market is looking for — it's exciting stuff. Be sure to email me after you look through this issue, or when you return from Open House in late September. We want to know what you think about what's in store for next year.

Open House Week is always an adventure, and a few months ago I started thinking, "If I were going to Open House Week for the very first time, what would I want to know?" From my experience, you need to be prepared for all kinds of weather — bring rainboots and an umbrella, and also sunscreen and lightweight clothing, too. But keep a jacket, as well, because the temps vary! Last year, the RV PRO team ventured into South Bend for a meal or two and enjoyed ourselves. Summer Rogers, chief communication officer at Storyteller Overland, told me she loves the Corndance Tavern in Mishawaka, Indiana. "It's a must to get the fire roasted elote corn side," she said. "I got it as a side with my sushi. That's weird, but it's that good. Can't wait to have it again in September!"

I know RV PRO Managing Editor Jordan Benschop would recommend good walking shoes — and she's right! Don't try to be fancy with heels, ladies. Put on those sneakers so you can cover a lot of ground.

For dealers who have likely attended Open House before, we know you're looking for the good deals that are going to attract your customers. Our writer Scott Russell, who's also a full-time RVer with his family, offers some ideas on attracting first-time buyers to your dealership. Find his tips on page 22.

And power solutions are an ever-evolving topic in this industry, especially with more RVers wanting to go off-grid. Learn more about power trends with insight from four companies on page 18.

Last but not least, we have Part 3 of Mel Selway's column on RECTifying Your Operations on page 108. His advice in this series (and everything he writes for us) is invaluable — make sure you access Parts 1 and 2 online if you haven't read them yet. And thanks to Mel for his wise words!



Sleeping on the job: Jennifer King (left) and Stacy Marshall, Cahaba Media Group director of sales, snoozing at the East to West display last year.

Be sure to flag down the RV PRO team if you see us wandering around oohing and aahing over the new units at Open House — we'd love to meet you in person! And as always, thanks for reading!

Jennifer King

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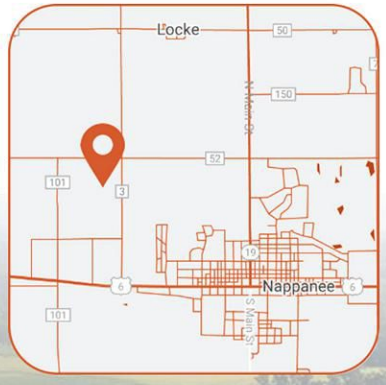
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Heartland RV Makes Executive Team Changes

Heartland RV has made strategic changes to its executive team for the coming 2025 model year.

Heartland named Jim Fenner the new vice president of manufacturing, customer service and engineering, and has appointed Chad Olinger the new senior director of service and parts operations for Heartland RV, Cruiser RV and DRV. Both men have years of experience working within the brands, and their elevation to these new roles reflects the company's commitment to creating the best possible experience for their owners and dealers, Heartland said.

Fenner joined Heartland RV in 2006 as a customer service manager, working his way up through the company while gaining expertise across the customer service, engineering, quality and manufacturing teams. His new role as vice president of manufacturing, customer service and engineering reflects the excellence he's brought to the company for the past 18 years, the company said.

"I am excited to add manufacturing to my role at Heartland," said Fenner. "This company has a legacy of fostering long-standing relationships and building a trustworthy brand. My primary focus in this role will be on ensuring the highest quality in our products and implementing robust processes and continuous improvements to enhance our manufacturing operations."

As senior director of service and parts operations, Olinger will oversee parts and service operations for Heartland, Cruiser and DRV. His promotion comes after 13 years with Cruiser RV and DRV, most recently as senior director for parts and warehouse for the companies, as well as Heartland. With a history of 15 years in the RV industry, Olinger is known for his leadership skills and process-oriented abilities.

"Promoting Jim Fenner and Chad Olinger to their new positions is a testament to their years of dedication and outstanding performance," said Kyle Kwasny, Heartland RV's president. "Their leadership will be instrumental in our ongoing efforts to enhance the quality of our products and surpass the expectations of our dealers and owners."

These appointments come on the heels of another big promotion earlier this year. In February, Anthony Roberts stepped into the role of director of quality control for Heartland, Cruiser RV and DRV after his 14-year tenure as senior director of service and warranty. Roberts now spearheads the quality control department, working closely with Kwasny to push Heartland toward its goals for customer satisfaction, product reliability and manufacturing quality. The addition of Fenner and Olinger is a further testament to Heartland's dedication to creating the best products possible and building stronger relationships with their owners, the company said.

"Heartland RV is committed to building high-quality products that center on the owner experience," said Kwasny. "By elevating our standards over time, we can continue creating proven, smarter, simpler products that give campers both what they want and what they need."

Winnebago Recognized by USA Today

Winnebago Industries has been named by USA Today as one of America's Climate Leaders 2024.

The second annual list highlights a leading group of U.S. companies that have made the most significant progress in reducing greenhouse gas emissions.

With thousands of companies evaluated, Winnebago Industries ranked 32nd on the list of 450 companies selected and was the leader in the Automotive & Components sector, achieving a 38.6% reduction in absolute Scope 1 and 2 GHG emissions from its 2020 baseline.

"Winnebago Industries has made great steps forward on our sustainability journey," said Nathan Pommier, enterprise director of environmental sustainability. "We are excited about the positive impact we can make on the planet through innovative operational sustainability strategies, investments in renewable energy and product stewardship efforts that delight our customers."

USA Today partnered with Statista Inc. to develop the ranking of U.S. companies with at least $50 million in annual revenue that demonstrated the greatest reduction in emissions intensity between 2020 and 2022. America's Climate Leaders 2024 were chosen through a thorough application process, extensive data analysis and a scoring phase.

Winnebago Industries and its portfolio of brands, including Grand Design RV, Newmar, Winnebago, Barletta Boats and Chris-Craft, continue to make progress toward their goals for reductions in water usage, waste and greenhouse gas emissions. By 2030, the company aims to achieve a 90% diversion of waste from landfills, at least 50% reduction in absolute greenhouse gas (GHG) emissions and 30% reduction of freshwater use. Read more about the company's environmental efforts at winnebagoind.com/our-impact/environment.

Alliance RV Promotes Joe Mehl to Vice President of Marketing



Mehl

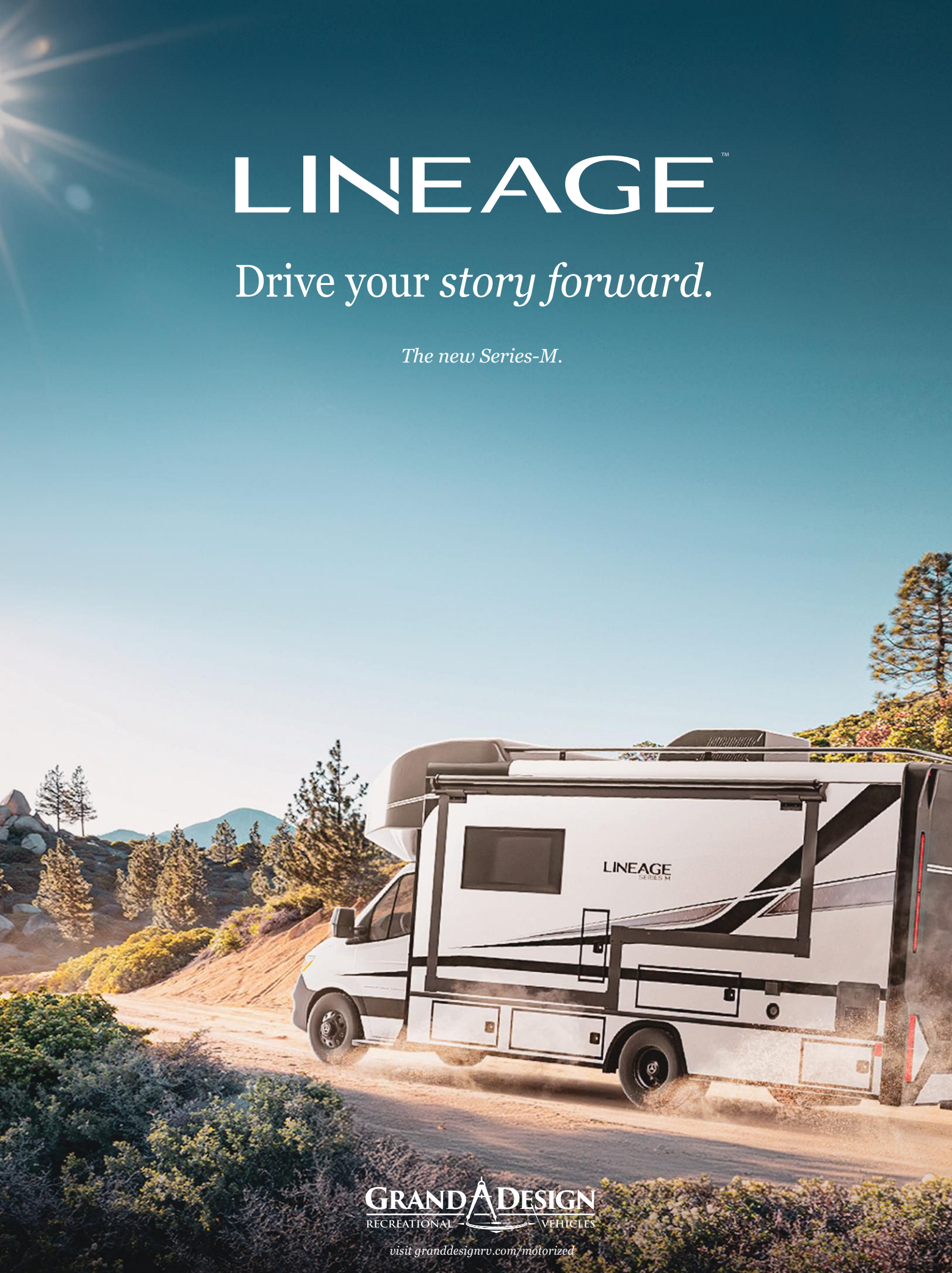
Alliance RV has promoted Joe Mehl from marketing director to vice president of marketing.

In his new role, Mehl will oversee all marketing strategies and initiatives, driving brand awareness and engagement in the ever-evolving world of marketing, Alliance RV said.

With over 12 years of marketing experience and a proven track record of success, Mehl has consistently demonstrated exceptional leadership, creativity and a deep understanding of marketing for the modern RVer. Since joining Alliance, Mehl has been instrumental in the growth of the company's marketing efforts, significantly growing all social media channels and strengthening our dealer relations through collaboration with each marketing team.

"Joe has brought a wave of innovative changes to our marketing strategies, navigating the challenges of the marketing landscape with expertise and vision," said Coley Brady, co-founder of Alliance RV. "His promotion to vice president of marketing reflects his outstanding performance, dedication and significant contributions to our brand's growth and presence."

As VP of marketing, Mehl will lead the company's marketing initiatives, focusing on expanding brand reach, developing effective digital and traditional marketing strategies, and enhancing dealer engagement. He will collaborate closely with the executive team to identify new market opportunities, strengthen dealer partnerships and ensure the delivery of high-quality marketing campaigns that resonate with RV enthusiasts.


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"I am incredibly honored to assume the role of vice president of marketing at Alliance RV," said Mehl. "This industry means a lot to me, and I am committed to making a positive impact with our dealers and RVers everywhere. I look forward to leading our talented marketing team as we continue to innovate and grow our brand, while offering a best-in-class experience to our customers."

Four Wheel Campers Names New CEO


Baab

California-based manufacturer Four Wheel Campers, which offers a range of customizable pop-up campers for pickup trucks, appointed Larry Baab as CEO and board member.

In this role, Baab will lead the global business, including long-term strategy and growth plans, with full operating responsibilities. The company's products are manufactured and distributed from its headquarters in Woodland, California. The line of campers is perfect for backcountry adventures, cycling, motocross, climbing, skiing, surfing, fishing and hunting, the company said. These custom products are sold globally through direct-to-consumer e-commerce, company-owned dealerships and independent dealer channels.

Baab brings a history of leadership roles at companies such as Johnson & Johnson and Stanley Black & Decker, along with several private equity-backed portfolio company growth and turnaround experiences. For the prior five years, he has led two of the four divisions at Johnson Outdoors.

"I'm excited that Larry is on board at Four Wheel Campers and look forward to the impact that his leadership can make to the company's next phase of growth. The experience that Larry brings to his new responsibilities of leading commercial expansion, digital marketing, product innovation, team development and operating performance will reinforce Four Wheel Camper's category leadership position," said Dan Phelps, managing partner of Salt Creek Capital.

"It's already been a tremendous experience being with Four Wheel Campers business and partnering with Salt Creek Capital," Baab said. "The team at Four Wheel Campers is as passionate about the outdoors as our camper owners. I met many of our camper owners back in May at Overland Expo West in Flagstaff, Arizona, and it gave me a great appreciation for how meaningful our campers are to those with a love for the outdoors and overlanding, and enjoy activities such as camping, climbing, skiing, surfing, fishing and more."

GoCamp Appoints Tyler Duke as CEO

GoCamp, a subsidiary of Storyteller Overland and leader in the camper van rental industry, has named Tyler Duke its new CEO.


Duke

Duke is currently chief technology officer of Storyteller Overland and will step into his new role as former CEO Camila Ramirez and Janice Hsu move on to new adventures.

For over a year, Duke played a pivotal role in shaping GoCamp's technology, advising on strategic initiatives and reenvisioning the consumer-facing product that enables rentals on GoCamp's peer-to-peer platform, the company said.

Now, with Duke leading as CEO, GoCamp said it is positioned to put technology enhancements at the forefront of the business, helping grow to new heights with a fresh perspective on strategic thinking and evolution of the business model.

"I am excited for the opportunity to work with such an amazing team, while we work for such an incredible owner community. We focus on creating amazing experiences that become lasting memories, which is the best success metric there is. It's an honor to do all of this alongside such talented and passionate people," Duke said.

Duke's vast experience in technology, strategy and operations for start-ups makes him a desired CEO for GoCamp. His proven track record of building and motivating teams, while expediting expansion efforts, puts GoCamp in great hands as part of the Storyteller Galaxy.

GoCamp's leadership team is complemented by Melissa Kroger. Kroger brings 10-plus years of experience working with digital brands to build new audiences, increase revenue and develop creative marketing solutions in competitive markets. As vice president of growth and experience, Kroger manages the Customer Experience team driving personalized experiences for owners and renters, while overseeing marketing initiatives and leading strategic operational decisions.


Witcomb

Rounding out the leadership team is Claire Witcomb as operations manager. With many years of experience in risk management and finance, Witcomb now oversees the day-to-day financial needs of the business, internal processes and systems, and protection plans for renters and owners.

Encore RV Opens Manufacturing Facility Following Fire Destruction

Encore RV announced the grand opening of its new manufacturing facility.

The milestone comes after the unfortunate fire that affected its previous location.

Located on C.R. 6 in Elkhart and spanning over 60,000 square feet, the new facility demonstrates Encore RV's resilience and commitment to excellence in the face of adversity. The strategic design enhances production efficiency and underscores the company's dedication to sustainable practices, the company said.

"After the challenge of rebuilding from the fire, we are thrilled to unveil our new facility, which symbolizes our unwavering dedication to innovation and quality," said Rich Schnippel, founder of Encore RV. "This new space not only expands our production capabilities but also reinforces our mission to deliver exceptional recreational trailers that exceed our customers' expectations."

The strategic location in Elkhart optimizes logistics and distribution, ensuring efficient product delivery that upholds the company's standards of durability and performance.

"Rebuilding after a fire can be stressful and challenging," said Schnippel. "I think our biggest takeaway from this was how many different companies stepped up to help out, we even had calls from some of our competitors, that says so much about Elkhart County. Sometimes we take our community for granted, but this really opened our eyes to just how fortunate we are to live in Elkhart, Indiana." RVP

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Making Strides on Capitol Hill

RVIA's Government Affairs team is focused on legislation affecting various aspects of the industry.

BY JENNIFER KING

"Shoe-leather lobbying" — a term that means using basic or old-fashioned methods — has been the focus of the RV Industry Association's (RVIA) government affairs team under Jason Rano's charge. As vice president of government affairs, he's leading efforts to rally influential leaders in the U.S. Congress to support issues that matter to all players in the RV industry.

RV PRO sat down with Rano and RVIA Executive Vice President James Ashurst to discuss June's RVs Move America Week and the issues under close watch.

How did RVs Move America Week go in June?

Rano: In general, the meetings were really positive. We were focused on four priority issues this year. The EXPLORE Act or outdoor recreation package probably has the greatest chance of getting over the finish line this year. That's bipartisan and really the House and Senate are just working through some technical differences in the two bills. Then our other focus is on the tax and trade front. On the tax front, we remain committed to getting a fix to the dealer floorplan loan interest tax deduction issue. The problem we always face is it's only us, so it's real shoe-leather lobbying by us and the dealers to get people to pay attention to it.

Can you explain the Travel Trailer and Camper Tax Parity Act issue?

Rano: We've been highly focused over the last two years on garnering support for that legislation. Next year is, depending on who you talk to, it's either the tax Super Bowl or "taxmageddon," neither of which sound very exciting. But the vast majority of the tax cuts that were included in the 2017 legislation are scheduled to expire next year. So there's going to be a huge focus on extending some of those next year. We are ramping up for that this year, getting more co-sponsors onto that legislation so that leadership feels the importance of it and feels almost required to include that in any tax legislation next year.

Then, on the trade front, we are still focused on generalized system of preferences, GSP. We've got a good bill that passed out of the House Ways and Means Committee. It's getting caught up a little bit in politics. It passed out of the committee with only Republican support, not because Democrats don't support it, but because they're using it as leverage to include something else — Trade Adjustment Assistance, which is not super relevant to this issue. But as often happens in Congress, both parties, they'll use legislation that's moving as a leverage point. Our big focus is not only to get bipartisan support for that but to make sure that the legislation includes retroactivity, which has always been a part of it, continues to be a part of it. And then last, but not least, is kind of a new issue for the association to take on, which is the de minimis loophole. This is something that our aftermarket members really brought to our attention in the last year.

Can you explain the de minimis loophole?

Rano: The easiest way to think about it is that there is an allowance for a package coming into the country to one recipient that is under $800 in value. This was established long before the rise of e-commerce. So the amount of packages that are coming in has exploded. This is an issue across industries: apparel, sporting goods, everything like that. For our aftermarket folks, our American companies, the RV Industry Association members are paying the duties and tariffs, so it puts them at a significant financial disadvantage. The other concern is user experience. If you buy a Chinese knockoff and it breaks after two times, you don't know necessarily that you bought the cheap Chinese knockoff. As we all know, the RV lifestyle is discretionary, so it is important that the customer experience be thought of first and foremost, and if customers have a bad experience because of some bad product, that's harmful for the entire industry.

Ashurst: The other thing that another aftermarket company brought up was, let's say that you've got an air conditioner and a component within the air conditioner was to go bad. You could go online and purchase a knockoff component of that air conditioner. If you're a handy person and you do the repair yourself, well then, that cheap component two months later breaks, you end up taking it to the dealer and all of a sudden, you're not under warranty anymore because you used a different component within that part.

So it's confusing to the consumer. There are a lot of ways to get to a solution, and we support the legislation that's currently out there right now, but we feel a lot more needs to be done to level the playing field. That's our push on this — let us play equally in this area because it's so stacked against us right now. It's really damaging to not only American companies but to American consumers.

Rano: The good news is there's a bipartisan support for a solution out there. There are very few things that bind Congress together anymore — anti-China sentiment is one of them. We're very realistic that we're going to be playing whack-a-mole here. Two specific solutions are taking China out of the program and lowering the $800 threshold. For our industry, that threshold would have to go pretty low to be effective. But there's all sorts of solutions out there. We're supportive of a bill that the House Ways and Means Committee passed, but with the caveat that that is a first step and there will need to be more done. RVP

Read more from the government affairs interview at rv-pro.com.

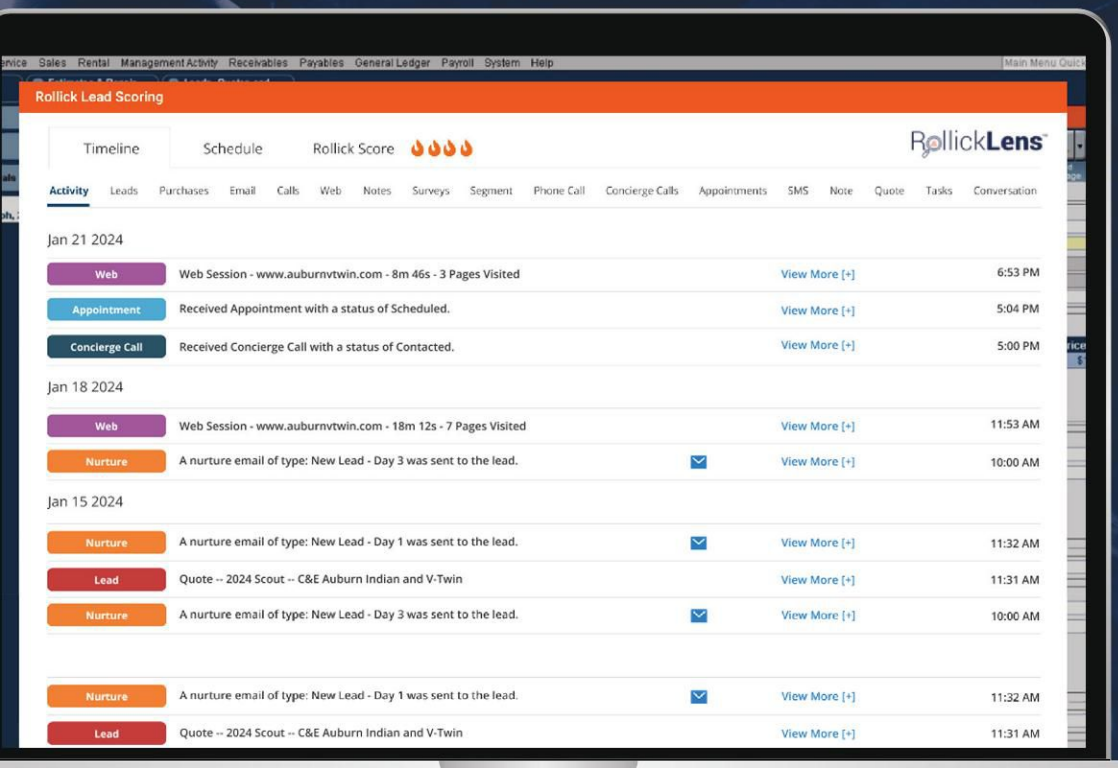
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HOW RV CONSUMERS HAVE BEEN SEARCHING FOR CLASS B RVs

Demand for pre-owned Class B RVs is on the rise, with a 4% increase in listings on RV Trader from 2023 to 2024. Based on search result impressions, Winnebago made this year's Top 5 list of Class B RV makes.*



Top Class B Makes

by Search Results on RV Trader

1. **Winnebago**
2. **Thor Motor Coach**
3. **Airstream**
4. **Roadtrek**
5. **Mercedes-Benz**

Winnebago has remained the most searched for Class B RV makes on RV Trader since 2022. Airstream has grown among the Top 3 most searched Class B RV makes from 2022 to 2024.

Top Class B Makes/Models

by RV Trader Search Results



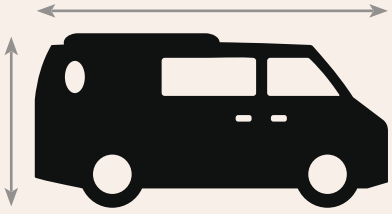
The Airstream Interstate has risen to the most searched Class B make/model in 2024 so far. Additionally, there has been increasing interest in the Mercedes-Benz Sprinter, being the second most searched Class B RV on RV Trader in 2024.

NEW VS. USED Class B RVs

"With the demand for pre-owned Class B RVs on the rise, seeing a **4% increase in listings from 2023 to 2024**, it's crucial for dealers to pay attention to what buyers are searching for. In 2024, **Winnebago units, Airstream models** — especially the **Airstream Interstate** — and **Mercedes-Benz Sprinters** are hot commodities. These RVs, particularly compact drivable units that sleep **fewer than six people and measure between 19 to 24 feet in length,** are highly sought after. By keeping these trends in mind, dealers can ensure they're offering the models that are top of mind for consumers."

Source: RV Trader

Top Length Searches for Class B



The following are the top length searches in feet for Class B RVs from January 2024 through April 2024 on RV Trader.

1. **20 feet**
2. **21 feet**
3. **24 feet**
4. **19 feet**
5. **22 feet**

TOP CLASS B SLEEPING CAPACITY

Consumers looking for Class B RVs are most interested in units with sleeping capacities of an even number.

1. **2**
2. **4**
3. **3**
4. **5**

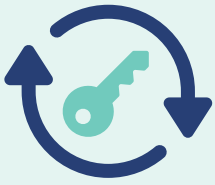


About RV Trader

RV Trader, a part of the renowned "Trader" family of brands and owned by Trader Interactive, is the leading marketplace for advertising RVs, motorhomes and campers. With an average of 6.5 million monthly visitors, RV Trader offers innovative tools to help manufacturers and dealers make connections with customers, increase sales and maximize profits. For more information, visit RVTraderMediaKit.com.

Consumers who have searched for Class B RVs on RV Trader have also searched for the following keywords:

- **"4x4"**
- **"Camper van"**
- **"AWD"**
- **"Sprinter"**
- **"Van"**



**DATA ON CLASS B RVS FROM RV TRADER IS PULLED FROM JANUARY 2024 – MAY 2024.*

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EMPOWERED BY PATRICK

Stay Amped With These Power Trends

Four companies offer insight into the need-to-know aspects of power solutions for the RV market.

BY MICHELE MOORE



Solar Industrial All-in-One Power Box.
Photo courtesy of AIMS Power

From buyer demographics to the way customers are using their RVs and what features they want, the RV industry has seen a lot of change. RV PRO asked several experts to weigh in on what OEMs, dealers and customers need to know about power solutions.

What is new and innovative in power solutions for the RV industry right now?

Bruce de Jong, president, AIMS Power: Solar may not be the newest thing, but products like our all-in-one power center make it easy to install, save time on installation [and] wiring, [prevent] loose connections, save on space, etc. Not every all-in-one power system is the same.

Wade Seaburg, chief revenue officer, Dragonfly Energy: The RV industry and its customers have benefited from significant advancements in power solutions. Lithium batteries, the integration of solar power, advanced and integrated battery management systems, smart batteries, energy management systems and even advanced inverter and alternator technologies are all helping customers be more efficient with their power supply and management. These developments have enabled users to be increasingly mobile, giving them more options to explore new places off-grid for longer periods of time.

Errin Tribble, owner, PowerMax Converters: PCW patented technology, which allows the user to run 12-volt DC appliances via Bluetooth.

Kevin Mack, vice president of digital operations, and Brian Carmichael, president, RV Mobile Power (RVMP): [RVMP's research and development] and product teams are enhancing generator efficiency, power output and environmental impact while making them lighter, quieter and more compact.



Battle Born Batteries' LiFePO4 batteries.
Photo courtesy of Dragonfly Energy

The industry has seen a shift toward a younger demographic. Has that affected the power solutions side, and if so, how?

de Jong: The younger generation is more about green living, and solar products fit into this perfectly. The younger generation is looking for simple power solutions that fit their on-the-go lifestyle and extracurricular activities.

Seaburg: There seems to be a shift in mindset among younger generations where concerns over the environment and their own personal impact on it are at the forefront of their minds. ... Our customers enjoy a sustainable power solution that is better for the planet — in several ways — compared to traditional lead-acid batteries.



The PowerMax PCW-30-55LK - Bluetooth / Wireless Power Center.
Photo courtesy of PowerMax Converters

Younger demographics also tend to be more adventurous, wanting to test the limits of their systems, go off-grid more often for longer periods of time, and they're seeking smart power solutions that can help them do that. People today are used to using smartphones to manage so much in their daily lives, and an intelligent RV power system is no different. The ability to connect a full power system through a battery management system allows customers a stress-free experience where they don't need to understand a lot of the technical components to properly manage their systems, which is something all RVers can benefit from, no matter their age.

Tribble: The younger demographic prefers... smart technology. Our PCW [power center] has an easy-to-use app that allows for just this, giving them Bluetooth without all the costs.

Mack & Carmichael: RVMP is dedicated to serving all customer types with exceptional customer service. For first-time RVers, [we] provide product education to ensure the right selection for their RV.

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Dometic RV Awnings

Today's RVer is looking to get more for less. Dometic awnings do just that. Dollar-for-dollar they are the fastest way to increase a customer's comfort level, increase the RV's usable footprint, and increase the overall sense of readiness for whatever adventure lies ahead. Installed at the time of purchase, or in a service bay, Dometic awnings are available now. Contact your designated Dometic representative to place an order today.

DOMETIC



RVMP Flex Power Installed Dual Fuel Generators: 2800i, 4000i and 5500i. *Photo courtesy of RVMP*

What kind of impact has the increased popularity of off-grid camping and demand for things like smart RV technology, solar power, Wi-Fi, etc. had?

de Jong: [It has forced] the manufacturers to think more about cost versus high-tech products such as generators versus solar. Off-grid campers expect the perks they would have as if they had access to the grid.

Seaburg: The increasing demand for smart technology and solar power in the RV industry has significantly driven innovation in power solutions. As users seek to extend their off-grid adventures, power systems must become more efficient, store more energy and creatively recharge using renewable sources like solar power and pulling additional charging power from a vehicle's alternator.

Tribble: OEMs are searching for easy, inexpensive and trustworthy ways of bringing all these new features to market. The first step needs to be educating the customer about what can and can't be done with this type of new technology.

Mack & Carmichael: RVMP has had great success with the rising popularity of the off-grid lifestyle, ensuring [its] products are always available and can be shipped as quickly as next day.

With spiking interest in smart RV technology for off-grid and mobile living applications, how is your company tackling innovation and keeping new products in stock for OEMs and end users?

de Jong: Being a mobile power company since inception, we were well suited to support this move. Of course we've had to add features such as Bluetooth and RV-C connections as well as Wi-Fi available products.

Seaburg: Dragonfly Energy is not just a battery manufacturing company; we're also an innovative technology company. ... Our R&D team is constantly at work finding the next thing in power solutions technology — whether that's a new smart device for connectivity or an innovation in the battery itself that allows for a better end user experience. An example of this is [our] two new products — the Wakespeed Pro Bluetooth Alternator Regulator and the Wakespeed 48V/12V Bi-Directional DC-DC Converter — both offering increased convenience with Bluetooth connectivity and effective charging. These new products offer [a] feature that manages power between 12-volt and 48-volt and sends power from where it's available to where it's needed.

Tribble: We are listening to customer feedback on tech calls. We ask questions about what is and isn't working and what would make their RVing experience better.

Mack & Carmichael: RVMP collaborates closely with OEMs to ensure [its] products not only meet current customer needs but are also future-proof for emerging demands. [RVMP] continuously enhances [its] products to maintain the highest performance standards.

For end users interested in alternative power sources, what challenges do RV manufacturers, dealers or the customers themselves face when adopting these alternatives?

de Jong: The biggest issues are rooftop space available for solar panels. The next is cost.

Seaburg: Although the initial cost of upgrading a power system can be surprising, users will find it worthwhile once they experience the benefits, as it ultimately enhances their experience and provides long-term savings for both their finances and the environment.

Tribble: The new generations want to make a home out of an RV. ... With the power demands of home appliances and electronics, getting the right amount of power to run everything gets very difficult. The demands of RV park power have not caught up with what these new RVs can pull.

Mack & Carmichael: Many customers seek the latest RV technology but face obstacles like cost and availability. RVMP addresses this by offering innovative, competitively priced power solutions [and equipping] RVs with reliable, environmentally friendly energy.

What else do our readers need know about power solutions?

de Jong: Generators are quite likely to be phased out over time. Solar and battery storage is the future, and they are continuing to improve both in cost and size.

Seaburg: We encourage our customers to do their research to ensure they're buying quality, tested products. There are a lot of lithium battery and power solutions devices on the market, but unless they're tested and proven, they might end up causing more problems down the road. At Dragonfly Energy, ensuring that we're providing products of the utmost quality that have undergone rigorous testing is important to us.

Tribble: Power solutions are a vital and integral part of today's RV. Without reliable, quality power supplies and related equipment, the RV experience can be seriously and adversely impacted. Making sure that [a customer's] electrical needs are being met and maintained is an important factor to enjoying [their] RV for many years.

Mack & Carmichael: [RVMP's] Portable Generators series [showcases] advanced technology and dual fuel capability, [and offers light weight], 30% noise reduction, minimal vibration and high-temperature performance. Additionally, the RVMP Force 100aH and 200aH LiFePO4 batteries provide durable, efficient power storage, ... ensuring reliability. RVP

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RV DEALERSHIP IDEAS FOR ATTRACTING FIRST-TIME BUYERS



Positioning your dealership as a **trusted resource** attracts newcomers and **creates a community** of RV enthusiasts.

ARTICLE & PHOTOS BY SCOTT RUSSELL

What if your dealership was not only known as the best place to purchase an RV, but also as a resource for new RVers entering an exciting new lifestyle? Prospective RV travelers have myriad options when it comes to purchasing their first RV. This article will explore some unique ideas to help your RV dealership stand out as the foremost place to begin the RV lifestyle.

Selling a Lifestyle Versus Selling a Product

Whether a new RVer was previously a tent camper or is brand-new to camping, they have many questions when getting started. As exciting as RVing is as a form of travel, it can also seem a little bit overwhelming to many people starting out. Just mention the words "RV black tank" and wait for the reaction you receive.

What if, instead of only selling RVs, you began to sell the RV lifestyle itself? How would this change your marketing and dealership sales methods? After all, buyers are seeking a new, exciting travel lifestyle and not simply a vehicle. By providing additional resources for new RVers, you position your dealership not only as the top place to purchase but also as a company that cares about creating a successful beginning to this new life adventure.

Resources To Attract Customers New to RVing

You may be wondering what resources your RV dealership can offer to attract new RVers without overstretching your manpower or budget. The following is a list of ideas to consider that offer value-added services to attract buyers.

RV Basics Kit

One significant hurdle new RVers face is what to buy to get started. Picking out the right RV is one thing, but knowing what supplies you need for a successful first trip can quickly be overwhelming. The simple idea is to offer a starter supply kit for purchase that includes every RV item a camper needs for the first trip. The kit could also be used as a promotion, as a bonus with RV

Star brite® Winterization







purchases, or at times, as a discount.

A&L RV Sales in Tennessee, Georgia, Virginia and North Carolina offers an RV Essentials Starter Kit for purchase that includes basics such as wheel chocks, water hose, water filter, sewer hose with sewer elbow, gloves, toilet paper, toilet treatment, power cord dogbone adapter and water pressure regulator. An add-on option for an RV surge protector is a great idea.

Sending new RVers out the door with everything needed to enjoy a first trip without worry increases customer confidence. It helps them begin the RV lifestyle feeling prepared versus stressed over the countless RV gadgets available.

New RVer Educational Resources

RV Travel Day Checklist — The simplest educational offering could be to provide your customers with an RV travel day checklist specific to their RV type. Most new RVer mistakes can be avoided simply by knowing what to check for each time they hit the road. The checklist could be offered as a printable resource on your website or may serve as a free opt-in lead magnet for your dealership's email list.

Blog & Video Resource Library — Does your dealership currently create educational content to serve as a valuable resource for RV customers? If not, this could be a great opportunity to provide value. Creating a blog section on your website filled with articles that answer the most common new RVer questions can help position your dealership as the place to shop for support. Videos on the same topics can be a way to grab customers' attention and attract them to stop by for a tour.

Consider hiring freelance RV content creators and RV writers to create educational resources for your dealership. Content creators work with dealerships to provide educational blog content and video content. Working with freelancers gives access to original photos and firsthand RV experience that you can't find elsewhere.

Working with content creators can also open the door to having content filmed at your dealership, such as RV tours and promotional events. This content can be used for your dealership's social channels and to create social media ads to further promote your dealership. Freelancers often also promote content they create to their own RV social media audiences and are also turned into ads across Instagram and Facebook.

Looking for a simpler option that can still provide value to your customers? As a bonus with an RV purchase, you could offer a resource such as an inexpensive (currently $1.49) membership to RV Lifestyle & Repair. This membership serves as a bank of helpful expert RV tutorial videos all in one place.

In-Person Classes & Workshops — While this resource may take significantly more planning and resources, the value of even one class per month will draw attention and position your dealership above the competition. Class examples include:

- How To Choose the Right RV for You: Types of RV classes and the pros and cons of each
- Safe RV Driving & Towing: Escapees RV Club, now under Harvest Hosts, offers RV driving workshops as a popular resource among new RVers
- Understanding Towing Capacity & Finding the Right Vehicle Match
- Essential RV Care & Maintenance
- Key RV Systems & How They Work

Transforming your RV dealership into a helpful resource center for first-time RV buyers can significantly enhance your business's appeal among new RVers and customer loyalty for the future. By focusing on selling the RV lifestyle rather than just the product, you can create a unique and supportive environment that addresses the needs and concerns of new RVers.

Offering essential RV starter kits, educational resources and in-person workshops are just a few ways to provide added value and build strong customer relationships. By positioning your dealership as a trusted guide in their RV journey, you not only attract first-time buyers but also create a community of satisfied and informed RV enthusiasts who are likely to return for future purchases and recommend your dealership to others. Consider these helpful educational resource strategies to stand out in the competitive RV market and become the go-to dealership for new RV adventurers. RVP

Scott Russell and his wife, Vanessa, have been full-time RVers with their daughter since 2015. They work from the road as freelance social media influencers/content creators for RV manufacturers, RV dealerships, campgrounds and outdoor brands. They are also full-time freelance RV travel writers for RV magazines and websites. Contact them at scott@theadventuredetour.com, on their blog theadventuredetour.com, or on Instagram @theadventuredetour.

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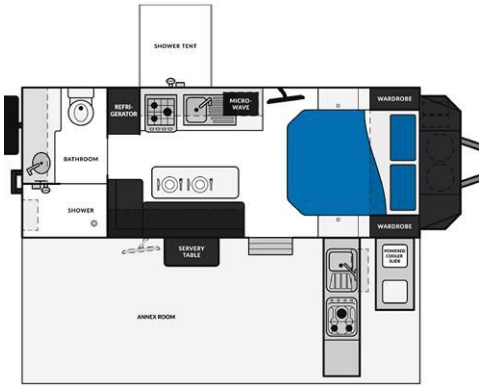
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RVDA The National RV Dealers Association

CHOOSING THE RIGHT ENERGY SOLUTION

To Power RV Adventures

Power options are better than ever whether a customer is looking for a fully portable or built-in solution.

Imagine your customer hits the open road, knowing they have plenty of power onboard to keep their adventures going. The magic ingredient? The right lithium battery for their RV.

Today's battery technology offers many advantages over traditional gas-powered generators. But it's easy to get overwhelmed by the choices, especially given the rapid advances in the portable power market. This guide will help you guide your customers to make the best decision for their RV power needs.

Best All-Around

Off-grid energy solutions are revolutionizing how we think about energy generation and storage, particularly for RVs and other mobile setups. One of the most innovative technologies in this area are 48-volt (V) electrical systems.

These systems are more efficient and safer than traditional 12V systems, requiring only a quarter of the current. As the highest voltage platform under the 60V DC safety voltage limit for RVs, 48V systems lead to cooler operating temperatures, reduced line loss, less heat generation and lighter, more cost-effective wiring. With the ability to support higher inverter power, 48V systems can handle multiple high-demand appliances simultaneously, such as two 13,500 Btu air conditioners.

The **EcoFlow Power Kits 5kVA** exemplify these benefits, providing a cutting-edge 48V solution for modern RV needs. For those seeking adaptable and robust off-grid power, modular and plug-and-play systems like Power Kits are a game changer.

These systems simplify installation and reduce labor by allowing easy integration and customization. With capacity to expand energy storage from 5 kilowatt-hour (kWh) to 45kWh, they offer long-term flexibility and scalability. Ideal for many vehicle types, these systems cater to both 30-amp (A) and 50A current vehicles, including Class A, B and C motorhomes, as well as travel trailers. The EcoFlow Power Kits 5kVA stand out in this category, offering a powerful, stable and silent operation suitable for numerous appliances and off-grid scenarios.

Energy management and control have also seen significant advancements with the introduction of smart technology. Real-time control and monitoring via smartphone allows users to manage energy consumption efficiently. This ensures comfortable and quiet operation, free from the noise and maintenance demands of traditional gas-powered generators. Additionally, these systems can be recharged through multiple methods, including solar, alternator, shore power and smart generators, ensuring a continuous and reliable power supply. The EcoFlow Power Kits 5kVA incorporate these advanced features, making them a versatile and user-friendly option for RV enthusiasts.

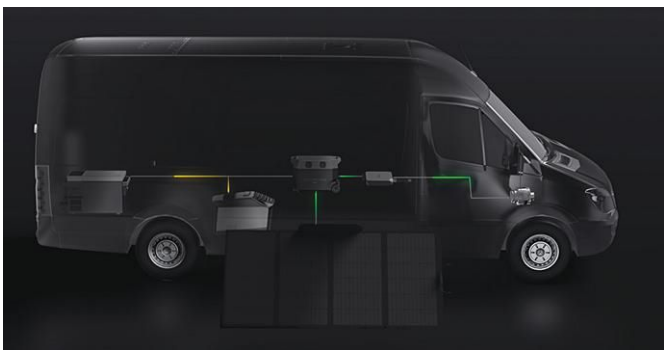
The shift toward 48V systems, modular setups and smart energy management has transformed off-grid power, making it more efficient, safe and adaptable. The EcoFlow Power Kits 5kVA are at the forefront of this innovation, offering a comprehensive and reliable solution for modern off-grid energy needs.



Best for Charging While Driving

Previously, using electricity while traveling outdoors was challenging due to limited availability of shore power connections for charging. Users needed stable, high-power charging for portable power stations during driving, but traditional methods like cigarette lighter chargers offered low power (only about 100W). Solar panel installation options were limited, and weather conditions affected charging efficiency, leaving no fast-charging options.

Now, with the EcoFlow Alternator Charger, combined with a portable power station, RV users can achieve continuous, high-power, fast charging of portable batteries at 800W while driving — 8x the power of a cigarette charger. The Alternator Charger provides a self-sufficient mobile power station for your customer's journey. Tailored for outdoor enthusiasts interested in portable power stations, this product bundle allows



users to easily carry their power station outdoors while providing a more convenient charging method. When paired with the EcoFlow 800W Alternator Charger, users can flexibly use power both in-vehicle and outdoors.

Best for Larger Vans or RVs

The EcoFlow DELTA Pro Series, the best sold portable power station of the brand, plus the EcoFlow Alternator Charger, is ideal for those needing robust power in a small body. It can easily power the entire RV, making it perfect for extended adventures and ensuring use of a user's most crucial heavy-duty home appliances.

With an expandable capacity up to 36kWh using the recently introduced DELTA Pro 3, customers can achieve energy independence on the road without the need to connect to shore power or campground electricity hookups. The EcoFlow DELTA Pro works seamlessly whether driving a Class A or B home on wheels.

The long-lasting LFP battery ensures durability and prioritizes safety essential in a motor vehicle. LFP batteries provide upgraded safety from standard lithium batteries, giving the EcoFlow DELTA Pro Series batteries a leg up.

The ability to recharge quickly with multiple sources, including EV charging stations and the new EcoFlow Alternator Charger, adds to the convenience.

Customers can enjoy traveling and use their favorite appliances without worrying about power shortages with EcoFlow DELTA Pro Series batteries.

Best for Mid-Range RVs

The EcoFlow DELTA Series (portable power station with capacity from 1kWh to 6kWh with extra batteries) plus an EcoFlow Alternator Charger is an excellent option for mid-range RVs that don't need all the power EcoFlow Power Kits or EcoFlow DELTA Pro Series provide but still need a reliable lithium battery for their adventures. They are compact to save space in an RV and, depending on model, are expandable for additional storage capacity. Choose from EcoFlow's most compact models, powering 90% of appliances, to larger solutions capable of powering multiple heavy-duty appliances simultaneously.

A quick recharge with AC or solar energy is possible, taking advantage of EcoFlow Solar Panels sold separately or AC shore power available at most RV campgrounds. It's a great entry point for RV batteries and meeting all your customer's mid-range power needs.

First Step To Go Solar

For RV owners transitioning to solar power, upgrading from lead-acid batteries to 12V lithium batteries is essential. They are significantly lighter, reducing vehicle weight and improving fuel efficiency. Their life span is 10x longer than lead-acid batteries, and they charge much faster, often in just a few hours.

Lithium batteries also offer a higher usable capacity, allowing for up to 80% to 100% discharge compared to only 50% for lead-acid batteries. This means more available power for a customer's appliances. Additionally, lithium batteries are maintenance-free, requiring no water top-ups or equalization charges.

By upgrading to 12V lithium batteries, RV owners can enjoy a more efficient, reliable and hassle-free power solution, complemented by the advanced features of EcoFlow Power Kits. ■



THE FUTURE OF RVS: MODEL YEAR 2025 PREVIEW

By Darian Armer, Jordan Benschop, Lisa Dicksteen, Jennifer King, John McCurry, Michele Moore and Ronnie Wendt

ALL PHOTOS COURTESY OF CORRESPONDING OEM



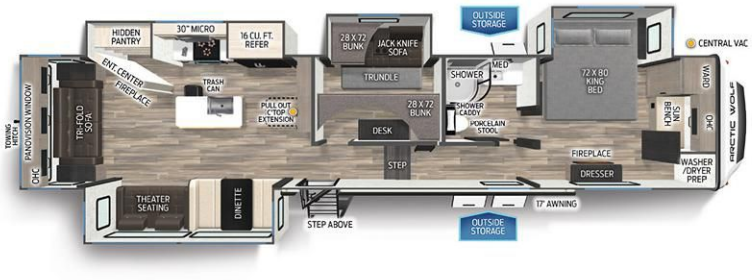
Keeping it fresh is the name of the game at Open House during the last full week of September in Elkhart, Indiana. From new floorplans to polished interiors and eye-catching exterior graphics, OEMs have been hard at work updating their units so that you, the dealers, have the best of the best to offer your customers for 2025. The RV PRO team collected specs and details and images from those very busy OEMs to bring you an extensive inside look at those latest innovations. With lighter-weight coaches, brightly colored interiors and price points sure to bring campers to your doors, the new crop of models for 2025 are out of this world. Check 'em out here before you see them in person, and be sure to flag us down when you're on-site in September!

GET A SNEAK PEEK HERE BEFORE SEEING THE REAL DEAL AT OPEN HOUSE WEEK IN LATE SEPTEMBER.

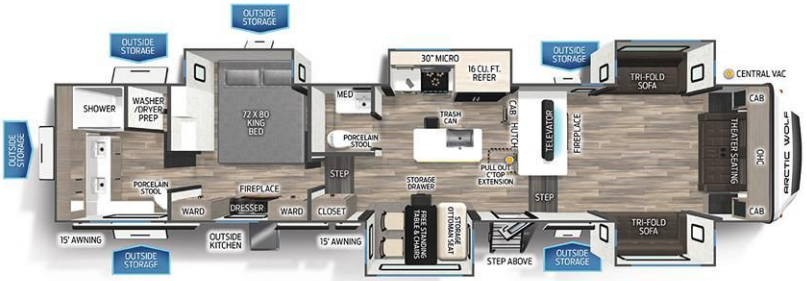
CHEROKEE

Coming for 2025, Cherokee is showing up with eight new floorplans at Open House this year. New layouts in the Arctic Wolf fifth wheel lineup include:

- 331BH
- 3250SUITE
- 3650SUITE
- 3750SUITE
- 3850SUITE
- 3950SUITE



3650SUITE



3950SUITE

The Alpha Wolf travel trailer line has the new 25RB and 33RL floorplans. These lineups get a facelift in standard features with all new interiors. Arctic bed-slide units will get a new bed/bath configuration, upgraded profile, new front cap with a window, solid-surface kitchen countertops, larger windows, bedroom fireplace, dimmable LED ceiling light bars, 21-inch range, 30-inch microwave, 12-volt tank heaters, a rear towing hitch and an enclosed utility center.

Arctic units with nonbed slides have all new interiors as well, with solid-surface kitchen tops, larger windows, dimmable LED ceiling light bars, 21-inch range, 12-volt tank heaters, rear towing hitch, enclosed utility center and 30% more bedroom storage.

Alpha will see all new interiors, a new front cap with window, solid-surface kitchen tops, larger windows, dimmable LED ceiling light bars, 60-inch-by-80-inch residential queen beds, a laundry chute in the main bedroom and a rear accessory hitch. An exciting optional addition to the Alpha 280QBS is a rear queen bed to create two separate master bedrooms.

With all this new, it can be difficult to pick out the most exciting additions for 2025. Jeffrey Cripe, product manager of Cherokee, says what stands out most from the 2025 introductions is the interior color palette, the master suite in the Arctic Wolf bed-slide models, the introduction of the first bed-slide Alpha travel trailer (33RL) and the hidden pantry (varies by model). Sure to catch dealer's eyes this year are the new front caps with windows and the oversize windows in general.

"A trend we're seeing this year is that consumers are being more frugal with their money, so you have to build to match what they see as valuable," says Cripe. "We're cautiously optimistic for the next year with all eyes on the election. Over the past three elections, RV shipments have jumped an average of 23% the following year."

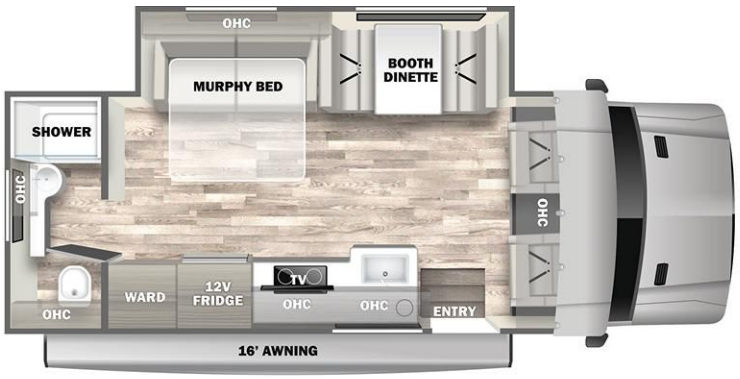






DYNAMAX





ISATA 3 FREEDOM EDITION 24SSSFXM



Dynamax brings three new floorplans in its Isata brand and one new floorplan in Europa to this year's Open House event. Each of the floorplans packs a powerful punch.

"Dynamax is proud to introduce the newest addition to the popular Isata 3 Freedom Edition lineup: the 24SSSFXM. The 24SSSFXM is a Murphy bed floorplan that features a spacious rear bath, an easy-to-use powered bed mechanism with storage underneath and a large kitchen area. The 24SSSFXM Freedom Edition is powered by Xantrex eGen, which features two 310-amp-hour low-temp lithium house batteries, 570 watts of solar, a 3,000-watt pure sine wave inverter/charger, an additional 280-amp alternator and a 20,400-Btu Truma Combi D6E high-efficiency furnace and water heater," says Tony Anagnos, Dynamax national sales manager.

"The Freedom Edition eliminates the need for a generator and LP so you can camp with freedom and confidence wherever you'd like. This single fuel source system allows for 10-times battery life, a three-hour recharge time and offers reliable AC and DC power to run high-power loads, such as the air conditioner in all types of climates. It also provides precise battery management to ensure the lithium-ion batteries are charging properly. With the eye-catching, exclusive Freedom Edition full-body paint scheme and dual-pane acrylic windows with built-in day/night shades, the Isata 3 Freedom Edition is the stylish way to experience the great outdoors."

Originally debuting at last year's Forest River Dealer Expo, Dynamax is now in full production of the Isata 5 Extreme and has two new floorplans in the product line. The Isata 5 Extreme is offered in the 28SS4x4 or 30FW4x4 floorplan and has all the off-road features necessary to traverse even the most remote areas with the whole family.

Unique to the Extreme Package is the four-point LiquidSpring Smart Suspension System with Earth Leveling (no need for four-point jacks), a lifted chassis (4 inches in rear and 2 inches in front), a Super-Single rear wheel conversion, 41-inch off-road tires with black aluminum wheels, custom wheel fender flares, a custom black grille and an upgraded, off-road front bumper with LED lights. The Extreme Package combines ultimate off-road performance with an all-terrain appearance, large enough for family and friends.

Lastly, Dynamax will introduce the Europa 34SS to its array of floorplans. Built on the Freightliner M2-106B chassis with a Cummins 6.7L Turbo Diesel engine, this floorplan measures only 36 feet, 8 inches, can tow up to 12,000 pounds and has a cargo carrying capacity of more than 8,000 pounds. Similar to the popular DX3 34KD and DynaQuest XL 3400KD floorplans, the Europa 34SS features an open galley with a dinette and sofa/theater, a large 30-inch-by-36-inch shower, king-size bed and a 15-cubic-foot, 12-volt refrigerator with a pantry.

Anagnos says the Isata 3 Freedom Edition has found a nice niche in the crowded Sprinter market by offering a



Europa 34SS

EAST TO WEST

"gen-delete" without an LP system.

"The Isata 5 Extreme was a concept last year at Dealer Expo and was inspired by many of our customers who converted their own Isata 5s in a similar manner. The Extreme has already generated a ton of buzz, and we expect it to be one of our bestsellers that we've ever had as a company."

As for the Europa floorplan, Anagnos says the Europa has been very successful, so it was natural to take their most popular floorplan from the DX3 and DynaQuest XL and tweak it to fit the Europa profile and create the 34SS.

"Traditionally, Dynamax has always had an eye-catching appeal due to its superior paint designs and paint quality. Combine that with unique features and well-thought-out designs and our customer base is always excited to see what Dynamax has new to display," Anagnos says.

"Dynamax always has a good finger on the pulse of what our customers are looking for in their next motorhome. We understand that our buyer does not want to look like anyone else at the campground or in some instances, even be at a campground to begin with! With that said, we continue to stay on the forefront of off-the-grid adventures and boondocking. We offer a diverse range of products for every customer's unique taste."

DELLA TERRA

East to West will be relaunching its brand Della Terra at this year's Open House with a full overhaul, sleek look and new floorplans.

Della Terra will have three to four new layouts to showcase at the Forest River EXPO at the East to West 508 plant during the event. The brand condensed its lineup with three Della Terra LE (single-axle) and nine dual-axle floorplans.



Della Terra 221ML

"East To West's first created brand, Della Terra (which means 'of the Earth'), led the industry in 2017 with standard features for the conventional travel trailer market. Those standard features for Della Terra included 5/8 tongue-and-groove plywood floor decking, 2-inch-by-3-inch interior walls with 81-inch interior height, king-size bed, stainless steel farmhouse sink, high rise faucet, enclosed and heated underbelly, wider dinettes and the largest refrigerator and AC furnace at the time," says Lisa Liegl Rees, founder and senior general manager of East to West. "Today, Della Terra still offers these standard features and more! This year you can find all the standard 2017 features and more: porcelain toilets, fully finished pass-through storage with universal docking station, carpet-free interiors and, of course, our residential-like, woman-designed interiors."

Described as a year of rebirth for the brand, the core of the foundation remains the same with excellent standard features and quality construction while adding a new look and offering.

"Our Della Terra 251RD was our bestselling floorplan in 2024. We attribute the success of this floorplan to the value-added standard features, along with an interior that felt more like home than a travel trailer," says Rees. "Outside Della Terra's rebirth, the strength of partnering with Forest River should catch any dealer's eye. With the volatility of the RV industry, there is no better time to invest in young and growing brands like Della Terra."

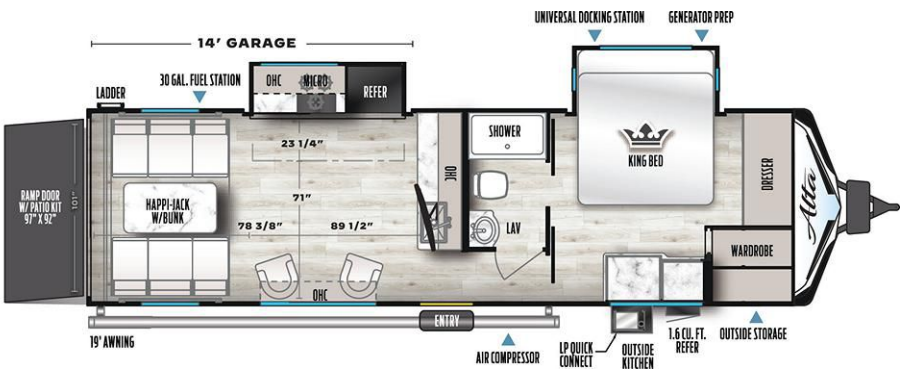
ALTA

Alta will introduce three new travel trailer floorplans this year — the 2375KRK, 2475KBH and 3010KBH.

The 2375KRK is a new version of the small rear kitchen model. The 2475KBH is a brand-new, small double-over-double bunk model with a box length of 25 feet. The 3010KBH is a new family-oriented bunkhouse.

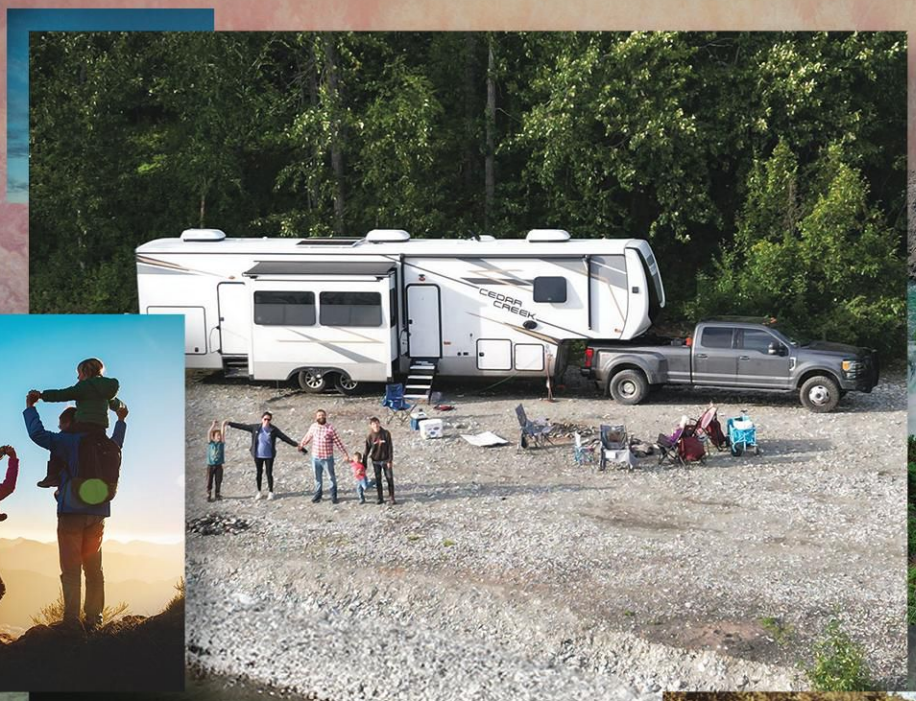
New features and options abound in Alta, with standards such as:

- Additional secondary exterior awning switch in pass-through on the camp side

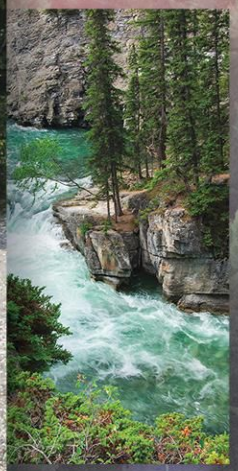


Alta 2870KTH

FOREST RIVER











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THE FOREST RIVER FAMILY

EAST TO WEST

- Added exterior slideout switches on the off-door side of the unit for easy setup
- New hidden pantry storage in several models
- Upgraded interior lighting
- Added washer/dryer prep in four of the current travel trailer plans: the 2600KRB, 2800KBH, 2810KIK and 3150KBH
- Hot and cold water shut-off valves at the toilet and all sinks
- Cup washer
- New 10.7 residential inspired black glass refrigerator with pullout lower drawer freezer

New optional features include:

- Swing-out bumper mounted griddle/grill combo on select models
- Factory installed 5.5k NPS generator for the Alta KTH toy hauler line
- Expanded 1,800-watt inverter option for the entire travel trailer line

Todd Grubb, general manager of East to West's travel trailer division, says the company continues to make refinements based on what the retail public are looking for in the product, while maintaining the feature-rich craftmanship that Alta is known for.

"Our Alta travel trailer line continues to be the bread and butter of the product line, but in the past year we have seen substantial growth in our Alta Xtreme and KTH toy hauler segments," Grubb says. "The new models of course will be eye-catching and intriguing to everyone. I also think the attention to detail, the bright, residential-inspired decor as well as the growth and evolution of the product line will continue to attract the eyes of both dealers and retail customers alike, not only this fall but for years to come."

As for 2025 trends, Grubb says in the laminated travel trailer world, cost is important and must be in line with what the customer expects — but equally as important, if not more so, is the product's quality and the expectation of that quality, combined with the must-have features customers are looking for.

"I feel that 2024 has been a slow but healthy improvement over last year, and if we can get a couple interest rate cuts this year and get past the election, then 2025 is shaping up to be a much more 'normal' and sustainable market," Grubb says.

ENTRADA

Entrada is introducing the Bravado Super C motorhome at Open House this year, plus a new floorplan.

The Entrada 2710 is a motorhome under 30 feet and is a nonslide unit that features twin beds that can easily convert into a king-size bed. This makes it the perfect couple's coach for those who want the ease of a coach with no slideouts.

New standards for Entrada include:

- Inverter prep
- Roof-mounted solar package
- 15,000-Btu AC with heat pump
- Outside shower
- Painted front cap
- Slam latch baggage doors

When it comes to optional features, the Entrada M-Class will now have an E-Gen option that deletes the LP generator. It features 960 amp hours of lithium batteries, a secondary alternator and 600 watts of solar on the roof that are perfect for the dry camper on the go. A new partnership with Expion360 opened new options for East to West.

"Partnering with Expion360 marks a transformative milestone for East to West RV. The incorporation of their advanced battery technology into our Entrada M-Class motorhomes significantly elevates the product's energy efficiency and reliability — key factors our customers value," says Tony Young, general manager of the motorized division. "As general manager, I am deeply involved in ensuring this integration not only meets but surpasses the expectations our customers have come to expect from our brand. This collaboration perfectly complements our commitment to delivering innovative and high-quality solutions that enhance the outdoor adventure experience."

Last year, East to West's Entrada 2950OK floorplan was successful because of its ability to combine practicality, comfort and versatility in a unique way. It also offers an outdoor kitchen for those who prefer outdoor cooking.

Young has several predictions for 2025.

"In 2025, RV dealers are likely to be interested in innovative features and technologies that enhance the overall experience for RV enthusiasts."

He says there are five potential areas he can see catching dealers' and buyers' attention:

1. Sustainable and eco-friendly features: RVs with energy-efficient systems, solar panels and eco-friendly materials will attract environmentally conscious buyers.
2. Off-grid capabilities: RVs designed for off-grid adventures, with features like robust battery systems, water filtration and self-sustaining power sources, will cater to those seeking remote travel experiences.
3. Enhanced safety features: RVs equipped with advanced safety technologies, such as collision avoidance systems, lane departure warnings and adaptive cruise control, will provide peace of mind to buyers.
4. Enhanced connectivity: RVs with reliable and high-speed internet connectivity options will attract digital nomads and remote workers who want to stay connected while on the road.
5. RVs with innovative storage solutions.

"The trend is certainly moving toward smaller units that are off-grid capable," Young says. "This is why we have introduced some smaller floorplans with solar systems."

EAST TO WEST

AHARA | BLACKTHORN | TAKODA | TANDARA

This year, East to West fifth wheels will stay the course and continue to improve on their current fifth wheel lineup: Takoda luxury toy hauler fifth wheels, Ahara luxury fifth wheels, Blackthorn mid-profile fifth wheels and Tandara mid-profile fifth wheels.

Although there won't be any new product lines, there will be a new floorplan in Ahara — the 395FB.

"It features the most impressive kitchen and primary bathroom of any floorplan we've ever designed," says Mark Krol, general manager of East to West fifth wheels. "We will also be introducing the new Blackthorn 3400ROK, which features a rear outdoor kitchen with patio kit."

Blackthorn and Tandara fifth wheels get new standard features with 4K Series rectangle-shaped windows, built-in shades and wood interior trim for a residential-inspired interior look and a sleek exterior look.

New optional features like the Super Sofa in the Ahara 378 BH-OK and the Ahara 390 DS, which is a five-seat reclining sofa with portable "stow-n-go" tables, provide expanded seating and dining flexibility.

"The Ahara 395FB is an incredibly complete floorplan that will check a lot of boxes for luxury fifth wheel customers: Walk-in front closet with abundant storage, spacious primary bathroom with double vanity, primary bedroom with a 50-inch TV and fireplace, half bathroom/utility room with toilet, sink and washer/dryer, opposing 60-inch EZ Out Hide-A-Bed sofas, theater seating and desk in the living area, deluxe pantry, breakfast bar, island and unmatched counter space in the rear kitchen."

Ahara experienced success in 2024 with sales increasing more than 20% in the year's first six months as it enters its fourth model year, Krol says.

"Since inception, East to West founder and senior general manager Lisa Liegl Rees has designed beautiful interior decors that stand out from the crowd. The new Barrington Maple decor for Tandara fifth wheels will be well received by dealers and retail customers," Krol says. "Now more than ever, our customers are seeking higher quality fifth wheels and East to West strives to fill that need.

"While market conditions are certainly not ideal, East to West fifth wheels have gained fifth wheel market share and continues to grow. We anticipate further growth for our brands as we continue to enter new markets in the last half of 2024 and into 2025."



2024 Ahara



2024 Takoda



2024 Blackthorn



2024 Tandara

IMPRESSION

Forest River will debut an entirely new brand at Open House this year: Impression.

"For 2025, we will be releasing the all-new floorplan — 360MYR. This floorplan combines all the notable features our current models have to offer with a touch of luxury," says Doug Acker, product manager. "It includes unique features such as a dishwasher, coffee bar, walk-in mudroom that includes a 1.5 bath and washer and dryer, and a spacious bedroom that includes a 72-inch-by-80-inch king-size bed accompanied by a massive walk-in bathroom with full walk-in shower with dual sinks, walk-in closet with tons of storage and a seated vanity."

Impression's standard features include:

- Gray exterior high-gloss fiberglass
- Sleek and modern graphics package
- New logo and brand colors
- New scratch-resistant skirt metal
- Painted front cap
- Portable Bluetooth speakers
- New furniture color
- Stainless steel appliances
- New overhead lighting
- New 12-functions task sink
- Carpetless bedroom

"For 2025, we set our goals on continuing to find ways to give our dealer base as well our customers something unique and innovative. That is why we decided to completely revamp our exterior. We did this by adding gray exterior high gloss with black and gold accents, a new logo and a painted front cap," says Cam Ridenour, regional sales manager of the Northeast territory.

"You hear so many customers at shows and on a dealer's lot talk about how everything looks the same. We wanted to create a modern, clean-looking product that gives our dealers a visual reset on their lot and customers something new and unique to proudly display at their campsite."

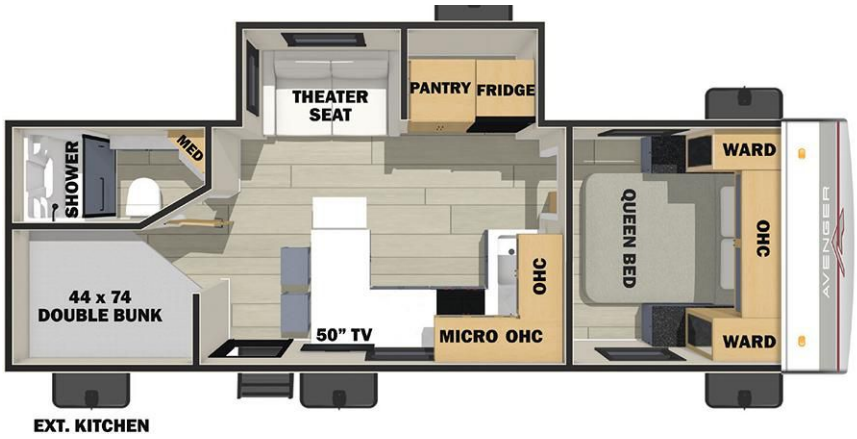
PRIME TIME MANUFACTURING

For the 2025 model year, Prime Time Manufacturing has turned its attention to the Avenger travel trailer, introducing two new floorplans — the Avenger 25MKO and the Avenger 25MKB.

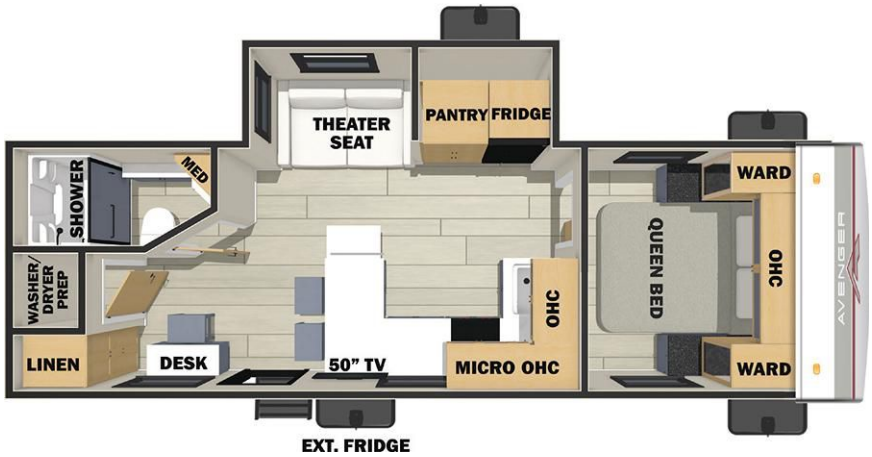
"Most years, brands come out with new models based on their version of R&D, which often means Research and Duplicate (if it works for other brands, it'll work for us). While this usually leads to some excitement from dealers, that does not always translate to excitement in the retail arena," says Spencer Kaylor, national sales manager of Prime Time Manufacturing.

With that in mind, Prime Time worked to translate customer feedback and suggestions into exciting new floorplans. Kaylor says several pain points were mentioned throughout the show season, including finding a spacious unit under 30 feet to allow for national park access; a dining area without the decades-old style of a fold-down dinette; more kitchen countertop space; and a small unit that offers washer and dryer prep.

"With these targets in mind, our



Avenger 25MKB



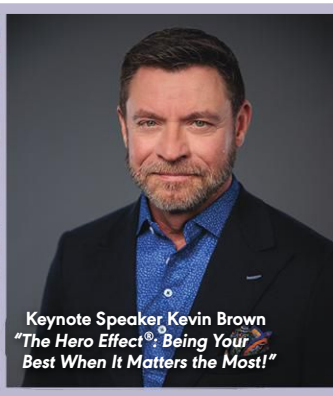
Avenger 25MKO





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Here is a look at some of the topics slated for the Convention/Expo:

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- Talent Management: How to Retain Top Employees
- Successful Management Structures for Multi-location Dealerships
- Effective Communication and Collaboration
- Artificial Intelligence

Legislation and Compliance

- Marketing and Advertising Compliance Issues
- Labor Law – Overtime, Injury, and Illness Rules, Plus Worker Classification
- Dealer Data and Digital Issues

Fixed Operations *(Parts, Warranty & Service)*

- What are the Strategies and Tactics Top Performing Service Departments Employ to Improve RECT?
- Effective Practices to Elevate Service to Industry-leading Standards
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- Innovative Training and Retention Practices

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- Working with Social Media Influencers
- Content Marketing
- Reputation Management

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product development team got to work on two models that checked most, if not all, of these boxes," he says.

The 25MKO (mid-kitchen-office) model features a large horseshoe-shaped countertop that blends into an elevated bar top with barstools, comes with a large washer/dryer prep closet near a dedicated desk and comes in at a total length of 29 feet, 11 inches. In addition to the requested features, this unit is packed with additional features, such as a 50-inch LED TV, theater seating, second AC prep, French door refrigerator, on-demand water heater, an exterior fridge and more.

"The final result is a feature-packed, national park-friendly model that is the shortest stick-built brand in the industry with washer/dryer prep. Once this floorplan was green-lit, we got to work on the family-friendly version 25MKB (mid-kitchen-bunk). This layout is almost identical to the MKO, with the exception of swapping out the washer/dryer prep and desk, for two large double-over-double bunks with an exterior kitchen. Early feedback from dealers, as well as retail customers via Facebook owners' groups, has been nothing short of incredible," Kaylor says.

New standard features on the 2025 Avenger include:

- Black rims
- On-demand water heater
- Portable Bluetooth speaker with multiple charging stations
- Thicker gauge sidewall metal with a lower profile
- French door refrigerator

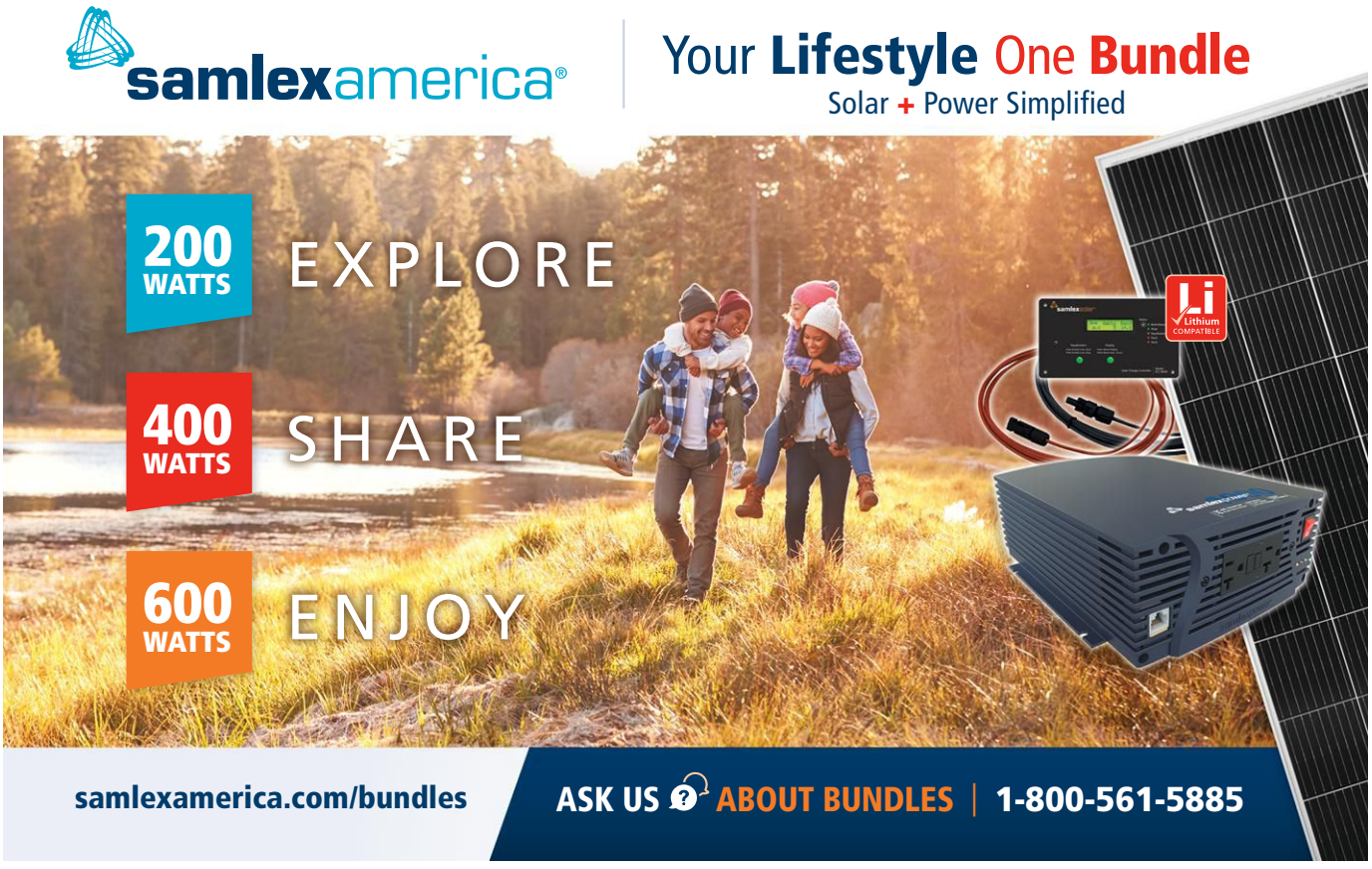
Kaylor says the company started noticing how important value was in product lineups last year.

"We started seeing it almost immediately after the 2023 Open House, that brands that gutted their brands of content with the goal of hitting a price point, as well as brands who loaded up on content but remained expensive to the majority of consumers, struggled," he says. "Avenger, for the most part, walked a fine line between the two by being very selective yet generous of the features offered and maintaining a price point that is attainable for the average customer.

"As inflation continues to hit working-class families the hardest, this trend will not only continue this fall but will likely be more in focus."

As for their dealer partners, Kaylor says they are starting to find success in the entry-level segment after the inventory "reset" that was 2023.

"Avenger continues to be one of the highest quality, best value brands in the industry (regardless of segment)," he says. "This is directly attributed to our amazing production team who has one goal in mind: build a product you are proud of."



SALEM/ WILDWOOD



With such a large lineup, Salem and Wildwood have a lot going on in their many product lines.

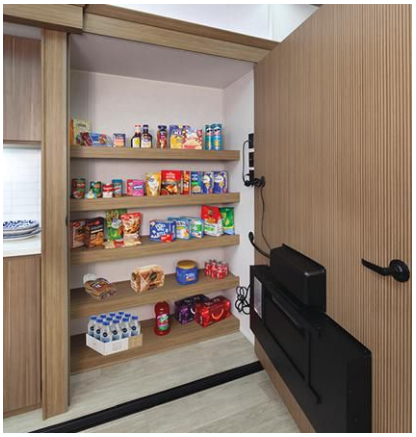
"For the 2025 model year, we're thrilled to introduce our new floorplans: the 22VERANDA, 32VERANDA, 42VERANDA and 25ICE. These models reflect our unwavering commitment to versatility and innovative living, aiming to set a new standard in the industry. Designed to ignite imagination and evoke a sense of wonder, they transform homes into places filled with joy and excitement," says Jon Sare, product manager of Salem/Wildwood. "We hope that our thoughtful designs inspire a renewed energy in the RV market, fostering growth and revitalization. We are optimistic that every Salem or Wildwood trailer purchase will bring exciting adventures and lasting memories for our customers."

Each product line receives new standard options this year, with standout features for 2025 including a striking retro/metal exterior design, the introduction of the Veranda models and the all-new Versa-Flex seating — the evolution of Versa-Lounge 2.0, featuring a movable, extendable dinette that effortlessly doubles as a desk.

Designed for ultimate versatility and comfort, it offers multiple configurations to perfectly suit any dining or workspace needs. This innovative feature redefines RV living, seamlessly merging style, functionality and innovation.



27RK Versa-Lounge



42FLDL hidden pantry

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SALEM/ WILDWOOD

2025 standard options by product lines include:

CRUISE LITE | X LITE

The Cruise Lite and X Lite feature a chic retro/metal exterior and an exterior camp kitchen and Lodge Griddle for outdoor cooking. Also on the exterior, 4K blade and awning blade lighting is featured, and premium sound from the JBL stereo and speakers.



Salem 32VERANDA



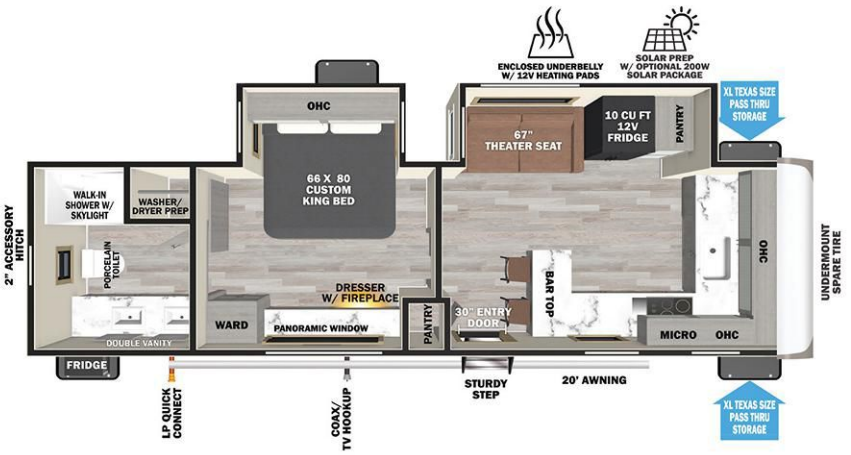
Salem 32VERANDA



Salem 32VERANDA rear deck

Inside, stylish thermofoil laminate cabinet doors, heavy-duty hardware and a foldout trash can are featured. The updated kitchen includes a Versa-Range with spice rack, sleek backsplash, expanded window and luminous arched radius panels.

Select models feature modern low-back barstools, roller shades, curtains and a pet step. The bathroom shines with a backlit arched radius mirror, and the bedroom offers a revamped layout with floating shelves and a black walnut entertainment shelf. Preinstalled TV mount brackets make setup a breeze.



ROOST 261FKRB

LODGE | VILLA

Sare says customers will experience ultimate luxury with the redesigned Lodge and Villa models. The new standard features include a stylish retro/metal exterior look and Lippert On-the-Go Ladder Prep. These models also include 4K blade and awning blade lighting and a JBL three-zone stereo system.

Inside, you'll find thermofoil laminate cabinet doors, heavy-duty hardware and a sleek backsplash. Select models come with modern low-back barstools and luminous arched radius panels. The kitchen shines with shiplap islands, an expanded window, roller shades and curtains. Enhanced floating shelves, a black walnut entertainment shelf and preinstalled TV mount brackets ensure convenience and elegance. The new headboard design and versatile Versa-Sink add to the sophisticated living experience.

"Explore the future of RV living with our stunning 2025 standard features, setting new standards in design, functionality and innovation," Sare says. "We are ecstatic to announce our return to tin units, now with an exhilarating twist! We've redesigned tin with a blend of nostalgic charm and modern sophistication, complementing our updated exteriors. Forged with robust .030 aluminum, our design infuses a sleek, contemporary edge into the timeless stick-and-tin aesthetic. Where timeless charm meets cutting-edge innovation (excludes 24VIEW, 28VIEW and 29VIEW)."

Sare says the company recognized a significant gap in the market and, in response, will introduce Veranda models — the real showstopper this season, he says.

"We aim to redefine the camping experience, igniting inspiration among consumers and industry peers alike," Sare says.

"We've transformed it into an outdoor haven, complete with a gourmet kitchen that invites culinary creativity. The back porch, now twice the size of anything currently on the market, provides ample space for relaxation and entertainment. This thoughtful combination of style and functionality ensures that our units not only catch the eye but also offer a truly unforgettable outdoor experience for our customers."

Sare says last year, the company focused on enhancing the camping experience with large windows and strategic placements. This year, it's dedicating itself to creating a memorable outdoor cooking experience through thoughtful design and careful placement. Sare says the aim is to make every outdoor moment

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SALEM/ WILDWOOD

truly special for their customers.

"I believe the current market demands our best efforts to truly inspire consumers. It's a challenging environment where any flaws in our products can have significant consequences," he says. "We need to be more diligent than ever to design products that not only enable dealers to make a profit but also delight our customers. Our goal is to inspire people to purchase and enjoy the full experience of camping."



ROOST43 bedroom



ROOST43 living room



ROOST43 backlit mirror and cabinets

HEMISPHERE | HERITAGE GLEN

Salem Hemisphere and Wildwood Heritage Glen will be introducing the ROOST43 at Open House, a fifth wheel destination camper. Being on a fifth wheel chassis allows this model to exceed the maximum square footage of 399.99 square feet that other destination trailers are limited to — the ROOST43 hits 530 square feet for the destination-style segment. The triple-axle fifth wheel chassis also makes the ROOST43 easier to relocate than a traditional destination trailer.

ROOST43 features:

- More square footage than ever before (530 square feet)
- Easier capability to move
- Standard residential style appliances — microwave, refrigerator, oven, island sink, washer/dryer
- Hardwood cabinet door fronts
- Pullout kitchen pantry
- Main bedroom with a king 72-inch-by-80-inch mattress, mid-loft with a custom king 66-inch-by-80-inch mattress, and a back loft with two 5-inch thick, 30-inch-by-74-inch bunk mats
- Main bathroom with backlit mirror, fiberglass shower with flip-down seat, porcelain toilet and washer/dryer
- Half bathroom in the main bedroom with backlit mirror, sink with storage below and porcelain toilet
- Master bedroom features a standard fireplace, 32-inch smart TV and makeup vanity/workstation
- Den area provides a comfortable area to sit with L sectional sofa, coffee table, 48-inch fireplace, JBL system and 65-inch TV
- Exterior has a 20-foot awning, 21K Rhino Box, triple-axle triple-slider entry door and two mini fridges

"Overall, the ROOST43 provides a new segment to the RV market with a combination of a destination trailer in fifth wheel form. This creates the opportunity to move from locations easier than bumper pulling and provides the most square footage in this segment of RVs," says Josh Hooley, regional sales manager of Salem/ Wildwood. "The ROOST43 provides the opportunity to take your vacation on wheels across the country and not be confined to one area. The ROOST43 is going to set a new era for the RV industry."

Hooley says they will also introduce the 261FKRB floorplan (a sub-33-foot front kitchen trailer with a bed slide and double-vanity rear bathroom). The 261FKRB will be the shortest model in the Hemisphere/Heritage Glen lineup to feature stackable washer/dryer prep.

2025 models will feature an all-new exterior color scheme with a transition to an Alley Gray sidewall and Steel Shadow accent colors. Interiors have been enriched with new wood grains and linoleum with solid-wood secondary countertops and tabletops.

Bathrooms now feature backlit mirrors, and all square windows are trimmed out with black-painted hardwood window trim. All models will also feature newly redesigned Tufted Switchback Clay furniture. All models will feature a JBL sound system with a head unit and interior/exterior speakers.

A new option for this year is three soft-start ACs in the 2025 Hemisphere/ Heritage Glen fifth wheel lineup.

"Our new exterior and interior color scheme is the biggest standout change for our product line in 2025," says Hooley. "The ROOST43 is the most standout new floorplan we are bringing to market. All fifth wheels will eventually feature residential-sized appliances (microwaves and ovens)."

SIERRA/ SANDPIPER

Sandpiper and Sierra get three new destination travel trailer floorplans this year: the 395MMG, 388JW and 421FKL. And when it comes to the full-profile fifth wheel lineup, the new 3880BH will be on hand at the show. Beyond new floorplan offerings, the Sierra/ Sandpiper lineup gets a boosted HVAC system.

"We are beefing up our HVAC system, detailing it as our 45/45. It includes an upgraded 40,000-Btu furnace standard coupled with 5,000-Btu fireplace. We are also prepping, as well as option from factory, each FW and Destination floorplan to receive a third 15,000-Btu Bluetooth AC on the Power Saver System. This will allow for all of our units to run three 15,000-Btu ACs at the same time," says Ben Grubert, sales manager of Sierra/ Sandpiper.

While new and beefed-up options might scare people into thinking higher price points, Grubert says Sierra/ Sandpiper is staying dedicated to its price segment and focusing on not decontenting its product.

"The sales team is working closely with purchasing and production in order to maximize our features while keeping costs in check," he says.

Sierra/Sandpiper is capitalizing on the success of its 3800RK floorplan with a dedicated laundry room and walk-in closet. Another standout in the lineup is the 40DUPLEX destination travel trailer with two bedrooms and two lofts.

For 2025, Grubert says Sierra/ Sandpiper's two-toned cabinetry will catch the eyes of dealers and consumers with its simple and modern look.

"Our lighter interior look coupled with our panoramic windows really brighten it up," he says. "For 2025, we're seeing that lofts, drop-down frames and bed slides are popular and really hitting in our segment and are areas we are seeing success."

Looking forward to the 2025 model year, Grubert says teamwork is what makes Sierra/Sandpiper the best product for the end user.

"Being some of Forest River's oldest brands, we take a lot of pride in what we are putting into the market. The sales team is an incredible part of Sierra/Sandpiper, and it's backed up by our amazing production team, veteran purchasing team and an incredible service, parts and warranty group led by Mike O'Brien," Grubert says. "Each group wants to see success within the other teams, so as we partner with our dealers, we will give the end user the best product and experience possible. Customers buy experiences, and we are working on bringing the best experiences to customers in 2025."

"THE SALES TEAM IS WORKING CLOSELY WITH PURCHASING AND PRODUCTION IN ORDER TO MAXIMIZE OUR FEATURES WHILE KEEPING COSTS IN CHECK."



3800RK with desk, kitchen and waterfall countertop

VENGEANCE

To complement its popular fifth wheel offerings, Vengeance by Forest River is introducing the Rogue Armored laminated luxury toy hauler travel trailer. These trailers will feature larger 8-foot ramp doors and taller ceiling heights to accommodate today's larger UTVs. All trailers will also feature king bed slides in the master bedrooms.

"Not only will they be the most functional luxury trailers, but they will be the most affordable," says Jerry Sell, product manager of Vengeance. "Vengeance Rogue Armored is introducing their first fifth wheel under 40 feet. This new model will feature a never-before-seen slideout that moves back into the garage after the toys are removed for a bigger living area."

Sell says everything about the 2024 Rogue Armored product is new, with a complete upgrade of the interior furnishings including batten strip lights, a new ivory cabinetry color and a custom chandelier.

New exterior graphics are enhanced with matching color accented wheels and even matching graphics on the tow vehicle for a custom rig look. Sell says the exterior with the color-matched wheels and matching truck graphics will really make the Rogue Armored stand out on the dealer's lot and traveling down the road.

"The stunning new interior will 'seal the deal!'" he says. "Rogue Armored was the first lightweight luxury toy hauler fifth wheel and continues to set the standard."

Noting that toy haulers have to stay current with the demands of the customer and their ever-increasing toy sizes, Sell says the new Rogue Armored travel trailer lineup should fit any UTV currently made.

"Toy haulers were probably the hardest hit segment during this past slowdown. The price increases we experienced as an industry, coupled with higher interest rates, put the brakes on pretty hard. As we move into the second half of 2024 and especially into 2025, I believe the consumer will finally be adjusted to the 'new normal' we are living in," Sell says. "Rogue Armored continues to lead the way as the best priced and lightest weight luxury toy haulers on the market."

"THIS NEW MODEL WILL FEATURE A NEVER-BEFORE-SEEN SLIDEOUT THAT MOVES BACK INTO THE GARAGE AFTER THE TOYS ARE REMOVED FOR A BIGGER LIVING AREA."



Rogue Armored kitchen



Rogue Armored interior



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KEYSTONE RV

The iconic Keystone RV is touting attention to detail for its 2025 debuts. All of its brands will feature multiuse furniture, such as convertible dinettes and workstations that double as counter space. Keystone brands will exhibit at the RV/MH Hall of Fame's THOR display.

FIFTH WHEELS

ARCADIA

New to the Arcadia lineup is the 260SLCL layout — an expansion of the Super Lite (SL) series now offering a larger rear kitchen with a flex dinette that stows away into the entertainment center with two stowable chairs. The floorplan features a 50-inch drop-down TV with a JBL Bluetooth stereo system including interior and hidden exterior under-mounted speakers. The floorplan is under 31 feet and provides a living area with sofa and theater seating.

ALPINE

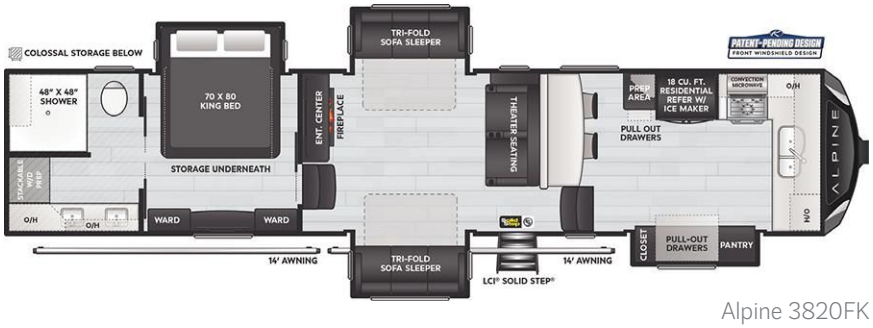
Alpine will introduce the 3820FK, a polished version of the previous front kitchen layout.

Based on customer input, the new floorplan provides a wide-open kitchen without an island. The pantry slideout provides more storage and additional counter space and a window for ventilation. The living area gives owners industry standard dual sleeper sofa and theater seats. The bedroom comes standard with a king-size bed.

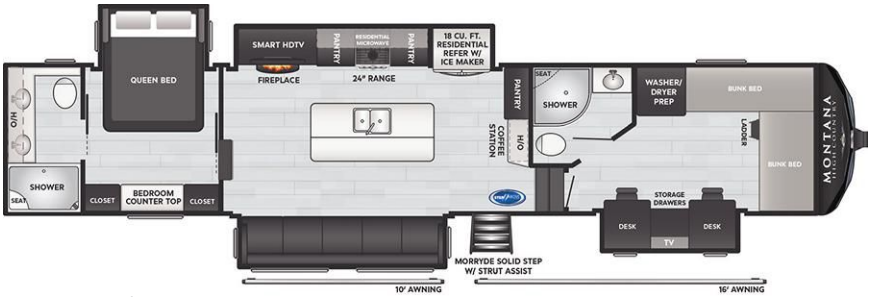
"The real eye-catcher is the rear bathroom with the industry's largest shower (48 inch by 48 inch)," says Emily Sommer, brand manager. "Let's not forget about the exterior storage that comes with elevating the rear bedroom/bathroom."

Also under the Alpine brand, two Avalanche editions will hit the 2025 market:

- 366LS (L-sofa) — L-shaped sofas have become popular in the RV industry recently, Sommer says. This floorplan provides that feature in conjunction with a residential hide-a-bed and a true desk/workstation. The living area is conveniently separated from the chef's kitchen in the rear, where you'll find a buffet island loaded with drawers and a large rear window. A feature wall includes a 65-inch smart TV.
- 379MB (mid-bunk) — This mid-bunk floorplan focuses on the family. Normal mid-bunks focus on sleeping space and the living area gets cut, Sommer says. The 379 gives owners tons of entertaining space and a massive U-shaped dinette that sits six to eight people.



Alpine 3820FK



Montana High Country HM397FB

SPRINTER

Tapping 40-foot affordability, Sprinter's new 3980FBS wide-body offers more space with a front bunk and "Airbnb feel." It features four beds, a desk for homeschooling, a half bath and incredible bunk room floor space. The main area allows for a Super Sofa that fits the entire family, a huge pantry, pullout trash can and an entertainment center with a 50-inch TV and surround sound audio. The main bedroom suite opens to a huge bathroom with dual sinks, washer/dryer prep and a full-size linen closet. Ribbon ceiling lighting throughout the coach is dimmable.

MONTANA

In 2025, Montana is boosting comfort and storage solutions after becoming an exclusive provider of La-Z-Boy recliners and sofas. A "laundry list" of storage solutions include a redesigned his & hers front closet with 6 feet of unobstructed hanging space. Now standard on all the line's layouts are H-Rated Cooper tires.

Bullet 260RBS



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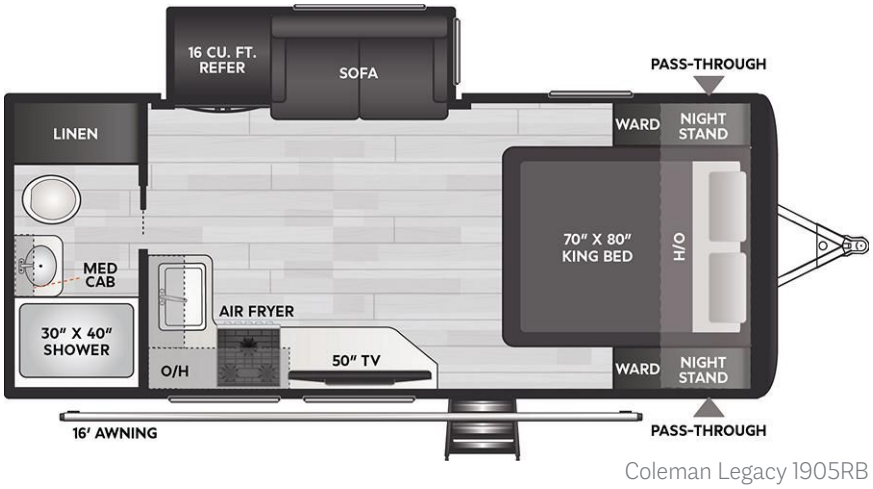
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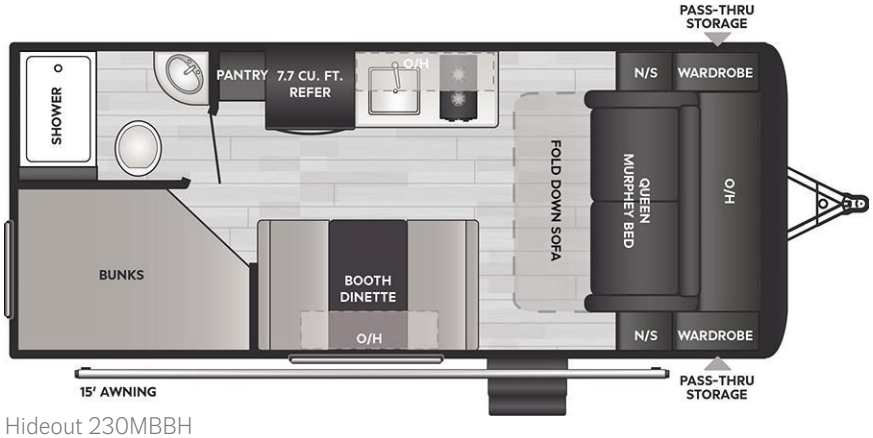
MONTANA HIGH COUNTRY

Rounding out Montana's smaller-sized collection are two new floorplans:

- HM325RK offers a twist on the high-demand rear kitchen. Unlike the elevated rear kitchen in the Montana lineup (3901RK), the kitchen and living room are on one level with a wraparound, L-shaped counter to separate the kitchen and living room. The 36-foot, 7-inch floorplan has cross conversational seating, a hidden pantry behind the TV, an outdoor kitchen and a rear wall with a residential stainless steel range hood, paired with a picture window.
- HM397FB is a bunkhouse built to travel year-round, featuring wraparound front bunks and an extra-large desk. It accommodates two chairs with storage space and a 50-inch TV. The front bunk is has a full bathroom and hanging closet space with washer/dryer prep. The living room features a five-seat reclining sofa and a flip-up island top for bar seating. Mom and Dad will enjoy the rear master suite with a bathroom and dual vanities.



Coleman Legacy 1905RB



Hideout 230MBBH

TOY HAULERS

FUZION

The 442 is a new floorplan for Keystone's toy hauler brand. Utilizing a popular rear living RV layout with a 14-foot garage, the floorplan has a dining table and chairs, extra sleeping capacity with a trifold sofa in the living area, plus theater seats directly across from the 55-inch TV and entertainment center. A new upstairs has a larger bathroom and larger shower, more counter space, pullout linen closet and an east/west king-size bed.

RAPTOR

Released last year, the 428 floorplan received important tweaks for 2025. Keystone took its most popular rear living floorplan and combined it with a 14-foot toy hauler garage.

"We've added a dining room table and chairs, rearranged the kitchen to be more user-friendly and added a large glass patio door to add an open concept feel between living and garage," Sommer says.

TRAVEL TRAILERS

New to Keystone's travel trailer brands is Reign — dubbed a luxury, compact single-axle collection. More information on Reign will be available soon.

COLEMAN

In addition to expanding the original Coleman line with four floorplans, the brand is adding new lineups for 2025:

- A new Coleman Homestead destination trailer line will introduce ESTATE.

Reign interior



- Coleman Lantern touts comfort amenities and will debut 25REX and 28BHS.
- A revamped Coleman Light line will add 17BX and 17RX.
- Coleman Legacy will introduce 1905RB, 2115RK and 2900BH.

On Legacy and Lantern lines, new standards include a 16-cubic-foot fridge, solid-surface counters, 30-inch-by-40-inch shower, residential-size porcelain toilet, a 70-inch-by-8-inch king bed and two TV sizes.

The original Coleman lineup's 17B and 17R layouts have been improved with a 42,000-Btu on-demand water heater, a 20,000-Btu furnace, full pass-through storage and a 6-foot, 6-inch interior height.

HIDEOUT/SPRINGDALE

"Some of the floorplans we're introducing are going to be more affordable than a lot of our competitors. The Hideout 230MBBH/Springdale 2300MBBH will be some of the lowest priced double-axle models in the market," says Jeff Rank, general manager.

Rank says the company is reengaging its Springdale and Hideout destination segments that were abandoned post-pandemic. Hideout will debut a new 24FKS layout and five other floorplans, while Springdale introduces a fleet of seven layouts.

"With the new 38DBD/380DB are double bedroom/double bathroom floorplans that are super-high volume for our dealers, that we previously had a hole in with our lineup," he says.

In 2024, single-axle rigs were a bright spot for both brands. The repositioned Sport and Classic double-axles also did well.

"The repositioning we went through last year chasing affordability with our customers has been super successful," he adds.

When it comes to how the market is fairing, Rank says, "It's still challenging out there. We're optimistic that we'll see a reduction in interest rates. I'm optimistic that there will be some adjustments in consumer attitudes.

"We'll benefit from some of that and hopefully from a drop in interest rates, so we should see the industry pick up and start making a return to whatever our new normal is going to be."

Other travel trailer brands such as Outback, Residence and Retreat will also receive new floorplans for 2025. The Bullet and Passport lineups will see new exterior and interior designs plus a revamped Classics collection under both brands.



KEYSTONE RV

CROSSROADS

SUNSET TRAIL

Sunset Trail is now offering an entry-level SPORT segment featuring double-axles that will "sell for thousands less than our Super Lites," says Steve McGarvey, product manager.

Two bunk models and one couple's coach will be available. In 2024, the brand's couple's coaches were most popular.

"To emphasize our barreled ceiling, all-new 'batten' ceiling lights have been installed. Our new graphics are sure to catch your eye on all four sides," McGarvey says of the line's new standard features. It will not include any options, but the line's exterior graphics are expected to draw attention to Sunset Trail's new interiors.

Crossroads will display at the RV/MH Hall of Fame.

CRUISER | CRUISER AIRE

Cruiser and Cruiser Aire will introduce three new travel trailers and three new fifth wheels at Open House.

New travel trailers have washer and dryer hookups, bed slides and two exterior doors. New fifth wheels will feature a unique entertainment center, two bath models with a loft and outside kitchens. All fifth wheels will have a 16-cubic-foot, side-by-side refrigerator standard with a 24-inch oven and 30-inch microwave.



Cruiser 27RBS



Zinger 390DB

"Our new graphics and trendsetting decor will catch every RV enthusiast's eye," McGarvey says. "I believe our new cabinets and decors will catch the attention of all buyers."

In 2024, the Cruiser brands saw success with both couple's and bunk models. Moving into the new year, price and value will be important as always.

"The market is very competitive and will continue to be this way until interest rates are lowered. Our unique floorplans, graphics and interiors will set Cruiser apart from other brands."



Sunset Trail

ZINGER

Crossroads' Zinger brand is debuting its new 340 LR model to provide a functional laundry room.

"As more people are traveling on extended camping trips, the Zinger 340 LR will come standard with a washer and dryer," says Robert Fitzsimmons, product manager.

Other select Zinger models will also include an optional laundry room and three ACs.

"Zinger will continue to grow its lineup with smaller and price-sensitive offerings along with expanding the larger floorplans," Fitzsimmons says.

Across all sales, Zinger saw demand on smaller price point floorplans in addition to seeing steady growth in the park-style offering as well.

"Zinger's exterior is something that will stand out on the lot for customers and dealers.

"Smaller units are remaining steady as monthly payments are still a primary focus for first-time buyers. We plan to expand our floorplan offering to this segment to provide more selections for buyers. From 18-foot to 43-foot floorplans, we will have it covered."

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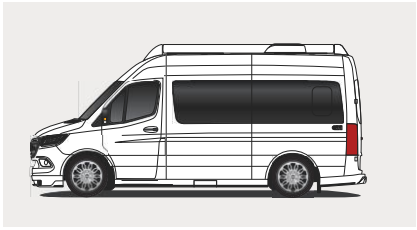
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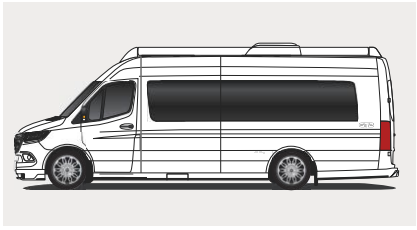
ARE YOU READY FOR IT?

TIFFIN MOTORHOMES

New models, new floorplans, two new luxury vans and the Bob Tiffin Limited Edition 45-foot Allegro Bus are in store for 2025 for Tiffin Motorhomes. According to Jayne K. Fairley, national sales manager for Tiffin Class As and Super Cs, the Bob Tiffin Limited Edition 45-foot Allegro Bus "honors our company's founder, Bob Tiffin, by showcasing his love of the desert Southwest and his fondness for Packard automobiles and more. There will only be 82 of these limited-edition buses made, honoring Bob's 82nd birthday, which was this year."



Tiffin 2025 GT1



Tiffin 2025 GT2 24BG

The bus has "one of the most unique floorplans out in the market" and comes standard with Starlink, as does Tiffin's Zephyr, which also has a new floorplan option for 2025. The Bob Tiffin runs on a Cummins L9 450 HP diesel engine and sits on a PowerGlide raised-rail rear engine diesel chassis. It has three slideouts, a Girard powered door awning with LED lighting, a lightweight entry door with screen and 257 cubic feet of storage space. It seats nine to 12, and sleeps three to five, in two to three sleeping areas.

Tiffin is also introducing the Tiffin GH1 with the new 1Up package and the Adventure Bar floorplan. The company will unveil two luxury touring vans as well: the Tiffin GT1 on the 144-inch Sprinter chassis and the GT2 on the 170-inch Sprinter chassis.



Tiffin 2025 Bob Tiffin Limited Edition exterior

The Tiffin GH1 is built on a Mercedes Benz AWD chassis with a Fox shocks system by Agile Offroad. The wall-mounted thermostat with a built-in temperature sensor makes going off-grid more comfortable. It has standard onboard solar and is prepped for optional Starlink Pro.

The optional Adventure Bar Work/Storage Solution is a bar/prep surface with storage for larger items; separate storage for smaller gear; and a drawer for towels, linens and small electronics. There's a 110-volt outlet and accessible hidden table.

The new vans are equipped with the 540-amp-hour Battleborn battery system with Victron Inverter, AWD and Fox shock system by Agile Offroad, plus Ruggedized flooring by Lonseal with surface embossing for enhanced traction, an ARB on-board air compressor, LED lighting and BFGoodrich All-Terrain KO2 tires.

According to Jonathan Osborne, national sales manager for Class Bs, the new Tiffin GH1 has been a hit because it appeals to customers "looking for a high-quality, well-featured adventure van."

Fairley says Tiffin has carried over their "best-turning floorplans" and kept successful features, such as all-hydraulic slide mechanisms on Class A coaches and tile in the slide rooms of their 45-foot buses and the Zephyr.

In addition to a general desire for "increased quality of construction, innovation in small spaces and superior component selection," as Osborne has seen, Fairley notes an increase in requests for diesel floorplans under 40 feet, of which Tiffin offers 10 variations.

Tiffin will display at the RV/MH Hall of Fame.



Tiffin 2025 Bob Tiffin Limited Edition interior

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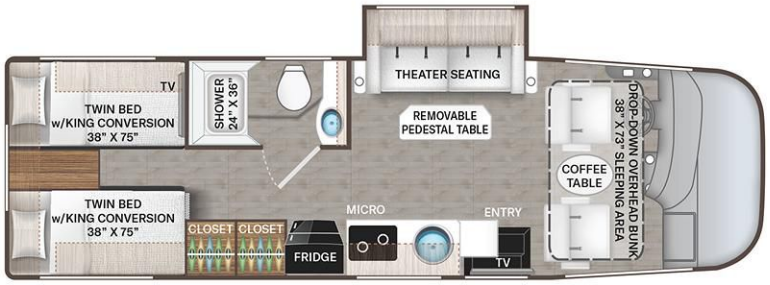
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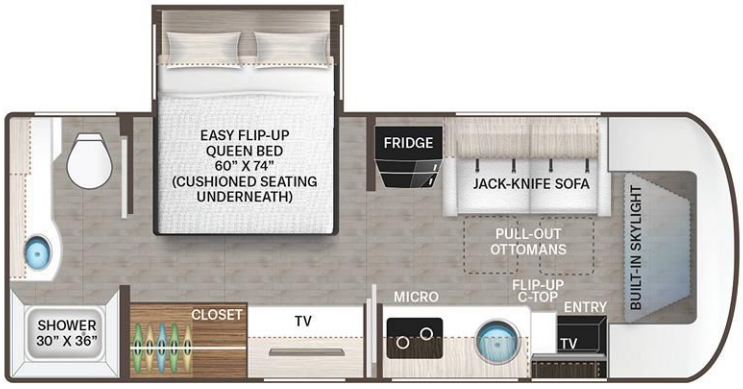
Axis Titanium Silver



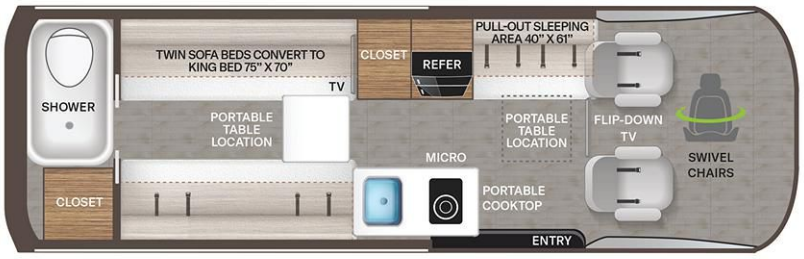
Quantum Sprinter
Midnight Runner edition



Axis 26.2 Class A



Compass 24JG Class C



Sanctuary 24A Class B

Thor Motor Coach (TMC) plans to introduce several new models and unveil a variety of upgrades to existing models during Open House. TMC says its objective is to explore affordable options while still offering modern designs and innovations in its motorhomes.

"For 2025, there are a number of new features inspired by feedback from our current owners," says Jon Krider, vice president of marketing and product development.

TMC reports that its traditional Class Cs, Axis and Vegas RUVs (recreational utility vehicles), plus Dazzle and Twist Class B vans had robust sales during the past year. The company hopes to build on that momentum with new offerings. Modern interior and exterior designs, more standard content throughout all model lines and innovative new floorplans will all be featured at its display at the RV/MH Hall of Fame.

Among the trends are new paint packages with edgier designs, which are replacing traditional swoops and swirls for motorhome exteriors. All 2025 traditional Class C gas motorhomes now include a 100-watt solar charging system, a 15,000-Btu air conditioner, soft-close cabinet drawer guides and modernized furniture styling.

Many models are receiving new optional theater seating with power controls, new partial- and full-body paints, and stealth blackout packages for many of the Super C and diesel pusher models.

TMC will debut four new models for 2025:

- The Four Winds 19Z Class C, which TMC describes as "extremely affordable," features a floorplan with a lot of open space and many windows aimed at creating a bright and open feeling.
- The Gemini GO 22MT Class C features a huge rear garage, capable of carrying mountain bikes, kayaks, fishing poles or kid's toys. The full bathroom is spacious with an overhead skylight offering a view of the nighttime sky.
- The Aria 3702 diesel pusher adds a new short floorplan to the lineup with the 3702. Although it is shorter, it still maintains modern and livable living spaces, a large kitchen, a king bed and dual fireplaces.
- Pasadena 38XL Super C — Super Cs appeal to consumers wanting

the power of a diesel engine and plenty of towing capacity. This bath-and-a-half bunk model offers a lot for families, but the bunks can be converted to wardrobes if needed.

New floorplans will be among the highlights for the Axis 26.2 Class A, the Compass 24JG Class C and the Sanctuary 24A Class B. The new 2025 floorplan for Axis 26.2 sleeps four, provides lots of closet space and has convenient twin beds that can convert into a king-size bed.

NEW FEATURES

TMC is also introducing several new standard features on several models. SmoothTech ride enhancement will be included in all Class Cs built on the Ford E-series and Chevy chassis. SmoothTech adds rubber compression springs to the rear suspension shackle, allowing extended spring travel and reduced suspension harshness. TMC says the enhanced cushioning and absorption of road bumps can reduce driver fatigue.

The company says its new system differs from offerings of other manufacturers, which don't address the comfort of driving, nor soften the impact of expansion joints or potholes on roads.

Another feature is the Touch N' Go control panel, available only on the Ford E-Series chassis. This system allows users to check tank levels, manage the generator's Automatic Generator Start (AGS), use the emergency start switch and operate slideout controls. The system also offers keyless entry capabilities, accessible through Bluetooth-enabled devices.

All 2025 diesel pushers will be equipped with the Winegard ConnecT 5.0 — a versatile system that doubles as a Wi-Fi router, 5G hotspot and TV antenna.

TMC's Palazzo GT, Riviera, Aria, Pasadena and Inception products will all receive the new Winegard ConnecT 5G antenna for 2025.

Models built on the Mercedes Sprinter now feature the 4500 Series chassis. The increased gross vehicle weight rating (GVWR) of the 4500 provides more cargo-carrying capacity. The Four Winds, Chateau, Quantum, Delano and Tiburon buyers will see a significant increase in space for food, people and clothes with the new chassis.



HEARTLAND RV

CORTERRA



To complement its successful fifth wheel line, Heartland will introduce a Corterra travel trailer for 2025.

The new line offers eight floorplans, catering to a wide range of preferences, from compact couple's coaches to spacious bunk models.

"We listened to our customers and the feedback was clear: they wanted a lightweight travel trailer that didn't compromise on features. The Corterra travel trailer line was designed to meet these needs, offering the same high-quality features as our fifth wheel model, but in a more tow-friendly package," says Trent Brickner, product manager.

Corterra travel trailer floorplans include:

- 22.1RB: A rear bath couple's coach floorplan under 26 feet
- 25.2RK: A rear kitchen couple's coach floorplan under 30 feet
- 26.3RB: A spacious rear bath couple's coach with an outdoor kitchen
- 27.2BH A double over double bunk model under 32 feet with dual entry
- 30.3RL: A dual opposing slide rear living floorplan featuring a large kitchen island and a hidden pantry
- 33.3BH: A dual slide bunkhouse with dual entries, including a French sliding door entry into the master suite



Corterra's fifth wheel line will also see new layouts:

- 3.2: Featuring a unique rear kitchen and a spacious living area with an L-shaped sofa that includes an ottoman converting into an extra bed
- 3.5: The industry's first double suite under 40 feet, offering two queen beds, two full bathrooms and dual entry
- 3.7: Combines a rear kitchen, mid-living area and mid-bunk. It boasts ample kitchen space, storage and an entertainment area with two sets of recliners and a sleeper sofa. The mid-bunk offers additional sleeping space and a separate hangout area for kids.



Corterra 25.2RK interior

"Our latest additions to the Corterra fifth wheel and travel trailer lines are designed with our customers' diverse needs in mind. Each floorplan offers unique features and innovative layouts to enhance the travel experience," Brickner said.

New standard features for Corterra fifth wheels and travel trailers include

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Discover the Heartland difference. Together, we embark on a journey to restore trust and build lasting partnerships.

a Bluetooth control system and ceiling speakers, and storage items (hampers, baskets and a spice rack with paper towel holder). The FW line boasts an upgraded air fryer, coffee maker and genuine leather recliners, sofas and couches as standards, with optional solar upgrades offering an additional 190-watt panel and 2,000-watt converter.

Travel trailer standards offer auto leveling, privacy shades, on-demand hot water heating and a hidden pantry on select layouts. Travel trailer options include solar power upgrades, theater seating and a second AC.

"We want to make sure our retail customers get the best experience with our product. The Corterra is a product that we diligently have been listening to our retail customers and receiving feedback to make sure we are offering a quality-built product that has features that are highly sought after," Brickner said.

All Heartland RV brands will exhibit at the RV/MH Hall of Fame.



Big Horn 391FB

CYCLONE

For 2025, Heartland's toy hauler brands are eyeing the 14- and 15-foot enclosed garage market.

"This is an area that is always changing as we follow today's powersport trends and segments," says Dustin Swindeman, general manager of the Cyclone brand, which is touting a new floorplan and limited-edition Signature Series package.

"This will have a unique paint scheme that will only run for the 2025 model year, with only 100 in production, each numbered for that unique year's paint scheme. The package will also include [an] under stair mount air compressor, undercarriage glow lighting and the collapsible solid garage entry steps," he says.

Cyclone's new 4215 floorplan boasts a 15-foot unobstructed garage, cross conversational seating, the largest U-shaped kitchen in the industry and a dinette table with bench seating storage, the company says.

The layout is "one of the most unique space-saving bedroom combinations that has more floor space than an east/west bedroom. An outside kitchen with a mini fridge, sink and TV with 25-inch griddle/grill combo tops it all off."

Cyclone's Torque fifth wheel line will introduce its new 385 along with the Torque T374, which the company considers a standout in the toy hauler travel trailer segment. The layout offers a 14-foot unobstructed separated garage with a 1.5-bathroom that's expected to draw attention. Swindeman says the Signature Series paint job will catch eyes, too.

The brand's 4008 layout was successful in 2024, Swindeman says, with its unique layout as a family-friendly toy hauler. The 25-inch griddle/grill combo has been in production for over a year and has become "an amazing feature for the toy hauler segment."

"The trend we are capitalizing on is families moving into the toy hauler segment from traditional fifth wheels. This has become a large part of our customer base, so here we are constantly listening to our customers and developing the best features that make our units family-friendly," Swindeman says.



Cyclone 4215

BIG HORN

Heartland's legacy Big Horn brand is reintroducing itself to the market with a 20th anniversary edition at Open House.

"The all-new Big Horn 20th anniversary will have a completely new lineup including a rear living, front bath and double suite, with more to come," says Jonathan Gust.

The line includes a new cap design, Lippert's new Titan automatic leveling, a Helux pinbox, Goodyear tires with TPMS, Dexter's ABS system, coffee maker, vacuum, soft-close drawers, drop-down utensil storage, trash can appointments, power blackout shades and dimmable strip lighting in the ceiling, plus three high-efficiency ACs as a standard on the 101-inch-wide body construction.

The Big Horn 20th will come "fully loaded" with all typical full-time fifth wheel options, a painted exterior with new front cap and an interior that boasts desk space for remote workers, on-demand water heating and flexible seating arrangements.

The first unveiling of Big Horn will be in September followed by new floorplans to be released for early 2025's retail show season.

DRV LUXURY SUITES

DRV, sister brand to Cruiser RV under the Heartland parent company, will introduce a redesigned front kitchen model named 41FKRB for 2025.

"We are very excited to offer our dealer partners and retail customers the following upgraded standard features this year: Girard legless patio awnings, composite slide room floors, new interior wood selection, modern-style batten strip lighting and three new exterior paint schemes, just to name a few of our model change surprises," says Shawn James, DRV general manager.

"These are all things that our dealer partners and/or retail customers have requested, so we want them to know that we are not only listening but also taking their feedback seriously."

During 2024, the brand's 41RKDB rear kitchen layout continued to show strong retail success in the market.

DRV and Cruiser will exhibit together at the THOR Industries display.

CRUISER RV

Cruiser is spotlighting its laminated travel trailers' new full leveling system among new floorplans and features debuting for 2025.

"Over the past year, we have placed a strong emphasis on improving quality," says Kyle Miller, director of sales for Heartland, DRV and Cruiser. "Our dealers will notice a significant reduction in trim and staple patterns across our products, enhancing the overall build quality. This improvement not only elevates the customer experience but also boosts delivery efficiencies for our dealers, making it a win-win for everyone involved."

AVENIR

Cruiser's refined stick-and-tin product, introduced at last year's Open House, will showcase several new models — the A-19BH, a single-axle unit with a slide, and the A-26BH, a nonslide bunkhouse with a custom L-shaped sofa. Both models are aggressively priced to hit key retail price points.

"Additionally, Avenir will debut the brand-new A-25RK, a rear kitchen model offering extensive countertop space, a walk-in pantry and a super slide. Avenir models stand out with their luxury exterior metal, our exclusive Lux-Lounge, ceiling track lighting and fireplaces, providing a sophisticated and comfortable experience for all," Miller says.

SHADOW CRUISER

Shadow Cruiser is touting several new models and upgraded features as an entry-level laminated travel trailer.

The price-point aggressive 251BHS offers dealers an "excellent opportunity to attract first-time buyers." Additionally, the 300RL, a double-slide rear living room model, is a first for Cruiser's dealers. These models will also feature Cruiser's new leveling system, ensuring an effortless setup with the push of a button.

MPG

MPG will bring significant momentum to Open House, Miller says. The new 2400PD, which offers a unique twist on travel trailers under 30 feet, features what Cruiser says is the industry's best outside kitchen space. MPG will also debut the 3310BH, a double-slide bunkhouse offering ample sleeping and pantry space. MPG will also showcase the Cruiser RV leveling system and other key features, like the new 30-inch Z-Glass entry door, a telescoping grab handle and ceiling track lighting with dimmer switches.

STRYKER

The travel trailer toy hauler is set to become the first and only of its kind to offer a five-point automatic leveling system, the company says. Other notable features include ceiling track lighting with dimmer switches, on-demand hot water heaters and Goodyear tires.

The new ST3018 boasts an 18-foot uninterrupted garage with a unique entertainment/pantry slide that opens the living room. Various garage modifications allow Stryker to accommodate the latest and largest ATVs and SUTs.

ESSENCE

Last Open House, Cruiser debuted the Essence fifth wheel. Going into year two, it has added a new 28RL to provide exceptional storage and space as the brand's first dual-slide model, the company says. Essence includes a full residential-sized kitchen appliance package with a workstation sink, a 30-inch microwave and a 16-cubic-foot refrigerator.

In the mid-pro space, Essence offers floorplans with washer/dryer prep, 16-inch tires and suspension, and a full-size laminated queen bed that lifts for abundant bedroom storage.



DRV's 41FRKB

KZ RV

DURANGO

Catering to the half-ton truck market, KZ RV will debut smaller models and reposition its Durango HT price point with a lower dry weight and GVWR.

The new D220RKD is a rear kitchen couple's unit with side aisle bath, wardrobe slide and sits at 25 feet, 11 inches long. In addition, the D232MLD is a mid-living unit with a wardrobe slide at just 28 feet, 11 inches long.

New standard features for the brand include a black glass entry door with friction hinge, shade prep and a second solar port on the roof, which equates to easy expandable prep, the company says. Carefree slideout awning prep, hidden hinges on cabinet doors, EZ Lift dinette table base and a 12-volt French door refrigerator round out additional standard features.

"We like to come up with unique floorplans or unshoppable features that make our products stand out from our competitors. In our Durango HT brand, we offer washer/dryer prep in the bedroom, so even in a small fifth wheel, a customer can still add a combo," says Brent Forman, general manager.

"Price points are important today with dealers and our customers, so we have to find ways to keep our costs down."

KZ RV will exhibit at the THOR display at the RV/MH Hall of Fame.



Durango D60V6



Sportster D20R6

SPORTSTER

KZ's toy hauler brand Sportster is relaunching for 2025 with its new Sportster X and a complete line redesign. Two floorplans will be available — 3915X and 3914X, with three more fifth wheels and two travel trailers launching soon.

Standard features include generator prep, AC prep with an optional third AC, rear power bed with rollover sofas, full pass-through storage and six-point leveling. Options include a three-seasons patio and generator.

The overall look of the toy hauler will catch eyes with its redesigned front cap, says Nick Francis, KZ towables product manager.

"The focus of Sportster is to focus on more price points," Francis says. He adds about the economic conditions that "it seems as though the market has leveled out and manufacturing has started to rightsize."

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AIRSTREAM



Interstate 19X Flex Bed System 3



2025 Caravel interior

Although no new units will hit Airstream lineups for 2025, fresh floorplans and new off-grid features are on the company's mind.

The Trade Wind travel trailer brand will launch its 23-foot front bed model (23FB) with 12-volt Bluetooth-compatible smart TVs. The new floorplan features a standard 500-watt solar panel array on the roof supported by 810 amp hours of lithium battery.

Airstream said its solar and lithium battery packs for boondocking were most popular in 2024.

"We are noticing that more people are looking for remote camping experiences and products that allow them to stay off-grid for longer periods of time," says Sally Getic, product marketing manager.

Getic also notes Airstream's popular single-axle travel trailer, the Caravel, will debut new decor.

When it comes to catching dealers' and consumers' eyes, the company says the "Firefly Vega Touch: Touring Coach" gives owners the convenience of controlling their Firefly Multiplex System through a Bluetooth app in addition to touchscreens inside the coach.

In addition, Airstream's Interstate 19X and 24X models will both have updated bed systems in 2025. The Flex Bed System with comfort support converts from two individual benches, which can be used as twin beds, to a roomy 70-inch-by-84-inch sleeping area, or even to a full-plus-twin configuration.

"Both of these models also gained some interior storage, which is always desired, with the additional of an over-cab storage shelf," says Audrey Gutman, product marketing manager.

The 24X was updated with additional exterior RAPTOR Coating on the hood to protect the van during off-road adventures.

"The 19X adventure van was a great launch this past year. This van boasts everything people love about the 24X, but in a nimble, easy to maneuver footprint. Owners love the AWD capabilities, exterior RAPTOR Coating, all-terrain tires, roof rack with added lighting, a power sliding door and the optional E1 enhanced power package," Gutman says.

"On the interior, owners are drawn to the rugged but refined interiors, a complete wet bath with macerator, the largest sleeping area in its class with a Flex Bed System, flexible gear storage and ample windows to allow in natural light."



Airstream Interstate 19X

JAYCO

TOWABLE

JAY FLIGHT | SLX | BUNGALOW

Many RV enthusiasts are seeking additional space, and Jay Flight is prepared to meet their demands in 2025, according to Matt Fisher, director of product development.

The company focused most of its floorplan development on the Jay Flight SLX series, including 11 new layouts, as many customers gravitate toward its price point.

"For model year 2025, we have redesigned our single-axle Jay Flight SLX, making them 8 feet wide versus the previous 7 feet. This allows for more livable space, more storage and better floorplan development," says Fisher. Single-axle SLXs will also see an 8,000-Btu side-mount AC and new interior decor with Invision appliances.

The Bungalow series now boasts the company's Whisper Quiet AC, upgraded bathrooms and solid-surface countertops as a standard, in addition to a new floorplan dubbed JayLoft.

"Being a destination camper, we understand our customers are spending more time in their camper, so we wanted to bring more comforts of residential living," Fisher says.

What will really stand out in 2025 is a new exterior look on all Jay Flight lines, complete with dramatic metal color band and eye-catching exterior graphics. The company also spent a lot of engineering time upgrading doors and drawers and adding a redesigned outside kitchen to the Flight lineup.

"We have eliminated a lot of false panels and exposed cabinet door stiles to create more usable storage and give the interior a cleaner, more residential look," he says. "The work we did to the cabinet doors and drawers, enhancing their appearance and growing the sizes, will be very attractive to dealers and customers."

JAY FEATHER | MICRO | AIR

As the market rightsizes, Jay Feather is introducing single-axle, 8-foot-wide travel trailers, four new and five redesigned Jay Feather models and one new Jay Feather Micro. In addition, the lineup will see four floorplans under a new name — Jay Feather Air.

For model year 2025, White Hawk has also been rebranded under the Jay Feather name, adds John Fisher, director of product development. Fisher predicts floorplans being king, including a former Hawk layout becoming the 31BH with a complete back-end redesign with an outside kitchen. Jay Feather now offers many options found on the model year 2024 White Hawk, like electric fireplaces, king beds and free-standing tables with four chairs.

New standards for 2025 include replacing vinyl furniture with an 80,000-double-wear-count fabric that is pet-friendly and stain-resistant, and adding residential-style cabinet doors and drawers, new InVision appliances that include an 11-cubic-foot, 12-volt fridge, and stainless steel kitchen and bath sinks throughout.



Safety and convenience increased with an 18-inch, roof-mounted ladder; the removal of rear bumpers; the addition of a 2-inch-wide rear receiver; undermount spare tire and sewer hose storage compartment; and app-controlled TPMS (tire pressure monitoring system). A new Coleman Mach Quiet series AC boosts occupant comfort.

Ben Johnson, product director, revealed the new Jay Feather Air and the Jay Feather 27MK, 28RB and 29BHB are already generating excitement among dealers.

"The White Hawk 26FK (which is now a Jay Feather) and the Jay Feather 21MML continue to be strong for the Jayco lightweight family," Johnson says.

EAGLE | HT

Jayco will introduce seven new Eagle models throughout the Eagle HT FW (fifth wheel) and the Eagle HT TT (travel trailer) segments, nine remodeled floorplans and two new Eagle platforms with competitive prices and modern amenities.

New standard features offer no in-floor registers in all areas, including bathrooms and bedrooms, for fifth wheels and travel trailers. Vinyl furniture was replaced with 80,000-double-wear-count fabric and bathroom vanities were updated.

Exclusive to Jayco, Eagles now have a NuvoH20 whole-house, triple-water filtration system and HALO griddles, along with "Blue Sync" entertainment — two individual systems on the interior and exterior with MB Quart speakers wired to the TV and Bluetooth through a smartphone.

Every coach also has an Olympic queen-size mattress, giving customers an 8-inch-thick versus standard 6-inch mattress with aloe vera cooling technology.

"Dealers will see immediate impact on Eagle's floorplan lineup, and our customers are going to appreciate the list of changes that make the camping experience more enjoyable. We work

JAYCO

RV shows for multiple reasons, and one of those is specifically to listen to what our customers want and then react," Johnson says.

Johnson predicts the industry will see an influx of new buyers continuing into 2025. "Those new customers are challenging RV manufacturers to not fall in a pattern of 'That's how it's always been done,' so it has every manufacturer studying the new trends, which are many," he says.

With the presidential election on the horizon, he says it's hard to predict what the market will see next. But Johnson says, "Thus far I'm pleased with the results in the market as a whole. Eagle has been experiencing continued growth month over month and I see that trend continuing into 2025."

MOTORIZED

Jayco and sister brand Entegra Coach will bring four new Class C floorplans and two Class B floorplans into the 2025 model year lineup.

"Not only are we excited about our new floorplan offerings, but we've made numerous enhancements to the MY25 product that is certain to bring a better user experience to the end user. For both Jayco and Entegra Coach, after an owner completes their sixth month of ownership, we send out a satisfaction survey from which we glean valuable insight into our owner's experience. Our engineering and product development teams lean heavily on our customer feedback as we seek to give our owners the best motorhome experience in the industry," says Cory Weatherton, director of product development.

REDHAWK | SE

Now being built on the Ford E-Series Stripped Chassis E-350, the Redhawk SE lineup will see three new floorplans (22E, 22T and OBS 27N) with new decor and exterior graphics. The original Redhawk brand will debut an upgraded JBL audio system, new Sony dash radio with a left/right tilt feature and reduced visible stiles, in addition to new decor and graphics.

GREYHAWK | XL

Greyhawk XL will introduce the 30M and 33F floorplans for 2025, including many new features similar to its sister Redhawk brand. A boosted JBL audio system and a new interior look are spotlighted along with the Sony dash radio and new Greyhawk paint options. The XL line will add a detachable power cord.

Also under the Greyhawk line, the Precept and sister Prestige brands will see interior and exterior upgrades, such as a new front cap and modified center dashboard, along with an engine noise reduction feature lowering sound by 10 decibels.

SWIFT | LI

For van-lifers, Jayco's Class B lineup will offer two new layouts — 20Y and 20E. Reduced visible stiles and a new visible zip-up side screen door complement the 2025 look with new decor and woods. Important for off-grid travel, the brand changed to a 165-amp-hour, 48-volt Lithionics battery and even added options such as a pop-top and rear zip-up screen to its 20A floorplan. In the 20T, a stepwell table was replaced by a Comet cup holder/power port for convenience.

ENTEGRA COACH

DIESEL

Entegra Coach made significant interior improvements for 2025 by replacing carpet in the slides of



Redhawk SE 22T



Greyhawk XL 30M

its diesel pushers, while ensuring continued reliability of its slide system.

"The Entegra Coach team is thrilled to introduce our model year 2025 lineup, which represents a leap forward in luxury RV travel," says Brendon Gendel, Diesel general manager.

In addition to removing carpet, the brands have upgraded safety features, expanded chassis offerings and fresh interior decors.

The Cornerstone brand will debut an optional build on the SL Freightliner Custom Chassis with 650 horsepower and 1,950 pound/feet of torque.

"Customers are thrilled. We introduced the option for a Freightliner chassis on the Cornerstone, which has also been well received by loyal Freightliner followers," the company says. "On the nondiesel side, for Jayco and Entegra Coach, we have introduced incredible floorplans to expand our variability and options for consumers."

Cornerstone, Aspire and Anthem lineups will each see a new floorplan with new fascia, ceiling features, wall paneling colors and hardwood veneer. A portable Shark vacuum replaced the models' stationary Dirt Devil System, water softening prep was added and, by customer request, "spongy" exterior steps were changed to cassette steps.

The diesel segment's compact brands Reatta and Reatta XL now tout Entegra Coach's "iconic" C-lights on exterior complemented by real Italian leather furniture and a basement electrical port for those who have the Starlink complementary system.

GAS CLASS A, B & C

ODYSSEY | SE

The company's gas Class C Odyssey lineup will also offer the optional E-350 chassis build, with a removed front cap panoramic window and no more interior plastics. A boosted audio system, fresh interior decor and reduced visible stiles are touted for 2025. The SE line has added a 22T and 22E floorplan and discontinued its 27N.

ETHOS | LI

On the gas Class B front, the new 20Y and 20E floorplans will debut in the Ethos lineup. The vans boast reduced visible stiles and a zip-up side screen door (plus a rear option on 20A) along with new interior decor and cabinetry throughout all layouts. Power upgrades include a switch to the 165-amp-hour, 48-volt Lithionics battery.

ESTEEM | XL

Built on the Ford E-450 chassis, the Esteem Class C brand offers new standards seen across Entegra Coach's gas offerings — JBL audio system, new decor, a Sony dash unit with left/right tilt feature and a detachable power cord. New paint selections and optional theater seats for 27U and 31F are available, and the lineup will see new 30M and 33F floorplans.

CONDOR

Coming for the 2025 Condor lineup, the new 23S offers everything Entegra Coach customers love about its popular 22T but built on a Mercedes-Benz Sprinter 3500 AWD chassis with a 2-liter V4 Twin Turbo 211HP diesel engine. The rig boasts a large, heated garage with three access doors, L-track, Molle panels and two 120-volt charging ports. In addition to interior upgrades, Condor is expected to increase eye appeal with new full-body paint options.



Cornerstone 45D



Ethos 20E

HIGHLAND RIDGE RV

Under the Highland Ridge Open Range line, the new 27BHP conventional travel trailer is a single-slide bunkhouse floorplan that checks all the boxes, says product director Ben Johnson. The layout will be the brand's primary fifth wheel introduction for 2025.

"With a unique walk-in style pantry, the TV located across from the sofa, ample interior and exterior storage, and expansive kitchen countertop space, the 27BHP offers practical features for RVers looking for a bunkhouse trailer of this size, weight and cost," Johnson says.

Rounding out the new Open Range offerings is the 263KBS travel trailer and the 263KBS light travel trailer (LTT) with a front kitchen layout, oversize front window, king-size bed, washer/dryer prep and wardrobe closet. These coaches also meet the company's primary goal of building a trailer that modern half-ton pickup trucks can tow without sacrificing the amenities of larger, heavier and more expensive trailers and fifth wheels.

THOR INDUSTRIES

"With a king-bed slide, washer and dryer prep, wardrobe cabinet, 36-inch shower and huge front wraparound kitchen design, on a trailer that is less than 33 feet long and less than 8,000 pounds UVW, we feel like the 263KBS accomplishes that goal very well," Johnson adds.

New standard features include warrantying the line's Open Range 3X fifth wheel series for full-time RVing. In addition, the Roamer fifth wheel, Roamer light-duty fifth wheel, Open Range travel trailer and Open Range 3X fifth wheel offer the following standard: a Smart Entertainment HDTV with Bluetooth, soundbar and built-in stereo, and a pet/child screen guard. The Open Range full profile travel trailer and Open Range 3X fifth wheel now comes with a 9-inch, three-layer residential mattress in firm or soft. Roamer fifth wheels and Open Range travel trailers and fifth wheels have optional on-demand hot water heaters available.

Johnson says Highland Ridge's standout product for 2025 is the Open Range 3X, but adds he expects the 335RBS Open Ridge, a mid-bunk with front window and dinette, to be the RV that grabs dealers' attention as it addresses desires of contemporary RVers with its inclusion of a sizable front window and dinette.

Johnson says the Open Range 3X will stand out on the 2025 market because it has walls that are 50% thicker than competitor's walls; three Whisper Quiet air conditioners that deliver 45,000 Btu of cold ducted air; and a high-capacity heating system delivering 45,000 Btu of heat between furnace and fireplace with air return system in the underbelly that provides even heating to all tanks and water lines.

The Open Range 3X FW also features a GE Profile residential fridge with ice/water in the door, a residential-style oven/range and microwave, a spacious king master suite with standard king bed with an abundance of walk-around space in the bedroom, and a 36-inch-by-36-inch shower.

Including designer home furnishings injects an extra level of charm, while a maximized interior layout with a 102-inch-wide body construction, 84-inch-tall main slide rooms and a 42-inch-deep main slide room, adds additional space.

The unit also offers solid-surface countertops throughout; a waterfall island countertop with a large, multifunction kitchen sink and powered reclining sofas in the living area. Blackout shades, Euro-style windows with integrated shade systems block out sunlight, and the unit offers unlimited storage options. A drop-frame in the gooseneck area provides more exterior storage. The unit also features a large, hidden walk-in pantry behind the entertainment center.

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Rounding out Open Range 3X FW's offerings are a LevelLOC Auto Level System, a six-point, one-touch automatic leveling system with JT's Strong Arm stabilizer bars.

"Our system works in all climates, and provides maximum stability over regular leveling systems," Johnson says.

Customers also want solar, and this is one area where Highland Ridge is more than ready to deliver, says Johnson.

"Solar is now standard on all units," he says. "All of our units come with the Xtend Solar I Package, offering one 200-watt solar panel with a 30-amp controller."

STARCRAFT RV

Starcraft will debut its Autumn Ridge 27BHP travel trailer featuring a walk-in-style pantry, TV across from the sofa, double-over-double bunk and tons of kitchen countertop space and storage.

The brand will also introduce the 263KBS GSL travel trailer, which though towable by half-ton pickups, still offers the amenities of larger, more expensive trailers and fifth wheels.

"The 27BHP offers the most practical features available for RVers looking for a bunkhouse trailer of this size, weight and cost," Johnson says.

Starcraft's new 263KBS GSL travel trailer floorplan has a unique front kitchen layout, oversize front window, king-size bed, washer/dryer prep and wardrobe. Like its Highland Ridge counterpart, the new unit can be towed by a half-ton pickup while still providing the amenities of a larger travel trailer or fifth wheel.

The GSL travel trailer, GSL light-duty fifth wheel and GSL fifth wheel all come standard with Smart Entertainment HDTV with Bluetooth, a sound bar and built-in stereo, and a pet/child screen guard on the screen door. On-demand hot water heaters are also available on the GSL light-duty fifth wheel and the GSL fifth wheel.



Reatta XL bathroom

Johnson adds Starcraft also meets customer demands for solar by making an Xtend Solar I Package, which offers one 200-watt solar panel with a 30-amp controller, standard on every unit.



WINNEBAGO

Winnebago will feature its new Revel Sport, a camper van equipped with boondocking capabilities, including off-road performance and off-grid power. The new van also comes with substantial storage space.

Revel Sport comes with one Lithionics 4.1 kWh LiFePO4 battery, which can be monitored by Bluetooth. It also



EKKO



Revel Sport

is equipped with extended-season insulation, diesel-fired hydronic heating and an air conditioner.

Other features include lounge seating, "discreet" storage and a removable pedestal table. Winnebago says the interior offers easy-to-clean surfaces, heavy-duty vinyl flooring, reverse cove molding at cabinet bases, folded aluminum constructed cabinets and positive latching slam latches.

The power lift bed can transform the bedroom area into a large gear garage with easy access to the onboard lithium system and internal fresh water tank. The galley has an exterior table, removable counter extension and a refrigerator accessible from inside or out. A storable induction cooktop adds counter space alongside a stainless steel sink.

New floorplans include the new View/Navion 24T and 24R that combine the proprietary Winnebago Connect digital platform and modern interiors. The interior features ample storage and a flexible dining area. The exterior offers a new gear garage. Standard lithium power and solar have optional upgrades.

The manufacturer describes Winnebago Connect as a first-of-its kind, intelligent RV platform, empowered with intuitive control that proactively manages onboard systems according to the user's preference. It features smart energy optimization and one-touch setting to real-time pet monitoring and over-the-air updates.

Winnebago says when it introduced the Revel in 2018, its goal was to bring off-grid freedom and rugged performance to the masses. The new Revel 44E continues this objective. The redesigned Revel has been updated to include improved extended-season capability, "upscale living comfort" and flexibility with a new lounge area, and off-road enhancements such as roof rack lighting and optional RAPTOR exterior on the Mercedes AWD Sprinter chassis.

Revel's new Winnebago Power Max system offers up to 15 kWh of usable power, allowing owners to stay off-grid for up to seven days. The dual alternator approach to high-speed charging optimizes energy. Winnebago Power Max also features a Lithionics GTO battery with durability (5000 cycles) and reliability (UL1973 certified by Underwriter Laboratories).

The new M-Series offers three compact floorplans: the 2326RK, 2225MK and 2326MBBH — all 26 feet or under. With dry weights less than 5,000 pounds, the M Series can be towed with a midsize SUV. Other highlights include a large shower, ample storage, a standard 10-cubic-foot, 12-volt refrigerator or optional 8-cubic-foot gas/electric refrigerator and factory-supplied solar on each floorplan.

A full-body paint option is new for the EKKO Sprinter 23B, which Winnebago says is its most successful model this year. Winnebago introduced the EKKO 22A, built on the Ford Transit chassis, in 2022, and now the new 23B joins the lineup, built on a Mercedes Sprinter chassis. While they share interior and exterior designs, the EKKO Sprinter 23B now features higher clearance, a 50-gallon holding tank, off-grid power, extended-season insulation and lots of gear storage.

Winnebago will display at Elcona Country Club at 56784 county Road 21 in Bristol, Indiana 46507.



Winnebago Revel



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WINNEBAGO



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GRAND DESIGN RV



Lineage Series M

The big news for Grand Design is the company's first-ever motorized Class C: the Lineage Series M 25FW.

"We are beyond thrilled to introduce the Lineage 25FW at this year's Open House! This model represents the heart and soul of our incredible team at Grand Design," says Tommy Hall, Grand Design general manager. "Their passion and dedication have brought this vision to life, creating a motorhome that truly stands out in both innovation and luxury. I couldn't be prouder of the hard work and creativity that went into making the Lineage 25FW a reality. Our product manager, Mike Hums, whose vision and ability to drive this product to be different, has been instrumental in its development. We can't wait for everyone to experience it and see what makes it so special!"

New floorplans also abound for 2025, including the following:

- Transcend One: 151RB, 151BH
- Transcend Xplor: 20MKX, 22RBX, 24 and 26BHX, 25MLX
- Transcend: 245RLT, 265BHT, 295QBT, 305BHT, 335BHT, 315RKT
- Serenova: 160LG
- Reflection TT: 322FKTS
- Reflection 100 Series: 24RL
- Influence: 3203GK, 3804DS
- Solitude: 388MBS
- Momentum: 29GS
- Momentum M-Class: 392M
- Lineage: 25FW

One of the standout additions for Grand Design for 2025 will be the Ultrafabrics leather package, which is now standard in select Solitude models, but will now be available on all Solitude and Lineage models. This premium Ultrafabrics leather "offers a blend of elegance and durability that truly sets our interiors apart," the company says. "Known for its superior comfort and easy maintenance, Ultrafabrics leather is soft to the touch, resistant to wear and incredibly easy to clean. This means our customers can enjoy a luxurious, high-end feel without worrying about the rigors of the road."

Grand Design will also have a new option for its Transcend One and Xplor product lines: the Off Grid Solar Option.

"This addition is designed for those who crave adventure without boundaries," the company says.

Equipped with a powerful 200-watt solar panel and a 30-amp Bluetooth-enabled PWM solar controller, the Off Grid Solar Option allows for monitoring and managing from a smartphone.

Additional features will also be included across Grand Design's offerings for 2025, including:

- Storage Solution — "In our Solitude and Influence models, we have integrated innovative storage solutions that maximize space and enhance functionality," Grand Design says. "These designs include hidden compartments, modular shelving and multiuse storage areas that cater to the needs of modern RVers. Our goal is to provide ample storage without compromising on style or convenience, ensuring that our customers can bring everything they need for their adventures."
- ABS Braking System — All Reflection models will now be outfitted with an advanced ABS (anti-lock braking system) for enhanced safety. Improving braking performance by preventing wheel lockup during sudden stops, ABS ensures better control and stability.
- "This upgrade enhances the overall safety of our Reflection RVs, providing peace of mind to our customers as they embark on their travels," Grand Design says.
- New Interiors — Across all of its brands, Grand Design has revamped its interiors for a lighter, more modern look. Including fresh color palettes, sleek finishes and thoughtfully designed layouts, the company says these changes create an inviting living space.

"As we look ahead to 2025, one of the most prominent trends in the RV industry is the shift toward interior designs that closely mimic residential styles," the company says. "Customers are increasingly seeking RV interiors that provide the comfort, aesthetics and functionality of their homes. At Grand Design, we are capitalizing on this trend by making significant changes across all our product lines. Our new interiors feature a lighter, more modern look that appeals to contemporary tastes while ensuring that every RV feels like a true home away from home."

"Our goal is to create spaces that resonate with the modern homeowner," says Michelle Blosser, Grand Design's interior designer. "We've introduced lighter color palettes, sleek finishes and thoughtfully designed layouts to provide a fresh, inviting atmosphere in every RV. By incorporating these residential elements, we're not just enhancing aesthetics but also improving functionality and comfort. This approach ensures that our customers enjoy the best of both worlds — the freedom of the road and the coziness of home."

Focusing on the interiors across all the company's brands is what will catch dealers' and customers' eyes for 2025, the company says.

"Our new interiors are truly a game changer. We've meticulously crafted each space to reflect a modern yet timeless design that will leave dealers

and customers in awe," says Logan McBride, Solitude/Influence product manager. "The blend of lighter tones, high-end materials and smart layouts creates an inviting and luxurious atmosphere. These updates not only elevate the visual appeal but also significantly improve the overall living experience. We believe that once dealers and customers step inside our 2025 models, they'll immediately recognize the superior quality and thoughtful design that sets Grand Design apart."

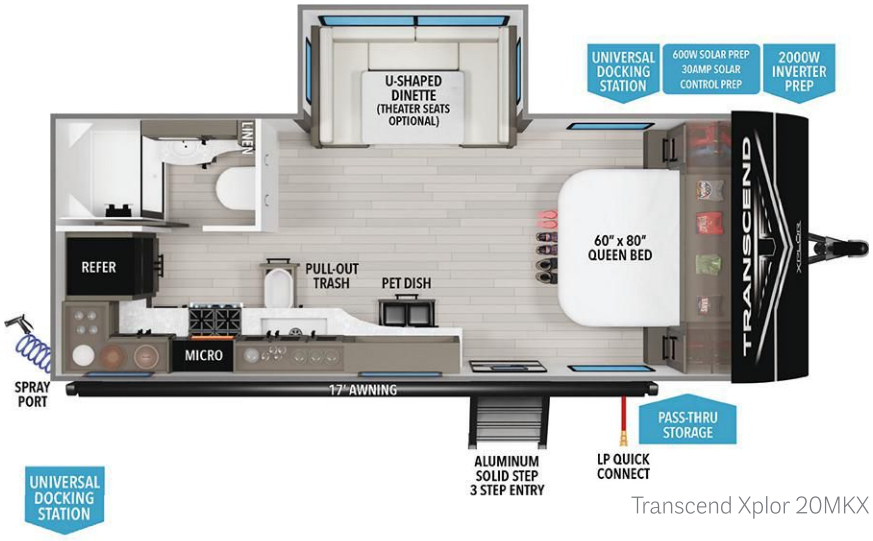
Another area Grand Design focused on for 2025 is additional entry-level offerings. Paying attention to what it's seeing in the marketplace, and with inflation hitting all Americans, the company says it is more important than ever to offer quality-built, affordable products that a multitude of families can afford. With that in mind, Grand Design will expand its Transcend product line, featuring three distinct segments: Transcend One, Transcend Xplor and Transcend.

"Designed to meet the evolving needs of RV consumers, each 2025 model delivers unparalleled quality, affordability and versatility, ensuring a memorable experience for all travelers," the company says.

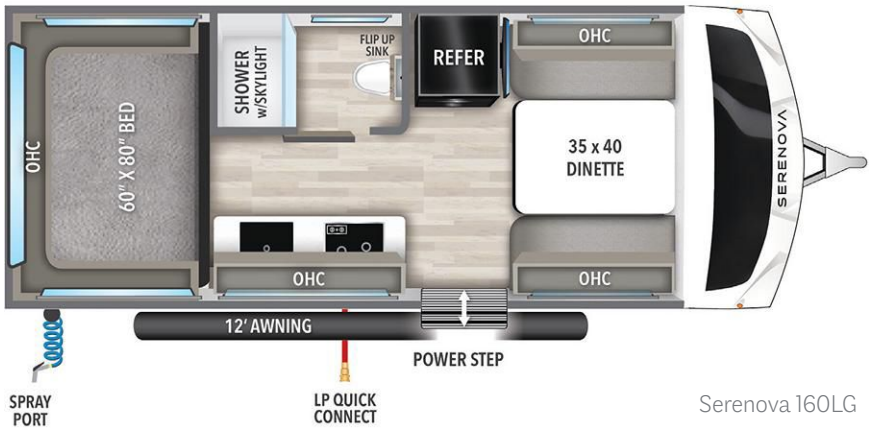
"We believe that by introducing consumers to the Transcend models, and providing them an exceptional experience, we can continue to build a loyal customer base that will eventually explore our higher-end products as their needs and preferences evolve," says Matt Eppers, Transcend product manager. "Our aim is to create a seamless and satisfying experience for our customers at every stage of their RV journey."

According to Grand Design, the most successful models for 2024 included the Reflection 22RK, Momentum 27G, Influence 2903RL and Solitude 310GK.

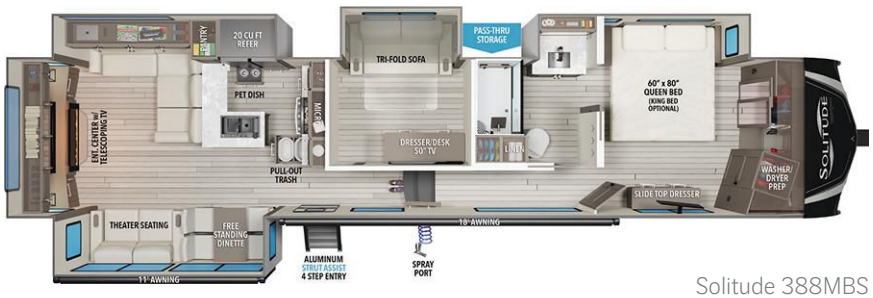
"As we cruise into the latter half of 2024 and gear up for 2025, the RV market is looking bright and full of adventure," the company says. "That is, despite the bumps of higher interest rates and inflation, the love for RVing is as strong as ever. People are embracing remote work and outdoor fun, driving the demand for RVs to new heights."



Transcend Xplor 20MKX



Serenova 160LG



Solitude 388MBS

After some supply chain hiccups, dealers are bouncing back, Grand Design says, and more RVs are hitting the market with "a noticeable shift at both ends of the market. Some toward more entry-level models and then again toward luxurious, feature-packed models. It's clear that people are looking to enter the market and begin their first adventure or have their home away from home at the ready," according to the company.

"We're excited about where the RV market is headed. The latest trends show a strong passion for RVing, especially for high-end models that offer all the bells and whistles," says Rob Groover, general manager for Solitude, Influence and Momentum. "At Grand Design, we're right on track to meet this demand with our exciting 2025 lineup. Our innovative designs and quality are set to keep us leading the pack."

Grand Design will display at Plant 14 at 11611 county Road 2, Middlebury, Indiana 46540.

NEWMAR CORP.



2025 Dutch Star with Onyx package

The residential trend of two-tone cabinetry is coming to Newmar for 2025, says Matt Ellinger, Newmar vice president of sales.

"We've really streamlined our cabinetry to focus on some of the most accepted colors and some of the most trendy colors that are happening within the industry," he says. "For the first time at Newmar, we've instituted two-tone cabinetry that a dealer or a customer could specialize."



Traditional interior



Contemporary interior

The upper cabinets will be white, Ellinger says, and they can be paired a couple different ways.

"At Newmar, I like to say we're customizable luxury," he says. "What we do really well is you choose how to build your coach that you'd like to keep on the lot or how you think a retail customer would like to build it."

For the Essex brand, there will be two interior offerings: the contemporary and the traditional. With the contemporary, Ellinger says they've gone a bit trendy — changing the wood and some other aspects. The Essex will have exterior paint that ties in with either the contemporary or traditional aesthetic as well.

The flagship King Aire will also see a new exterior body paint option with the masterpiece finish and the Onyx package. While the masterpiece finish is available only on the King Aire, the Onyx package is available on the Dutch Star up to King Aire and includes blacked-out tires, logos, trim, mirrors and more.



Traditional exterior

The Onyx package will be on display during Open House Week at Newmar's location at Ramco Engineering, 2805 Frederic Drive, Elkhart, Indiana.

Additional updates include "forward-thinking, technology-driven change," Ellinger says, including doing away with switches in the coaches and using 5-inch LCD display units in Newmar's entire lineup. The company also upgraded its wiring that makes maintenance and service at the dealership much less cumbersome.



Contemporary exterior

"We've been pretty consistent with our appliances throughout the lineup. We only use top-tier brands," Ellinger says. "We use the high-end JBL radio systems. Most of our coaches have 360-degree cameras around the entire coach. We've been very consistent with using only high-end suppliers that give us the best chance of, ultimately, the coach just working … when you need it to."

For 2025, a new double-bathroom bunkhouse floorplan will be available in the Dutch Star. The Bay Star has also added a 38-foot floorplan with a king-size bed and a 30-foot floorplan also with a king bed.

Ellinger says the double-bathroom floorplan has been popular with customers.

"We wanted to attract the same amount and even grow our bunk business. I think to do that, that's what we've been hearing from the retail feedback," Ellinger says about having two full baths.

"We've really tried to concentrate on what the dealer would want to stock that would entice that customer demand," he says. "The market is very challenging right now. We've seen sales that resemble last year being relatively flat. Newmar has gained market share throughout — very much in our gas lineup from the start of the year through June, we've really picked up a lot of market share in our gas line."

Ellinger says Newmar has a lot of runway in its Super C lineup.

"We really believe that we can compete in the marketplace in all aspects of the Super Cs," he says. "We're excited for what Newmar has to offer in 2025 because we're coming out with some things that haven't been seen before in the luxury diesel space. We love the innovation of a black Onyx package and the masterpiece finish paint — some of the things that we're offering the high-end customers [that] we're really excited about."

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FLEETWOOD RV | HOLIDAY RAMBLER | AMERICAN COACH

Fleetwood will debut its 2025 Palisade, which it describes as its flagship Class A motorhome built on the 45-foot Freightliner XCM chassis platform. It offers ample storage with oversize luggage doors and basement trays. The bathroom



features side-by-side sinks and a tile backsplash. The new model includes plenty of sleeping areas: a large king-size bed in the back, a sofa sleeper and a front loft bed. The Palisade also has a side radiator, independent front suspension and steerable tag.

In 2024, Fleetwood expanded from designing and manufacturing Class A motorcoaches to building Class B vans with the Fleetwood RV Xcursion and the Holiday Rambler Xpedition. This year, the company is increasing its offering to include Class Cs — both conventional Class C and Sprinter Class C RVs.

The manufacturer is introducing the traditional gas Class C Holiday Rambler Incline and the Fleetwood RV Altitude. It is also introducing the Sprinter Class C diesel Holiday Rambler Element and the Fleetwood Insight.

While American Coach is not introducing new models, the American Eagle and the American Dream have a completely new foundation, says Doug Miller, brand and product manager for all three lineups.

Fleetwood and Holiday Rambler are introducing these floorplans:

- Class A diesel: Fleetwood Palisade 45CS, 45DS, 45FS
- Traditional Class C gas: Fleetwood Altitude 27U and 29F
- Sprinter Class C diesel: Fleetwood Insight 25Q, 25T, 25M



Fleetwood Altitude dining area

- Traditional Class C gas: Holiday Rambler Incline 27U and 29H
- Sprinter Class C diesel: Holiday Rambler Element 25Q, 25M, 25T

"The Fleetwood Insight and Holiday Rambler Element, both on a Mercedes-Benz chassis, have solid-surface countertops and solid hardwood cabinetry, fiberglass roof material, and stainless steel panels line the luggage door framing, which provide top corrosion protection," Miller says. "In addition, they have a selection of interior finishes and exterior full body paint options. Composite fiberglass sidewalls provide lightweight solutions. The front cap is a full wraparound encased fiberglass. Well-known, trusted brands complete the RVs, such as Truma Aqua-Go water heater."

Miller says the Fleetwood Altitude and Incline both have an "owner experience" package, which encompasses an array of standard features, including the DX4 package and integrated lighting.

For American Coach, the 2025 American Eagle and American Dream





Holiday Rambler Incline bedroom

have a complete bridge redesign, which results in 15% more basement storage, improved component/systems functionality and a new streamlined look, Miller says. The luggage doors have all new powered push button locks. Certain 2025 floorplans feature an increased shower size and heated floors in the primary/rear bath. The American Eagle has a new 360-degree camera exterior view system — also an option on the American Dream.

American Coach and Class B vans, Fleetwood Xcursion and Holiday Rambler Xpedition, offer Starlink as a new option. The Fleetwood Class A Palisade has the option of fabric for the sofa in certain decors.

"This comes from residential trends that we're seeing, which is easy to clean and pet-friendly," Miller says.

"We are fortunate to have quite a few historically strong brand names in our portfolio, that we continue to focus on, upgrading as technology innovates and trends evolve," Miller says. "The Fleetwood RV Bounder, Discovery and Flair are all excellent performers and well-trusted amongst consumers. Our products, with their rich history, can be seen in all campgrounds and traveling on roads as well as enjoy strong followings with clubs."

Miller anticipates the American Coach complete bridge redesign foundation, which includes a new luggage door system, battery/electrical bay system, wash-down bay system and increase in overall storage, will be attractive to dealers.

"The new luxury flagship Class A, the Fleetwood RV Palisade, introduces a new exterior graphics package that incorporates high-end and super clear finishes and designs with drop shadows and fades," Miller says. "Also, as dealers walk up to the Palisade, they will be happy to see the side radiator on a 45-foot platform."

Miller predicts the new 2025 Sprinter Cs will be popular due to their sleek and modern design, full-body paint and graphics, "great profiles" and solid hardwood cabinetry, all on a Mercedes-Benz chassis.

Miller also touts the 2025 traditional Cs, Fleetwood Altitude and Holiday Rambler, with the size of the front cap, which includes a larger window in front cab, high-end luxury vinyl graphics on exterior, and a profile that he says includes the widest door of any Class C. The interior has larger windows to allow for more natural light, premium high-end, modern features, new tube light design and oversize showers.



Renegade Verona interior

"There is a trend to have versatile bunk beds that can be put up when not being used, and adaptable sleeping configurations," Miller says. "We found offering multipurpose areas, such as our Kid Kave, have been very well received and continue to bring those forward. Our interiors bring in earth tones and neutrals, which are popular in residential spaces."

Exterior packages include simplified, modern designs with drop shadows and fades, less swirls and more of a minimalist, clean approach, he says.

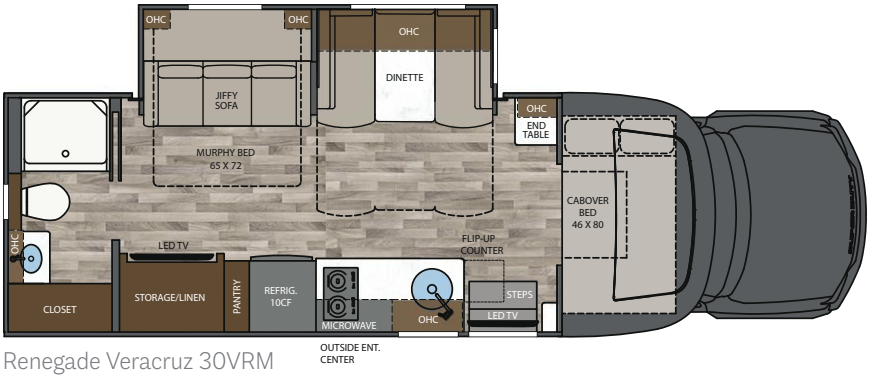
All of these models will be on display at the Renegade Experience Center, 2707 county Road 15, Elkhart, Indiana.

RENEGADE

Renegade is introducing a second floorplan for the Renegade Veracruz, the 32VDS, which has a dedicated bedroom and a three-piece bathroom. In addition, the Veracruz has an all-new exterior paint design, which is more rugged. The Veracruz offers more of a natural finish look, embracing the outdoorsy, urban lifestyle. The stain is more of a rugged, off-the-beaten-path look, according to Dwayne Kazmierczak, director of sales and marketing for Renegade RV.

"A new floorplan for the Verona will be introduced at Open House, our 40BTS, which has a triple-slide floorplan (opposing slides in living and slide in bedroom), opposing seating with a sofa and love seat," Kazmierczak says. "The kitchen has a booth/dinette and more countertop





Renegade Veracruz 30VRM

space with a fold-out peninsula. There is a rear bedroom with a split bath that can be converted to a full pricing for additional pricing. It's a spacious unit with extra room for sleeping and great for socializing."

A new optional feature is Starlink, and standard features include a wider entry door — changing from 27 inches to 29.5 inches, which Kazmierczak says didn't sacrifice space in the kitchen. Also each model had the window widths maximized to allow for more daylight into the unit, better visibility of the campsite and greater air flow when windows are open. There are also updated decors and updated trim work on interior and slide fascia. Cabinetry is made of hardwood maple with dovetail drawers.

The Explorer Classic and XL on a Class 8 chassis have a new exterior paint scheme in five colorways. Also, both models have an upgraded multiplex system so all switches are touch screens.

Kazmierczak says another new option is a battery pack with a lot of capability, but small footprint. It has a 400-amp-hour lithium offering or customers can scale up to 800-amp-hour to help with off-grid ability.

MIDWEST AUTOMOTIVE DESIGNS

Midwest Automotive Designs will officially launch its Heritage model at this year's Open House. According to Jake Stephenson, director of sales for Midwest Automotive Designs, "the Heritage appeals to those who prefer more of the traditional camper van-style than our Passage and Patriot." Although the Heritage has camper-style cabinetry and a minimalist approach, it still offers the amenities of the Passage and Patriot.



Midwest Automotive Designs Heritage interior



Heritage MD2

The Heritage model will come in three floorplans:

- MD2 (170 Extended) — 24 feet with two captain's chairs up front and a big kitchen and pantry
- MD4 (170 Extended) — four captain's chairs with a smaller pantry and a foldout bed
- FD2 (144) — the shortest of the three

Stephenson says both the Passage and Patriot have a rear dry bath floorplan that includes a standalone shower.



Patriot Cruiser



Patriot Cruiser interior

The company also plans to offer more interior packages with earthy, neutral tones.

For new 2025 standard features, the Passage, Patriot and Heritage all offer upgraded exterior cladding, which gives the van a more streamlined look and flow, Stephenson says, and all models will have a 100% power rear configuration bed.

"One push of [a] button," Stephenson says, "and the entire 72-inch bed comes together and features a memory foam mattress pad for added comfort."

Midwest Automotive Designs was an early adopter of lithium batteries, and Stephenson says they'll be unveiling an even more powerful amp-hour battery at Open House.

"[It won't] just give you AC for the evening," he says. "It can give you AC for an entire weekend." Both this and the push-button power sofa that forms a bed stand out the most for Stephenson of what they're introducing this year.

The company's Patriot Cruisers were very successful this year.

"For large families, a model like the D6, which has seating for 10, plus a toilet, microwave and sink, offers a good alternative to the Escalade or Denali," Stephenson says. "The Cruiser also features a massage option in the chairs and heated seats, workstations, cup holders and charging stations."

Stephenson believes the company's new Heritage model will be eye-catching for dealers and customers.

"The Heritage reaches a new customer that wants more of the traditional Class B camping experience," he says.

Midwest Automotive Designs' display will be at Renegade RV Service and Repair Center, located at 52216 state Route 15, Bristol, Indiana 46507.



ENCORE RV



Encore VENŪ 17QB

"We are excited to introduce our new brand REVUE at the 2024 Elkhart Open House. REVUE is a unique addition to Encore RV, featuring an all-aluminum chassis and a fully composite body, including the walls, floor and roof," says Rich Schnippel, founder of Encore RV. "Like other Encore products, REVUE is 100% wood-free, eliminating the potential for rot, mold or mildew. This wood-free approach extends throughout the trailer, including the all-aluminum cabinetry, which is lightweight and extremely durable."

For REVUE, Schnippel explains the goal was to create a "competitively priced, wood-free travel trailer" and one that would be both lightweight and free from common issues found in builds using wood and steel. REVUE will eventually be available in a series of floorplans but will debut with three: the 16RB, 16BH and 20BH. REVUE models will also be backed by Encore RV's two-year, bumper-to-hitch warranty and five-year structural warranty — both transferable to subsequent owners.

Due to a fire last November that damaged Encore's original facility, the VENŪ line was delayed in introducing new models. "However, VENŪ will now add the 10RKS, 17TB and 17QB models to its lineup," Schnippel says.

"Our RŎG lineup will include a new rooftop tent overland-style trailer that is small, lightweight and easy to tow. If time permits, we also plan to introduce an updated version of our 20TH toy hauler, incorporating a wet bath into the floorplan."

All product lines at Encore RV will receive a TST tire pressure monitoring system as a new standard feature for 2025, and for new options, the company is evaluating several suppliers to potentially provide upgraded 12-volt systems.

"As more of our customers travel off-grid for extended periods, a more robust 12-volt system will significantly enhance their camping experience," Schnippel says. "We are continually working on new features and options for our products."

According to Schnippel, what stands out most for Encore this year is its upcoming REVUE travel trailer, which the company has spent the past year developing using nontraditional approaches to its construction.

"Our innovative production process simplifies manufacturing and reduces both labor and material costs," Schnippel says. "We are excited about the potential of this product line and the new opportunities it creates for Encore RV."

Encore has found success with its RŎG lineup this year, particularly with two new models they introduced at last year's Open House that included onboard bathrooms, something Schnippel says both dealers and retail buyers asked for. The 14RKB offers a rear wet bath and "quickly became one of our bestselling trailers." The larger RŎG 16FB, a variation of Encore's popular RŎG 16RB, also received an onboard wet bath.

"The quick success of these two models inspired our direction for 2025," Schnippel says. Two of the new VENŪ models will feature wet baths (17TB/17QB), and the new 10RKS, measuring 6 feet by 8 feet, offers ample room and storage despite its compact size and includes a hidden cassette toilet. The new REVUE will be Encore's first RV design to feature dry baths.

"The expansion of these new models is just the beginning of what we have in store," Schnippel says.

In terms of what new offerings will catch a dealer's — or customer's — eye, Schnippel says it's "without question, the price point of the new REVUE product line."

"When dealers see the level of quality, fit and finish at this price point, they will be pleasantly impressed. They will be surprised when they discover the price point that we are building these 100% wood-free, all-aluminum chassis trailers," Schnippel says. "We have created a cost-effective travel trailer using superior materials and a unique production process that allows Encore RV to compete with much larger RV manufacturers. The insights gained from developing REVUE will undoubtedly inspire future products for Encore RV."

Schnippel notes that some OEMs have been decontenting their RVs to combat slowing retail sales and to reduce manufacturing costs. However, he says that feedback from Encore dealers indicates this causes another problem: new lower-priced 2025 products, which buyers may find more appealing, are less expensive than the 2024 and 2023 RVs on their lots, which results in dealers selling that existing stock below acceptable margins.

"Most of these decontented changes aren't noticeable on the dealer's lot," Schnippel says, "making it difficult for sales staff to explain the differences between the more expensive 2024 models and the less expensive 2025 models.

"Instead of decontenting our products in ways that are hard to explain," he continues, Encore RV has "decided to pull some features from the base models of our RŎG Adventure Series and retain them in our premium

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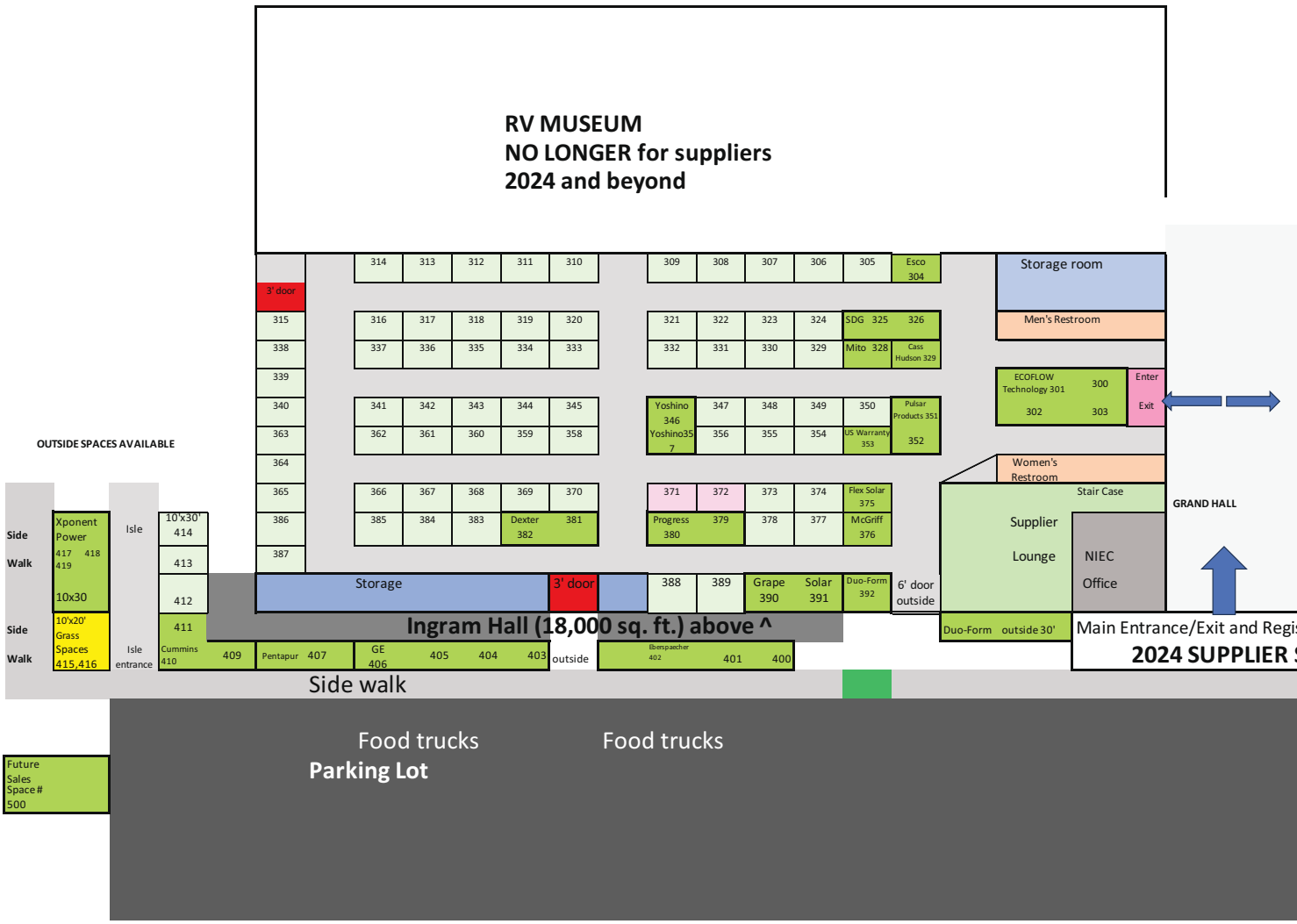
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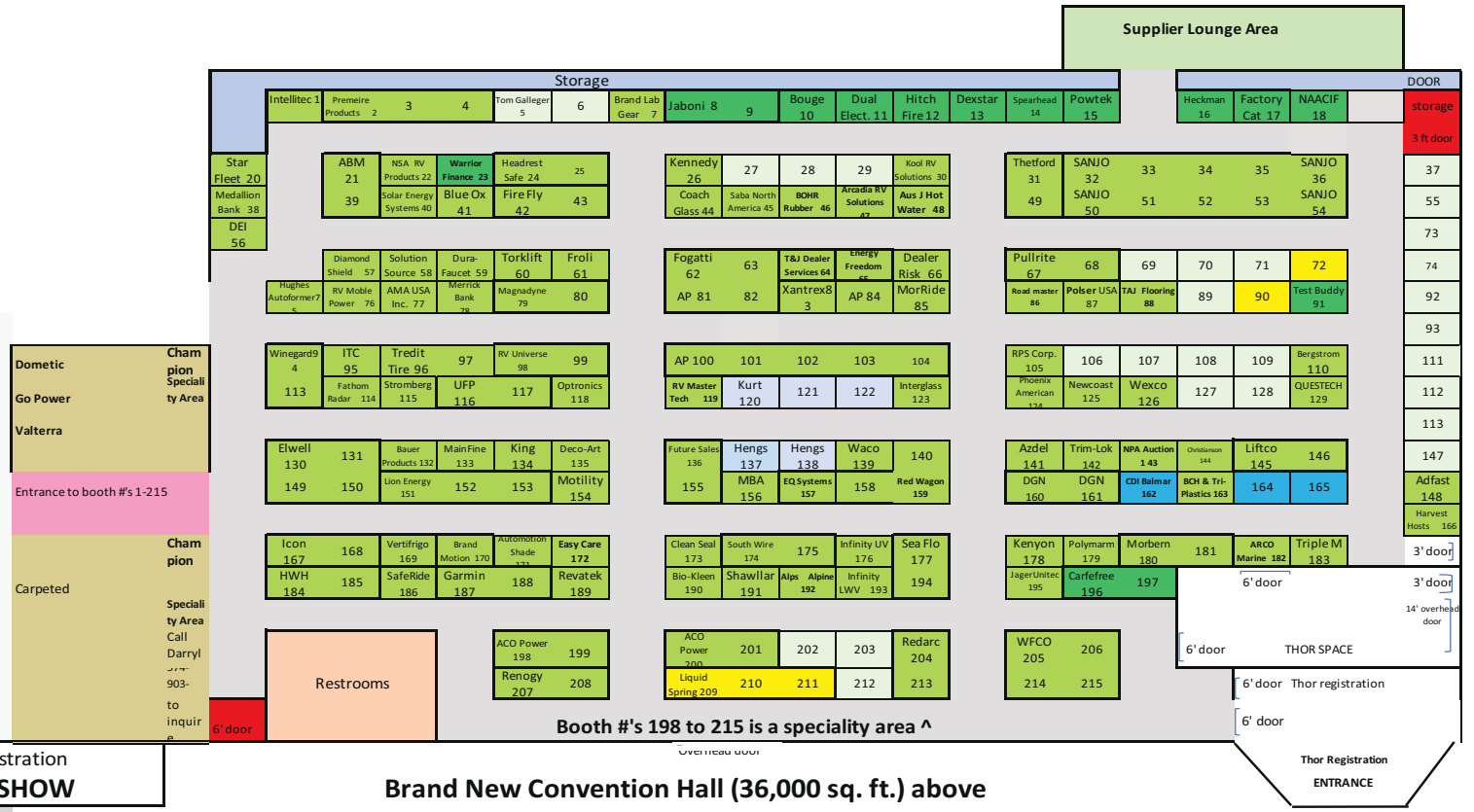
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2024 and beyond
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3' door
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Storage
3' door
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6' door outside
Storage room
Men's Restroom
ECOFLOW Technology 301 300 302 303
Enter
Exit
Women's Restroom
Stair Case
GRAND HALL
Supplier Lounge
NIEC Office
Duo-Form outside 30'
Main Entrance/Exit and Regis
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Side Walk
Xponent Power 417 418 419
10x30
10'x20' Grass Spaces 415,416
Isle
Isle entrance
10'x30' 414
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Cummins 410 409
Pentapur 407
GE 406 405 404 403
outside
Eberspaecher 402 401 400
Ingram Hall (18,000 sq. ft.) above ^
Side walk
Food trucks
Food trucks
Parking Lot
Future Sales Space # 500


Supplier Lounge Area
Storage
DOOR
storage
3 ft door
Intellitec 1
Premeire Products 2
3
4
Tom Galleger 5
6
Brand Lab Gear 7
Jaboni 8
9
Bouge 10
Dual Elect. 11
Hitch Fire 12
Dexstar 13
Spearhead 14
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ARCO Marine 182
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Renogy 207
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6' door
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6' door
Booth #'s 198 to 215 is a speciality area ^
Thor Registration
ENTRANCE
Overhead door
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Survival Series. The differences between a 2024 Adventure Series and a 2025 Adventure Series are much more noticeable and easier to explain to customers. This way, retail buyers can visibly see the extra features and value in the 2024 models.

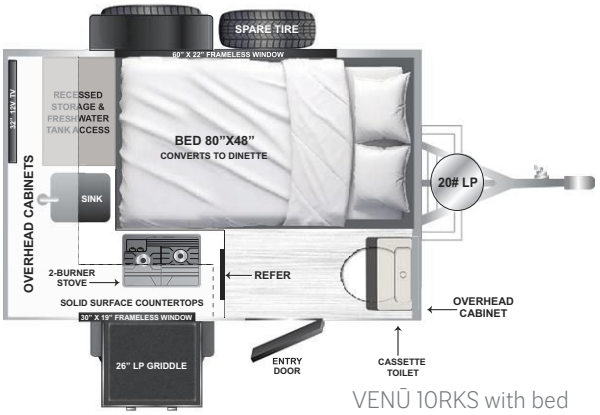
"By offering two different levels of features for each floorplan, we have provided a slightly larger cost spread between the base model Adventure Series and the premium Survival Series. This approach addresses the problem without requiring dealers to drop their margins below acceptable levels."

When asked about the RV market, Schnippel acknowledges it's still a challenging year despite signs of recovery. "Retail buyers are hesitant to make big purchases right now, as inflation has tightened their spending on nondiscretionary items," Schnippel says. "Interest rates remain higher than most buyers are comfortable paying, and many who purchased during COVID have found their trade-in values are far less than what they owe the banks. As a result, many are unable to upgrade to a new RV at this time. It will be a while before these loans are right-sided and owners can afford to make an upgrade."

"While we hoped for a quicker turnaround, it appears recovery will take longer than anticipated," he adds. "Realistically, we believe things will start to improve toward the end of 2025 or early 2026. We are hopeful it will be sooner, but we are planning accordingly for a slower economic uptick."

The company is looking forward to this year's Open House, which Schnippel says will be their "biggest and best showing." As a small company, Schnippel notes that "it's easy for us to call an audible and make changes quickly, so I'm sure there are some surprises we will have at the Open House that we haven't discussed."

Encore RV will display on the south side of Executive Boulevard heading toward the RV/MH Hall of Fame.



VENŪ 10RKS with bed

ALUMINUM TRAILER COMPANY (ATC)

ATC is celebrating its 25th anniversary in conjunction with Open House Week this year.

The company will have all its products on display, including RVs and trailers, and will be celebrating with exclusive dealer events, a public open house and employee events.

ATC is launching its Plā 550 and Plā 750 toy haulers, along with six new floorplans: 2412, 3215, 3218, 3618, 4019 and 4419.

Standard features making their debuts for 2025 include:

- Durable, composite flooring
- New residential-style cabinets that



stay true to ATC's commitment to no wood
- Slideouts (select units)
- Tilt bed (select units)
- Larger 48-inch shower on fifth wheels
- Proprietary ATC LifeTrac modular system and a growing catalog of accessories that allow for customization of floorplans
- New windows with a residential, modern look — integrated shades and screens
- New lighting

New options for 2025 include:
- The "Ultimate Off Grid Package" with the Energy Package 6000, including 1,200-watt solar power, 100-amp converter, 6,000-watt inverter and 810-amp-hour battery
- Extruded floor
- Deck Package with a rear awning

ATC says it is working on integrating a softer, more residential feel to its models. It also will maintain its 10-year warranty and is offering improved insulation values for better temperature regulation.

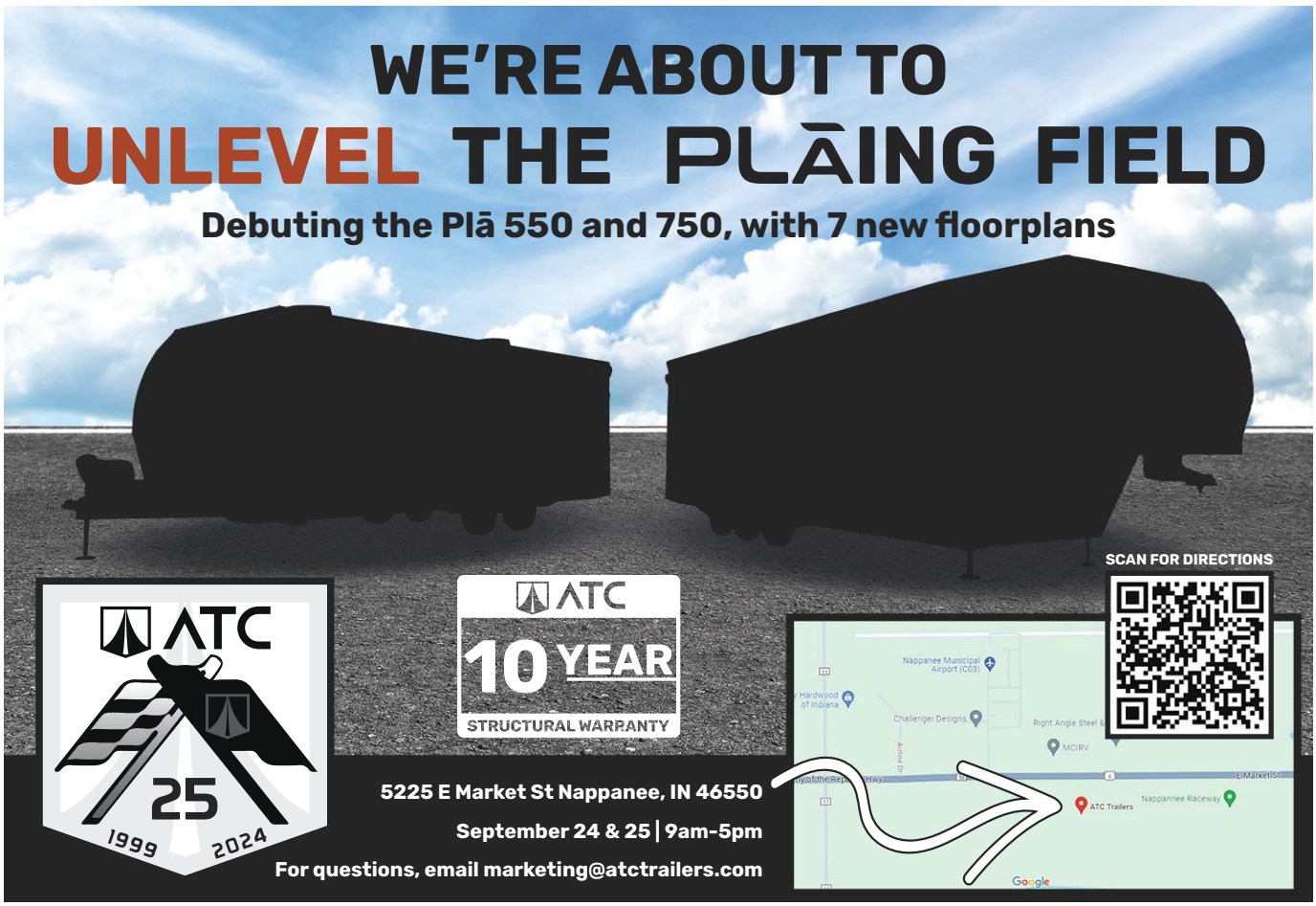
"Our decor overhaul has added warmth to the interiors that we think will catch everyone's eye," the company says. Its addition of new 32-foot models opens a new market. The 3218 replaces the value of the 2917 with a roomier bed, bath and kitchen. The new models can still be hauled by a full-size car or Jeep.

In 2024, ATC says its most successful models included the Plā 450 midsize toy haulers, touting half-ton towability.

"We've always been experts in ensuring toys can fit into our units. Now that we've mastered that, we are working on integrating the residential, homey feel," ATC says.

In addition, the company's 4319 fifth wheel has been popular among families due to its kitchen and living layout, and the 2816 is a perennial bestseller, the company says.

ATC is inviting dealers and prospective dealers to its facility on 5225 E. Market St. in Nappanee, Indiana 46550, on Tuesday, Sept. 24, and Wednesday, Sept. 25. It will also be open to the public on Wednesday, Sept. 25. ATC will be offering product walkthroughs and plant tours.



EMBER RV

"After three consistent years of significant new product development and innovations, Ember's focus this year is on customer-driven upgrades, refinements and customization to enhance each of the three product lines. Our focus is on honing our craft and building on the advancements introduced in years past," says Ashley Bontrager Lehman, Ember RV CEO.

Tuning into customer requests and feedback has led to a meaningful collaboration for the Ember team. Customers have been looking for units that are wallet-friendly and easy to tow.

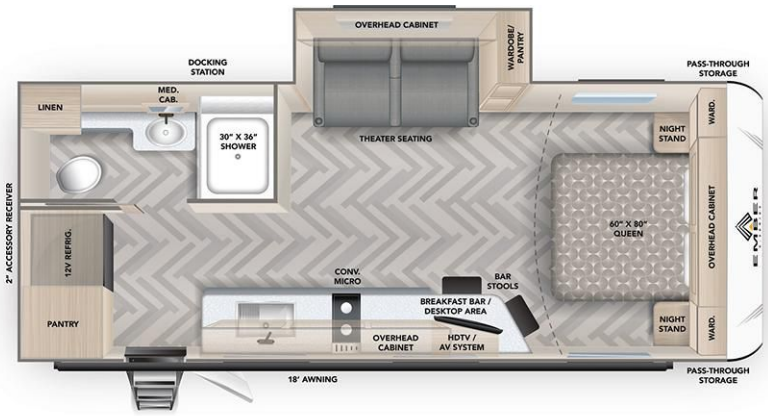
"Based on customer requests for lighter-weight models and budget-conscious floorplans that better fit today's marketplace, we are expanding our E-Series product offerings to include several new floorplans to meet these criteria," says Chris Barth, Ember's chief operating officer. "In addition to introducing our two smallest and lightest tandem axle E-Series models, we are also introducing multiple full-featured, single-axle floorplans to the product line. We have also expanded our patent-pending EmberTrack reconfigurable bunk/desk/storage system across all product lines, which will be showcased in several models, including the Touring Edition 28MSL."

Enhancing the customer experience with its units is the priority for 2025, with a few upgrades to the standard features. The upgrades include adding a hitch light, stainless steel sink in the bathroom, plumbing system upgrades, prep for a second air conditioner and additional interior design changes.

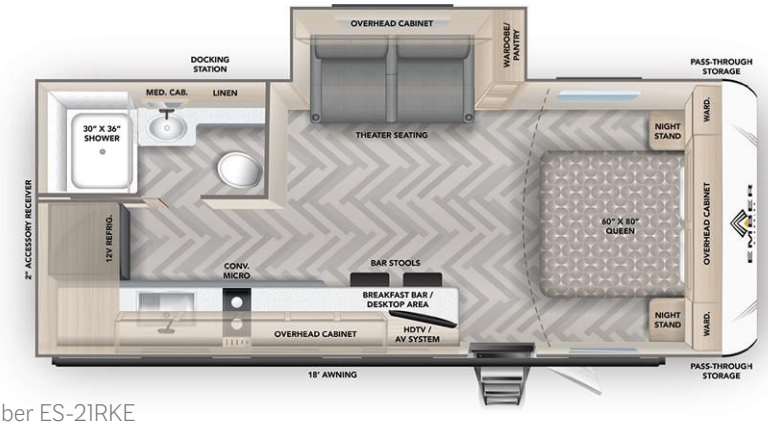
In addition, the Overland Series now comes standard with an upgraded Truma Combi Comfort Plus.

The "Chill Cube" air conditioner by Furrion — an energy-efficient 18,000-Btu variable speed compressor with remote control — will also be featured in the Overland Series. This is a jump up from the 13,500-Btu air conditioner from previous model years, Ember says.

There will also be new options offered for 2025, including a 3,000-watt Victron inverter with Cerbo GX communication center, a 270-amp-hour LiFePO4 Gamechanger battery by Battle Born, 1.2 kilowatts of solar panels on the roof, additional Victron MPPT solar controllers and REDARC DC to DC trailer battery charger now included in the Overland Series Max Solar package.



Ember ES-21FBE



Ember ES-21RKE

This Max Solar option is also available on the Touring Edition for 2025 — a response to significant customer demand, Ember says.

"The substantial amount of customers interested in or demanding better off-grid power packages has been notable over the last couple of years," Barth says. "Our upgraded Max Solar package, which includes 1,200 watts of solar panel on the roof and a premium power system featuring brand-name componentry is exactly what customers would install on their own. Ember provides this solution straight from the factory."

Then, on the E-Series, Ember will offer a second air conditioner prep as a standard on the private bedroom models, as well as the option of a second energy-efficient 18,000-Btu variable speed compressor with remote control "Chill Cube" by Furrion.

Customization options will be available, too, with different seating and dining options such as theater seats or legless dinettes, depending on the floorplan.

What stands out most for Ember this year is the expansion of the E-Series with smaller and lighter weight floorplans at a lower price point, Bontrager Lehman says.

"We didn't decontent to get these models to market, which is important to note. We continued with the successful formula we've used in our E-Series since it was introduced last fall, while still being able to deliver smaller, lighter weight and lower-cost models," she says.

In 2024, the patent-pending EmberTrack reconfigurable bunk/desk/storage system, which is available in all three of the company's product offerings, was a popular offering.

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"This Ember-exclusive system gives customers the flexibility to reconfigure their coach for their specific needs in a wide variety of camping styles, whether it's an office, specialty cargo area, pet enclosure, adaptable bunk space or more, and then back again," Ember says.

In addition, Ember's Overland Series tandem axle floorplans — the 201FBQ and the 221MSL — continue to be top sellers in that space. Customers who are looking to experience adventurous camping these floorplans when paired with the Max Solar option, allowing them to stay unplugged for longer with proper power management.

"From Ember's beginning, we focused on the wide variety of customer use cases, including off-grid and off-road uses as well as flexibility from trip to trip," Barth says. "We see these trends gaining even more popularity with terms like overlanding and boondocking becoming more mainstream. People are camping differently today and are looking for flexibility and adaptability to meet their needs, which is why for model year 2025 we continued to make these ideas our focus."

The Touring Edition also continues to attract customers, the company says, with its unique feature set including Caravan windows, composite construction, drop-frame chassis, specialty front gear box and industry-exclusive Lane Change Assist.

The E-Series has been a success since its launch last fall. This budget-friendly product allows customers to get into the Ember brand. This product line represents popular floorplans with class-leading features like an 18,000-Btu air conditioner, 15-inch Goodyear American-made tires, 82-inch ceiling height, Azdel Onboard composite material and a 55-gallon fresh water tank. Exclusive features include the EmberTrack reconfigurable system, legless dinettes, Starlink prep and Ember's 1-2-3 warranty.

"Given the state of the marketplace, the expansion of our E-series line to include smaller and lighter-weight floorplans that hit an even lower price point we think will be exciting for this model year introduction," Bontrager Lehman says. "Secondarily, the upgraded Max Solar package is going to be extra exciting for customers interested in battery power systems. However, the most game-changing introduction that we have done to date is making sure that the truly flexible and reconfigurable EmberTrack system is available in all three of our product lines. This exclusive system fills a wide variety of customer use cases and makes it so floorplans are flexible."

Visit the Ember Trails Campground during Open House week at 710 Commerce Drive, Bristol, Indiana 46507 — one toll road exit east of the RV/MH Hall of Fame.



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ALLIANCE



Alliance RV has a number of updates — and even a mysterious surprise — up its sleeve for Open House Week. Kicking off with the Paradigm, Jeremiah Dumka, Alliance's vice president of sales, says this model has received "monumental" changes to both the interior and exterior for 2025. "This is our first major overhaul of the product from top to bottom," he says.

Exterior changes include new fiberglass and a new graphics package. The interior features new linoleum floors, countertops, fascia, slide boxes and more. "It's been a complete redesign, and the feedback we've received has been phenomenal so far," Dumka says, "both on our social media presence and from our dealers who are getting some of the first early 2025 model year units as we just started shipping them out." The Paradigm's floorplans will remain the same — this year's focus was on aesthetics, Dumka says.

"We focused on the interior side of things — a little bit lighter and brighter. We've offset that and counterbalanced it with nice wood fascia that complements the taupe wood of the cabinet color," he says. "We went with lighter countertops and extended the backsplash up the walls. We've been looking at trends on the residential side and then married them into the RV space. I think what you'll find is a nice, well-rounded design inside and out on the exterior … it really makes the unit pop with a much more modern and sleek design on the graphics package."

In addition to aesthetics, the Paradigm will see an upgrade from a 320-watt panel to 400 watts. The speakers now have two zones, with a speaker in the bathroom as well. And RV Airflow Systems were added, which Dumka says will increase airflow by 50%. Two additional features address storage and versatility — a swivel-mounted table can be set up like a bench overlooking the campsite or as a traditional four-seat option. And hidden storage behind the TV adds space for blankets or other items.

The Avenue will also see the same interior updates as Paradigm. The exterior won't change, Dumka says, but the inside follows that "lighter and brighter" trend. There will also be new floorplans for Avenue, including the 30BH, which Dumka says is a spinoff of a Delta floorplan. "I think it turned out really well," he says. "We're really excited about the results we'll see from it."

There will be an all-new 23ML couples' coach that is approximately 27 feet long. Dumka says this will be an easily towable coach. "I think that it's going to perform extremely well at that lower, lighter weight, lower cost," he says.

Customers are seeking out lighter-weight units, he says. "I think consumers are sensitive to price and features, wanting to see value in products … from a towability standpoint, not everybody has a 1-ton truck — there's a lot more three-quarter-tons out there."

Additionally, the Avenue is entering the travel trailer side of the market for the first time in 2025 with two floorplans — the 332RL and the 333BH. "Avenue has historically, or since inception, been just a fifth-wheel brand, and this year it is getting its own travel trailer lineup, which is exciting," Dumka says. While the Delta has performed well for Alliance in the travel trailer category, the Avenue travel trailers will fill the need for customers who want a unit for more extended stays and more room.

For Valor, Dumka says a major overhaul was launched last year, so this year sees just a few enhanced features. These include a new MORryde four-step at the entry and a MORryde grab handle. The glass on the cabinet doors is now fully blacked out instead of somewhat see-through. As for storage, the wall between the pass-through and the front storage space was removed to create a larger, more versatile place to store larger items. The Valor also has the new RV Airflow System and a new design for its body paint as well.

The Delta was launched at the 2023 Open House. "It's been making waves in the industry," Dumka says. "It's already a top performer in its segment." This year, the Delta Ultra Lite will launch with two floorplans. Dumka says this ultra-lightweight version is tow-friendly and geared toward price-conscious buyers, but full of the features expected from the Alliance brand. There will be a new ML 206 floorplan and an RK 234. The Ultra Lite will range from 23 feet to 27 feet in length.

Dumka says these new units will help round out Alliance's offerings for dealers. "Our first six months of the year were very good — they exceeded our expectations. I think that we've done a really good job of managing our run rates and keeping an eye on retails, and we've managed to keep our plants open five days a week, which is important not only for the workers and the plants, but also for quality and employee retention," he says. "I think that was our biggest thing

ALLIANCE



— preparing for the storm. Retails have been down; there's no question about that in the industry. But we're seeing in all of our categories that our market share is growing in the down market, which is exactly what we wanted it to do."

Dumka says Alliance is ready to take on the rest of the year and into 2025. "The back half of the year, we feel like it's going to continue to be a challenge. But I think the things we're doing, and entering into some new segments and categories, is going to help us maintain those run rates in the plant, which again, helps with quality. Rounding out our lineup helps as well with dealers — having a wide offering," he says. "Historically we've just been fifth wheels; this last year we've introduced travel trailers. That's been a big uptick in our business. We're still a young company. We feel like it's a long ball game, and we're still in the early innings of it."

As for Alliance's surprise? Dumka says they will launch a "luxury destination trailer." For more details, visit the Alliance campus during Open House Week at 301 Benchmark Drive, Elkhart, Indiana.

ROADTREK



Roadtrek, owned by French conglomerate Rapido Group along with sister brand Westfalia, will showcase its new units on Executive Parkway. Roadtrek will feature an array of updates to its Play series. These include:

- A restyled floorplan available in the 159-inch EXT Pro Master Chassis
- New features such as lithium battery power, decor and under-cabinet LED lighting
- An optional dual-powered folding bed platform with no need to insert cushions to complete the bed configuration

Additionally, Roadtrek says its Sprinter-based SS Agile will include a special promotion.

"Dealers will notice Roadtrek's great use of its time in a softer market to refine the overall quality and attention to detail in its product line. The Roadtrek team has focused on achieving a very high level of quality in preparation for the 2025 model year launch," the company says.

During the past year, the brand says the Chase 50, its 50th anniversary special edition model, was "an enormous success." Roadtrek says premium features and a new floorplan improved overall sight lines from the front to the rear of the van, creating an open interior. Overall, Roadtrek says it is committed to offering personal choice exterior paint packages and premium interior conveniences.

"Fortunately, Roadtrek has been very realistic in working within the confines of a softer market, and we are confident signs of recovery are at our doorstep," says Len McDougall, head of sales. "Roadtrek has not burdened its dealers with excess inventory in the current market, and therefore both our dealers and the factory are in a very strong position as this market continues to recover. At present, we believe the initial market recovery will be fueled by cash-positioned consumers."

The brand is touting a few "tricks up its sleeve" at its Open House exhibit on Executive Parkway.

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ALLIANCE RV

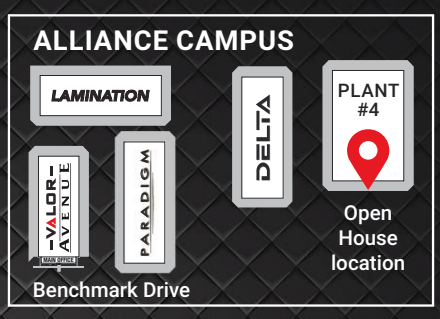
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RIVERSIDE RV

Riverside RV General Manager Ehren Misner sees a "push to get back to normal" after the free-for-all that was COVID-19.

"A smaller company like Riverside was never really set up to run COVID numbers," Misner says. "Riverside has the most success when orders are steady and the consumer has an opportunity to make an informed decision based on overall value for the trailer they are investing in."

The Select floorplans, available in the Intrepid and Xplorer lines, offer a budget-friendly option for the growing demand they are seeing in the $15,000 to $20,000 retail segment. It features convenient, small floorplans, a vacuum-bonded fiberglass exterior and is competitively priced against currently popular metal-sided floorplans. Riverside has positioned these units to "make a significant impact this year."

The new line has four new lightweight floorplans with small footprints that include all the amenities. The first model, the 136, is a 16-foot bunk with a full bed, bunk, dry bath and dinette. The lineup is still in development, so the floorplans being unveiled at Open House will be joined by several more, ranging from 12 feet to 22 feet, by the end of 2024.

"What will set the Select line apart is that it will be built with aluminum construction [and] vacuum bonded fiberglass, and remain priced to compete with the stick-and-tin lines," Misner says.

New standard features coming online in 2025 include solar, a GE appliance package, larger sinks and improved storage space.

As for what's hot so far in 2024, Misner says, "Lightweight and small trailers are hot, and it just so happens that is the majority of our lineup. We are working hard to capitalize on this trend and offer some value floorplans in the Intrepid and Xplorer lines to help boost sales. The Retro is its own beast, so we will have to continue to stay up to date on color combinations, new trends and different ways to stand out.

"What we will be accomplishing this year is going back to our roots and building a solid trailer that a dealer can stand behind," Misner says. "Our intention is to make the buying process easier by taking away the confusion at the dealership. When the customer sits down with the sales staff, we want the salesperson to know and understand the differences between brands to be able to match up with customer needs."

These changes range across all models:

- The Retro, its flagship model, will feature a mix of smaller, lightweight floorplans alongside a few larger, no-slide floorplans and an aluminum structure designed to offer what experienced campers want in a high-quality smaller unit.
- The Intrepid caters to customers seeking entry-level, laminated products ranging from 16 feet to 32 feet. Some adjustments are being made in what comes standard and the available options in order to address the competitive price points in this segment.
- The Xplorer line gets new smaller, lightweight floorplans that can be easily towed through woods, beaches and wilderness, as well as gas refrigerators, standard solar panels and an extra lift.
- Riverside Products is also getting a mini-makeover, including enhancements such as larger sinks, improved bathrooms, more efficient storage and adjustments to standards and options aimed at providing better value for the end consumer.

This year's Elkhart Open House is also an opportunity for Riverside to reveal how it has separated its lines "to highlight the strengths of each, emphasizing what customers seek when shopping for each brand."

See Riverside at the RV/MH Hall of Fame campus, near the entrance to the THOR parking area.



Riverside Retro 165

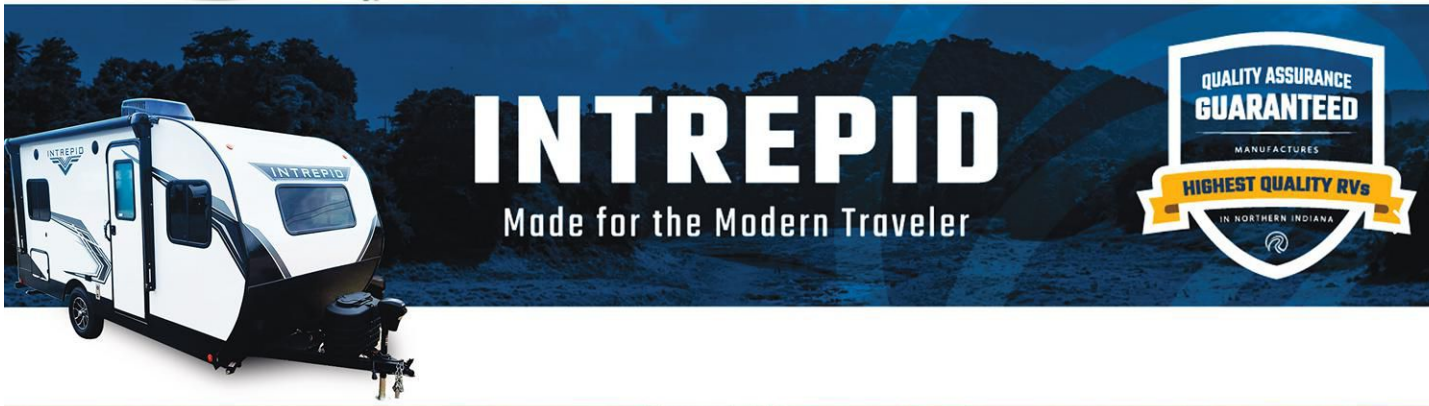
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NEXUS RV





Nexus 33F



Nexus is seeing two new trends in purchasing: "couples looking to downsize from 40-foot units and fifth wheels, now that the kids have moved out" plus COVID-19 buyers trading to their second unit.

According to Gary Yeoman, Northeast sales manager for Nexus, "Statistical Surveys says the Class C market is dead." That segment of the industry "has normalized, and dealers have their inventories in much better positions to make strategic moves. We are extremely excited to see how the market will start to grow in the second half of the year." Yeoman says, right now, "We are actually pacing COVID 2021 retail sales with our dealers."

With a sales-are-going-up mindset, Nexus is introducing a number of new things at Open House for 2025.

Six new floorplans for the Wraith, which rides on the Freightliner S2 chassis, feature larger showers, extended pantry space and more countertop surface. The selection includes four units under 35 feet.

There's a new brand coming out in the company's Class C gas series. The Triumph Sport Series includes a new 22TS (bed slide) and a new 31TS (nonslide bed), and is intended as a "true price leader" in that segment.

Their first-ever king bed floorplan in the 4x4 segment, the Rebel, sits on the Chevy 6500 chassis, offering a third option on the 34R with its 243 wheelbase. This unit comes washer/dryer prepped.

There is a new floorplan in the Verrado line as well. The 33S plays off the 29V, 33F and 34DS options elsewhere in the lineup.

In addition to new models and floorplans, there are some new standard features being unveiled, including larger showers, tilt-view king





Nexus 33F

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NEXUS RV



Nexus 30F bedroom

beds, extended pantries and more countertop space.

Some of these new additions are intended to build on the successes of last year, including the introduction of the 35F and 37F on the S2 freightliner chassis. Yeoman says they were "instant hits."

"Nexus is the fastest retail growing OEM in the industry, up 50% in retail sales year to date," Yeoman says. He attributes its success to "the peace of mind the retail customer gets when they purchase the top construction in the industry," which includes things like high-strength, low-alloy steel cages and fiberglass roofs. He says they are the only Class C OEM using Azdel on five areas and enclosed galvanized steel bays heated with forced air.

That's why retail customers like them, but what do dealers like? Yeoman says, "Dealers are attracted to Nexus because of our ability to hit a price point that captures the largest segment of first-time buyers. We are also only 2% of Class C retail listings online; therefore our dealers hold higher margins, and our retail buyers hold higher resale value. Dealers also value us because of our independence. We keep the larger OEMs honest with pricing and value."

Looking toward Open House, Yeoman predicts that having the "best construction and features for the value," and being "price aggressive with our Triumph Sport Series and diversity in our Super C floorplans," will make Nexus stand out at a busy show.

Nexus RV's display will be at an indoor showroom at 3400 Reedy Drive, in Elkhart, Indiana.

WESTFALIA



Westfalia Wave exterior

Westfalia, now produced in Ontario, Canada, is returning to Open House after relaunching in the North American market in 2023.

The German camper conversions formerly known as "Westys" were absent from the market for nearly 20 years after spawning a subculture of the van-life movement in the 1960-70s.

For model year 2025, the company plans to introduce a shorter version of the Westfalia Wave, touting the maneuverability of a smaller coach.

The new Wave model will be produced on the standard 159-inch 3500 series Ram Pro Master. Despite the shorter floorplan, this model will continue to feature travel seating in the cab area for four, with the patented Westfalia seat design that converts into additional sleeping space.

Westfalia says it prioritizes storage within a smaller space, with less restriction on what owners have to leave behind. A new option for 2025 is an induction stove for the kitchen.

The brand's patented seat design offers adaptability with a multipurpose passenger bench, equipped with child seat restraint anchors and comfortable headrests.

A significant trend the company is observing for 2025 is the "universal desire to transform daily routines into memorable experiences." People of all ages are increasingly seeking adventure and new experiences, inspired by those who have already embraced a lifestyle of exploration.

"Westfalia has pragmatically embraced the challenges of a softer market, and we are optimistic that signs of recovery are on the horizon," says Len McDougall, head of sales for Westfalia Americas. "The market may remain soft into the new year; however, Westfalia's iconic history, cherished by several generations of happy owners, creates excitement among both past and new customers. Fortunately, as a reintroduced brand, Westfalia is finding its footing in a market that still faces challenges to full recovery. This presents a great opportunity for new Westfalia dealers, as the brand launch benefits from a lack of inventory saturation."

Westfalia's exhibit will be at Executive Parkway.

KROPF INDUSTRIES

Park model specialist Kropf Industries introduced the Eldorado Series in 2023 and the Canvas Series in 2024. With four different product lines, the company focused this year on new floorplans, finishes and mechanicals.

"Kropf is excited to introduce two significantly new floorplans at Open House," says Brian Wogoman, director of product development. "The Island Series 6430 features an expansive kitchen and living space that flows well to the outdoors with a 120-square-foot porch addition. The Eldorado 9081 showcases added privacy when nature calls. The large, divided bathroom leaves ample room for a double vanity, 60-inch tile shower, laundry and a separate commode. At this year's Open House, we are going to showcase the range of what can be done with 399 square feet."

Through a partnership with Etchwood and a local furniture manufacturer, Kropf says it upgraded its selection on all interior wood products: feature walls, center beams, mantels, stair treads and furniture.

Building on results this year, Kropf says it is expanding high-end finish options on the interior and exterior of each unit.

"Introductions for the 2025 model year have run the gamut from solar power to thermal protection; from new water distribution manifolds to soft-close toilet seats; from new finishes to new floorplans," says Kropf Designer Liz Wogoman. "In 2024, the Eldorado and Island Series made up nearly 80% of Kropf's business. Seeing the lion's share of business going to our two highest lines reaffirms that campers choose a Kropf for high-end, residential, home-away-from-home luxuries."

Kropf will display its park models at its facility at 58647 state Route 15 in Goshen, Indiana 46528.



White Vinyl and Clay Shake siding on 2024 Eldorado 9001

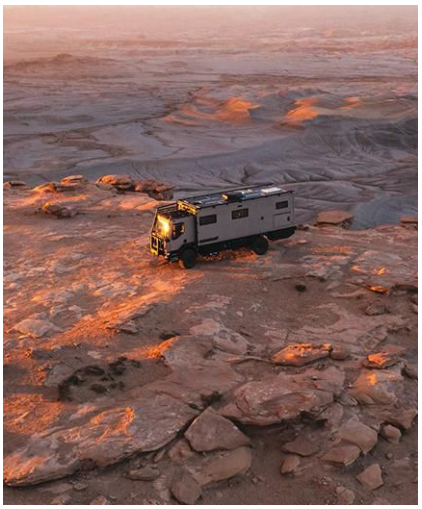


2024 Eldorado 9001 interior



Black Diamond Kote siding on 2024 Eldorado 9043

STORYTELLER OVERLAND



Storyteller Overland is coming to Open House with debuts that include its new MODE 170 Class B van with a hard-sided rooftop tent that sleeps four. Built on the Mercedes Sprinter 170-inch, the new offering is the sequel to Storyteller's 144-inch van.

New standard features for the 2025 MODE include LED mood lighting above the upper cabinets, updated interior and exterior colorways, and Starlink-ready Wi-Fi. For those seeking even more off-grid experiences, the 2025 Beast MODE will come standard with new features such as the all-new Tenzing 2.0 Brushguard, upgraded Evictus suspension, new 17-inch Flarespace wheels with BF Goodrich K03 tires and an upgraded Flarespace ladder.

In 2024, the company launched the MODE XO to extend its existing MODE lineup with the addition of a vented and enclosed lavatory (shower/commode/closet), offering additional privacy and storage.

The adventure-minded brand is also introducing the GXV EPIC Expedition Truck based on the Kenworth K370 chassis. Storyteller describes the truck's launch as "truly groundbreaking" and notes that it believes the EPIC is the first of its kind as an RV Industry Association (RVIA)-certified, true expedition rig available through a traditional dealer network, rather than as a custom vehicle.

Storyteller Overland will also debut its Dark MODE series of Class B adventure vans with a "stealth appearance" package.

At Open House, find Storyteller Overland at the same location as last year — on county Road 17 across from the RV/MH Hall of Fame entrance.

TAXA OUTDOORS

Acquired by Storyteller Overland earlier this year, TAXA Outdoors, maker of off-grid "mobile human habitats," is also hitting the ground running for 2025. New models and features include the TAXA X, a line crafted by off-roaders for off-roaders. The brand took its original NASA-inspired habitats and rebuilt each model to go farther and achieve more, the company said. TAXA X is the newest line for TAXA Outdoors, adding an off-road option to the existing Standard and Overland editions of all four habitats.

The brand's Woolly Bear is getting a redesign — the upgraded towable offers 30% more cargo capacity, an increased track width (from 51.5 inches to 63 inches) and stability. It has wider storage compartments, a larger cargo deck, longer tongue, upgraded toolbox and a redesigned chassis with CRS2 subframe.



Storyteller GXV EPIC, GXV HILT and MODE

TAXA's TigerMoth and Woolly Bear X will include:

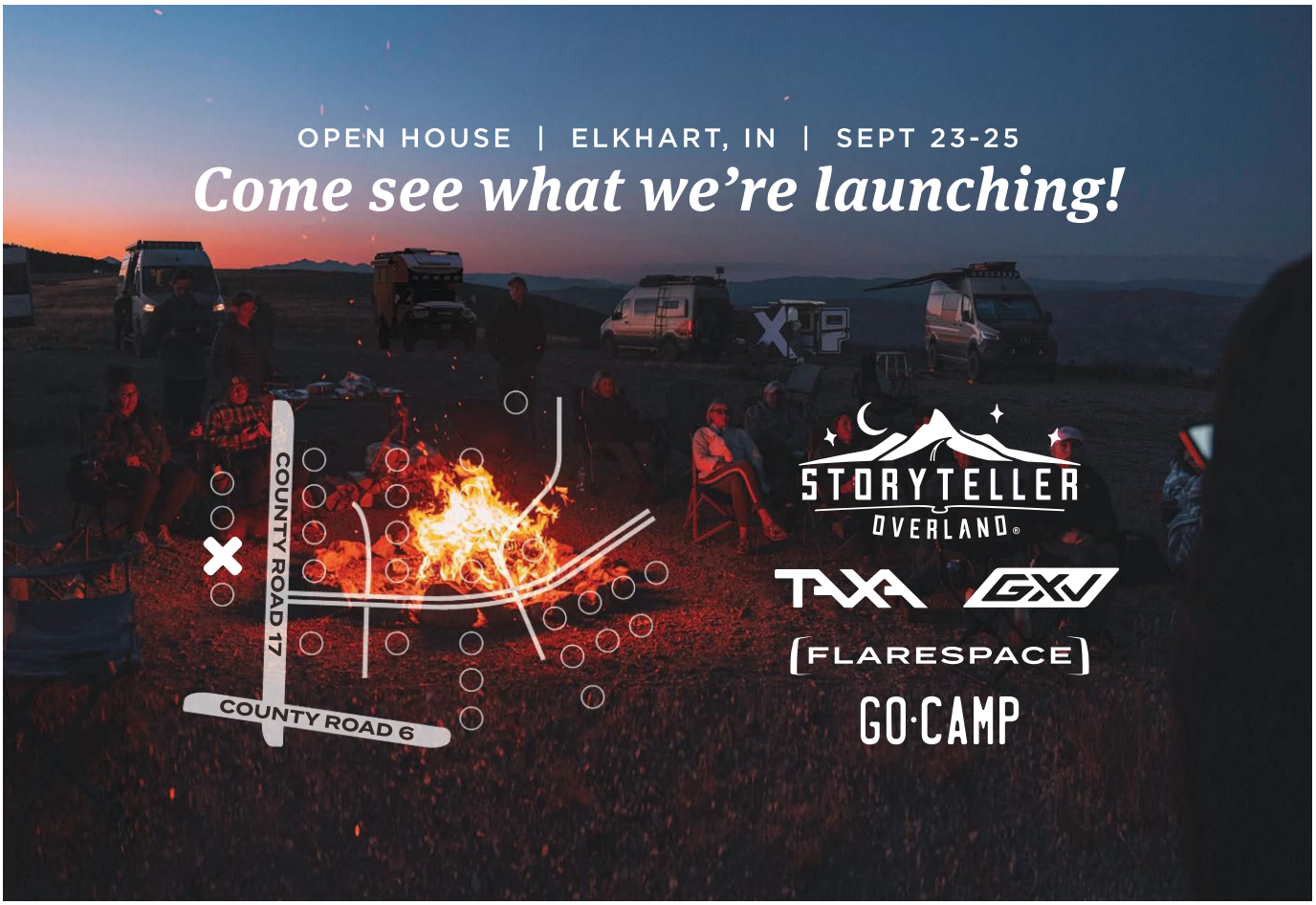
- Reinforced chassis for enhanced structural integrity to withstand rough terrain
- Cruisemaster CRS2 Suspension for superior shock absorption and stability on uneven surfaces
- Cruisemaster DO35 V3Plus Hitch for increased articulation, improved durability, ease of use, reduced wear and tear, and better control and stability
- Aircraft-grade rivets for top-of-the-line durability and resistance to vibration
- Off-roading rockslides to protect the trailer's chassis from damage caused by rocks and debris
- Protective skid plates to shield the undercarriage from impact against rough ground and obstacles
- Versatile Molle Panels for flexible exterior storage



TAXA Woolly Bear

TAXA Overland editions were the most successful in 2024, the company says. In April, the brand also debuted its limited-edition Dark Sky Mantis in celebration of the solar eclipse.

At Open House, TAXA's exhibit will be located with Storyteller Overland on the other side of county Road 17, across from the RV/MH Hall of Fame entrance.



CORTES CAMPERS

Euclid, Ohio-based Cortes Campers is coming to Open House with two 2025 models in its lightweight, 100% fiberglass lineup.

The company's Cortes 18 debuts a new integrated frame to replace its previous metal chassis. The travel trailer will offer two interior layout options to choose from.

The 18 BB, previously dubbed Cortes 16, features a king-size bed, bath with shower, two-burner cooktop, microwave and a 3.2-cubic-foot refrigerator. The second interior option, the 18 BK or Cortes 17, debuts a double bed, bath with shower, three-burner cooktop, microwave and larger 8-cubic-foot fridge. Both floorplan options are 17-foot single-axle units that sleep two to three people, have a dry weight of 1,885 pounds and a 3,500-pound GVWR.



Cortes 18 White

The company notes its former 16 and 17 layouts with metal chassis will be discontinued.

In addition, the brand will introduce its Cortes 22 — a 22-foot single-axle — also with a new integrated frame and no more metal chassis. The unit has an expanded sleeping capacity to house three to four people on two single beds or a California king plus a twin bed and includes a dry bath with shower. The floorplan debuts a full kitchen with a 10-cubic-foot refrigerator and an optional three-burner cooktop/oven, along with expanded storage capacity. Its total length is 21 feet, 9 inches, and it includes a 42-gallon fresh water tank and 26-gallon gray.


Cortes 18BB



LEISURE TRAVEL VANS



Triple E RV, Leisure Travel Vans' parent company, turns 60 in 2025. It's celebrating with three new vans with a host of upgrades, both standard and optional: the Unity MBC, Wonder MBC and Wonder RL Vans.

The biggest standard upgrade is to the interior of the Unity model, which is built on the Mercedes-Benz Sprinter 3500 cab chassis.

The brand-new Unity FX Leisure Lounge includes upgraded dual reclining chairs, an updated dinette table system and a large, full-time landscape window, which lets in natural light in both day and night modes. The reclining chairs offer longer power footrests and better head support. There's even a built-in wireless phone charger on the side of each chair.

A quick relocation of the backrest pillows allows you to face each other over the table between the chairs for meals. And a nearly king-size (65-inch-by-74-inch) Murphy bed with built-in, adjustable headrests pulls down over the whole area, easily changing it into a comfortable sleeping area.

The whole ensemble is available as an upgrade on the Wonder models, which come standard with a dining area that seats four on bench seats with underseat storage and converts into two single or two twin beds or, with the addition of a few cushions, one nearly king-size (65-inch-by-74-inch) bed.

Bringing in a new standard battery and storing it in a different location gives both models integrated shoe storage under the stepwell. While the company calls it "shoe storage," other items can be stored there instead.

The Unity also includes a spacious "residential-style" lavatory with a 34-inch-by-34-inch corner shower with a curved glass door, a Corian inset with integrated storage, LED accent lighting and a skylight.

Wonder models now have integrated duct heating and air conditioning, which offers better temperature control.



LEISURE TRAVEL VANS

Both Unity and Wonder vans have lots of new electrical enhancements, most of them standard.

The 270-amp-hour smart lithium battery system has an internal heating system, which allows it to be charged at lower temperatures. It also has state-of-charge functionality, making it easy to see the battery's charge percentage at any time.

The 3,000-watt inverter with 150-amp charger is a pure sine wave inverter/charger, providing power for AC components such as air conditioner, microwave, TV and more — including those in-seat wireless phone chargers. In fact, all interior and exterior electrical outlets are now inverted, and the inverter controls have been integrated into the newly redesigned touchscreen control panel.



Unity FX Leisure lounge



The Inverted Truma Aventa Eco Air Conditioner with Soft-Start is ultraquiet, balances cooling and humidity, and can run on battery power, making off-grid, remote camping more comfortable.

The smart surge protector with transfer switch protects against sudden power surges or spikes, automatically transfers AC power sources when required and can be easily monitored from the touchscreen control panel.

The newly redesigned Touchscreen Multiplex Smart Control System allows for easy monitoring and controlling of everything in the van, not only turning things on and off but accessing the entire electrical system, from one intuitive 7-inch screen or the Firefly mobile app.



New electrical options include:

- 540-amp-hour 12-volt smart lithium battery system that, with the addition of a second 270-amp-hour smart lithium battery to the one that comes standard, boosts the overall capacity to 540-amp-hour, expanding opportunities for boondocking.
- Smart 30-A MPPT solar controller offering more efficient monitoring of the output of the optional 200-watt or 400-watt solar panels on the touchscreen control panel or a mobile app.

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TRAVEL LITE



Travel Lite Up Country Truck Camper

The big news on the horizon for Travel Lite for Open House is a first-ever slideout for the Rove Lite. The 14FBS ultra-lightweight travel trailer now features a kitchen slide, says Bob Cira, president — sales and product development. The length is still 16 feet at 2,200 pounds dry weight, but the slideout offers more space in addition to a solid-surface kitchen and table, a 12-volt 3.3-cubic-foot refrigerator, two-burner stainless steel stovetop and wood grain cabinetry.

Another new floorplan, the FS, features a bar/tabletop dinette with a large campside window. The bar area will overlook the campsite view, offering a nice spot to dine or work, Cira says.

"For the FBS, we've gotten a lot of requests for a slide model in the Rove Lite series. We figured out a way to keep with our story in the market with a very lightweight, full standup height travel trailer … [and] create additional room without increasing much weight," Cira says.

"The reason for the FS model was two reasons: to open up the coach so there's more room in the living area, and then to also have a versatile tabletop so you can use it as a workstation or to eat off of it," Cira says. "And also, the big campside window lets in a lot of natural light."

The Rove Lite XL will gain two additional floorplans for 2025 — the







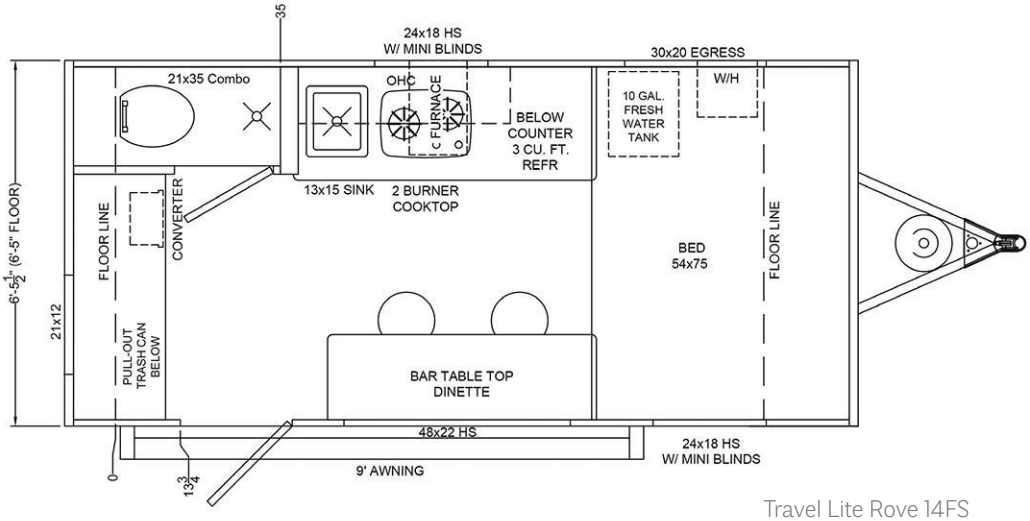
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Travel Lite Rove 14FS

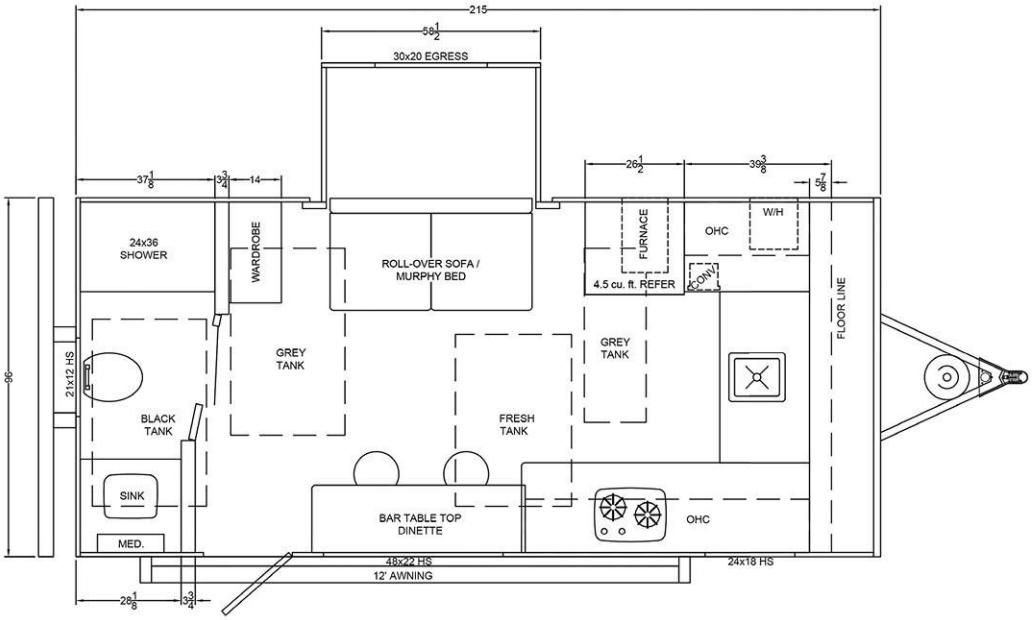
17FQ and the 17MB. The Rove Lite XL was launched this spring and is wider and taller than the original, with 8 feet in width and 6 feet, 6 inches interior ceiling height, Cira says.

"The launch has gone very well, and it's a great natural progression from the Rove Lite series because it still sticks with the same story," he says. "It still is very lightweight but just gives you a little bit more room."

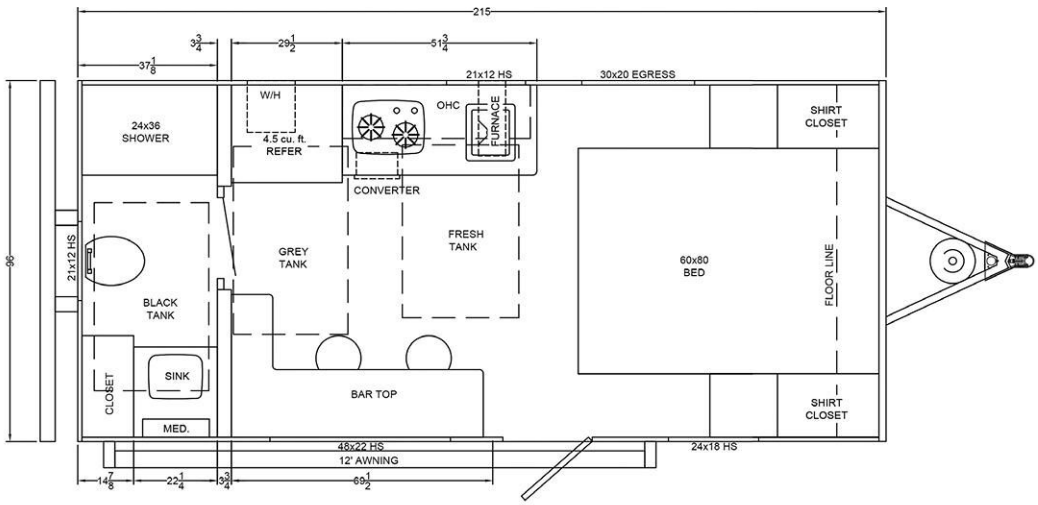
The last item Travel Lite will launch for 2025 is a new special edition truck camper called the 775U Extreme.

"It is going to have a screen-printed fiberglass exterior that looks like a full body paint, but it's going to be geared for the off-grid truck camper consumer," Cira says, noting there's a roto-pax 3,300-watt generator. "[There's] lots of windows in the interior — lets in lots of natural light."

Travel Lite is tapping into a lot of the trends, he says. "The lightweight, the super lightweight, market is really popular right now. There are a lot of small sport utility vehicles that have a GVWR of 3,500 pounds and below … our average dry weights are going to be 2,000 pounds, so when you load up a few hundred pounds worth of stuff, a few passengers in the vehicle, you're getting close up to that."



Travel Lite Rove XL 17MB



Travel Lite Rove XL 17FQ

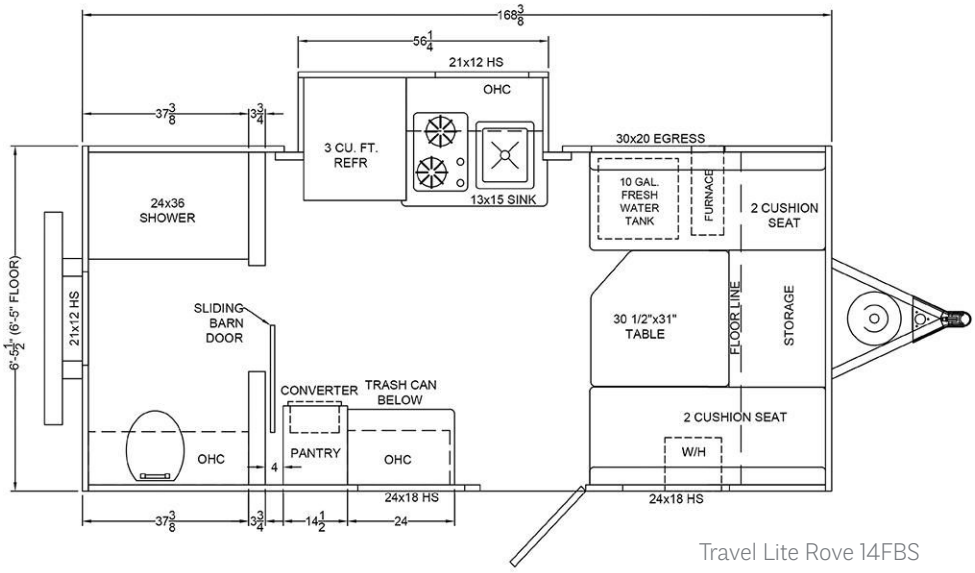
TRAVEL LITE

Cira says the popularity of the lighter weight travel trailers has been good for the company.

"This year's been really good for us," he says. "We have been able to take advantage of the trend of customers wanting and needing lighter weight travel trailers. So, the lightweight trend obviously fits perfect for what we offer — that is what we do here at Travel Lite, is we build ultra-lightweight, full conventional travel trailers.

"I feel like our product is retailing well, and we are anticipating growth going into 2025. I think it's only going to be up from here."

Visit Travel Lite near the RV/MH Hall of Fame during Open House Week.



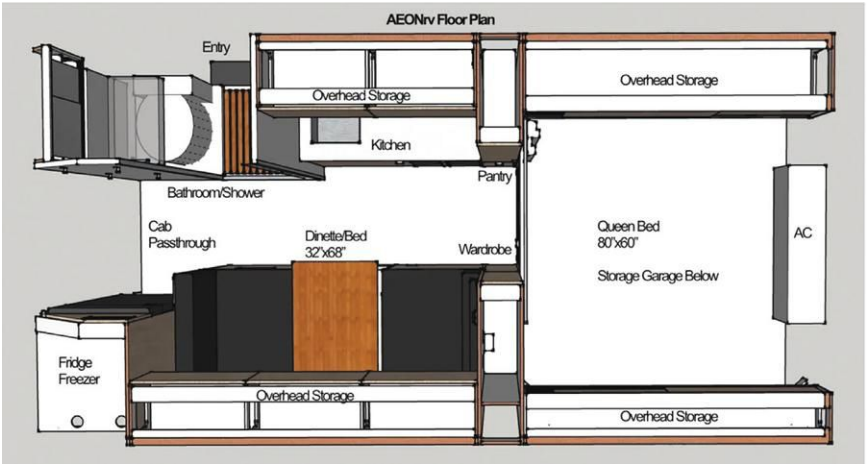
Travel Lite Rove 14FBS



AEONRV



AEONrv Rev2



AEONrv Rev2

The newest AEONrv Rev2 is built on 2024 Ford Transit all-wheel drive 1-Ton SRW 156 wheelbase cutaway.

Jim Ritchie, CEO of AEONrv, is excited about the "enthusiastic and positive feedback" new deliveries are receiving, and the company plans to dramatically increase output in 2025.

"We are really excited about the first customer delivery of our 2023 model year," Ritchie says. "We've made over 20 refinements and upgrades based on user feedback and our own engineering testing from the 2022 model year, while still delivering the most energy efficient RV on the market. The 2023 model reflects our efforts to set new industry standards and continually redefine the RV experience, delivering greater value, safety and technical advancements for our customers."

New standard features being introduced for 2025 include:

- 3.5-liter EcoBoost V6 engine with 306 horsepower and 400 pound-feet of torque
- 10-speed automatic overdrive transmission with SelectShift capability, 3.73 limited slip axle and electric parking brake
- Ford Perimeter Plus vehicle security alarm system
- FordPass Connect and app for remote start, lock/unlock, roadside assistance and vehicle health alerts
- Dual heavy-duty AGM starter batteries with 250A heavy-duty alternator tow/haul mode with integrated 7-pin harness and 4,500-pound max towing capacity
- 31-gallon fuel tank with a 350-mile estimated range at 65 mph
- Dark Palazzo Gray colorway cloth
- 10-way power heated seats
- SYNC 4 HD AM/FM stereo with 12-inch multifunction touch display, Garmin navigation, Sirius XM, Bluetooth, dual USB ports and integrated backup camera
- Blind Spot Information System (BLIS) with cross-traffic alert, reverse sensing system and front parking sensors

The "superior insulation, efficient air conditioning/heating, large lithium battery options, electric- and solar-powered cabin with 800 watts of solar panel capacity and real-time software monitoring" will continue to be standard features, the company says.

New optional features include integrated Starlink Wi-Fi, weBoost Drive Reach RV, black powder-coated aluminum camper body ridgeline brush guards and a roof rack system.

There are no new floorplans for 2025. Instead, Ritchie says AEONrv "is continuing with the successful floorplan that it first offered in its 2022 model year, featuring a highly efficient layout, maximizing space utilization and comfort. It includes a private queen bed, convertible dinette bed, spacious kitchen area and a well-designed bathroom. It has been well received by customers for its functionality and comfort."

While not a new floorplan, there is one new option: a north-south twin bed layout instead of the standard east-west queen. This option is designed to provide greater flexibility for customizing sleeping configurations.

Looking forward, AEONrv anticipates increased demand for sustainable and off-grid-capable RVs, a prediction that dovetails nicely with its "innovative solutions and continuous investment in new technologies." Ritchie noted that these things also make its RVs "more efficient and environmentally friendly. AEONrv is committed to sustainability and innovation, providing RVs that offer superior comfort, technology and off-grid capabilities."

With that in mind, there is intense excitement about enhancements rolling out for 2025, including an advanced heating system, increased solar panel capacity, a new single-piece fiberglass pultrusion design, powder-coated exterior aluminum angles, a new bedroom cabinet design, wider bathroom doors, a flush-mounted shower drain and upgraded Lagun table mounts.

Some of AEONrv's most successful features in 2024 include:

- All-season capability based on advanced insulation and heating systems, eliminating the need for winterizing
- Off-grid capabilities based on the combination of a robust 800-watt solar panel array and high-capacity lithium battery packs
- Off-road capabilities based on all-wheel drive, heavy-duty wheels and tires, a lift kit, custom-tuned shocks and a skid plate
- Efficient climate control and

AEONRV

insulation from high-performance heating and cooling systems and single-piece fiberglass design
- Interior and exterior designs combining aesthetic appeal and functionality
- Real-time software monitoring and remote climate controls

Ritchie predicts what will most catch the eyes of dealers and retail customers alike are "the all-season capability and off-grid features, the advanced heating system, increased solar panel capacity and superior insulation, the high-quality modern design and the advanced technology features, such as real-time software monitoring and remote pet-safe climate controls. These enhancements, combined with the robust off-road capabilities and superior quality, make AEONrv stand out as a versatile and attractive option for adventurous customers."



AEONrv Rev2 interior

There's one more thing AEONrv and Ritchie want everyone to know: To support future growth plans, there will be a crowdsourced equity funding round on Wefunder, with the intent of raising up to $3 million to help AEONrv continue to innovate and deliver the best possible RV experience to its customers.

More information on this development will be released soon.



SUNSET PARK RV

A specialist in building small, affordable trailers, Sunset Park RV has been in business for more than 16 years. At this year's Open House, the company will feature a redesign of its Rush toy hauler and debut its 48-volt system for complete off-grid living with 100% solar power.

The new Volt 1500 model will stand out most among its 2025 debuts, Sunset Park says. It includes remote power monitoring.

"We have all spoken to a potential customer at an RV show during our careers who is looking for a completely off-grid unit," says Nate Brown, vice president of sales and marketing. "Well, we built it — so come and get it."

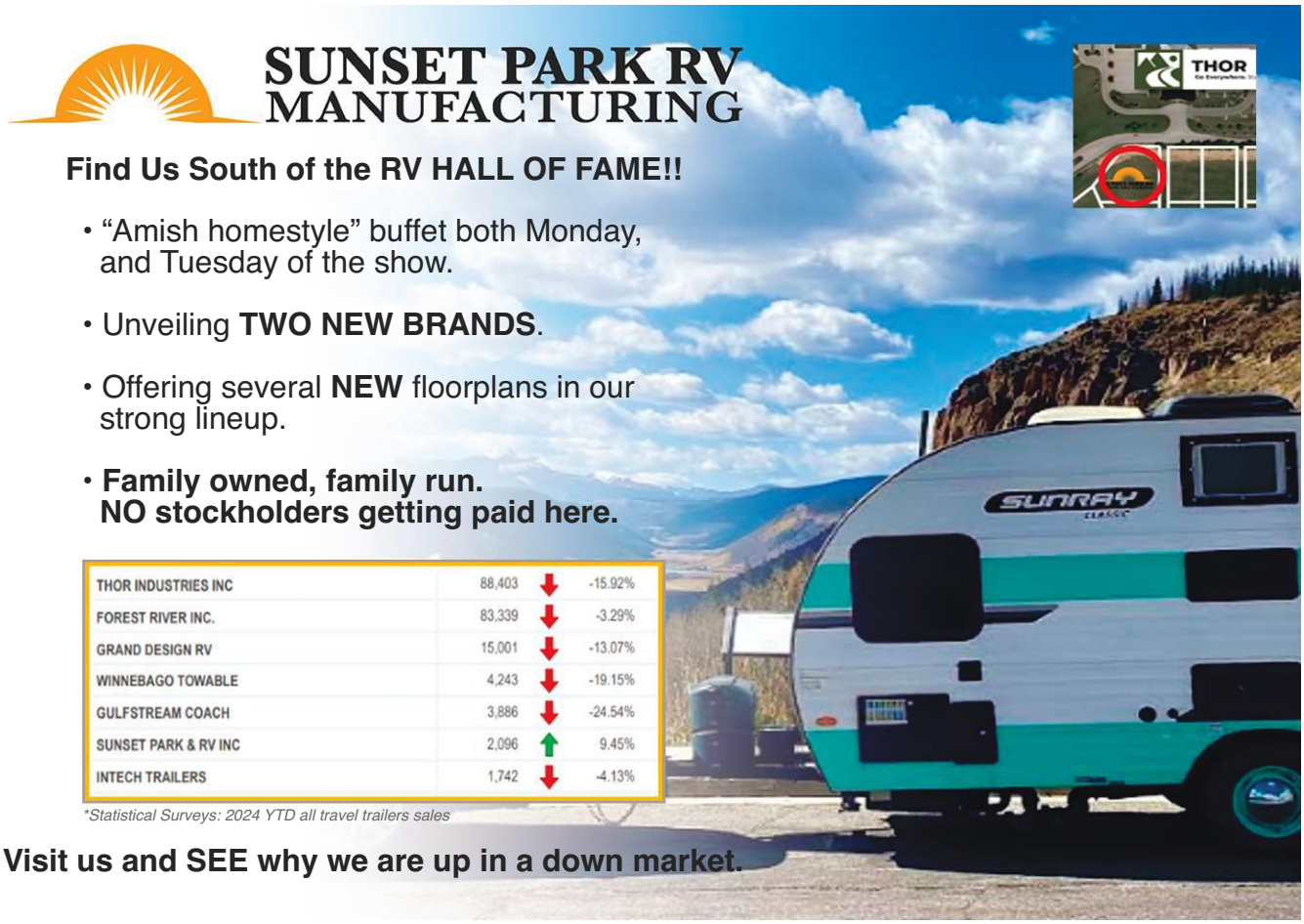
New floorplans being offered are the 139T Sunray and 25RBK Sunlite. Co-owners Merle Schmucker and Johnny Yoder say new standard features on models this year are solar power and adjustable spring shackles.

During 2024, Sunset's top-selling models were the Sunray 109 and the Sun Lite 19RBLTD.



Volt 1500

The brand's display will be located by the THOR main entrance during Open House Week. The company will also host an Amish-cooked breakfast on Sept. 23 and 24 at its exhibit.





EAMESBOT / ADOBE STOCK

RECTifying Your Operations, Part 3

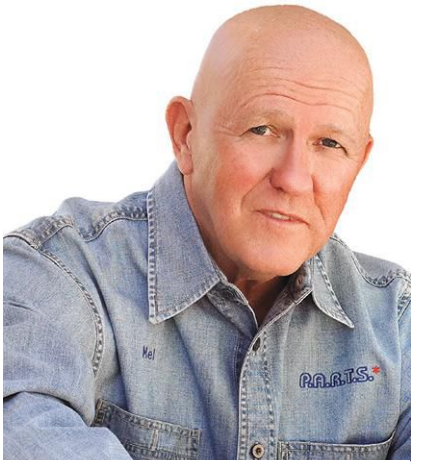
More suggestions for improving your dealership's efficiency, including cross-training certain personnel and using available time wisely.

Editor's note: This is the third part of a series highlighting repair event cycle time (RECT). Part 1 appeared in the July 2024 issue of RV PRO magazine, followed by Part 2 in the August 2024 issue.

An article in the March issue of RV PRO included some data from an Integrated Dealer Systems (IDS) survey related to RV businesses. One of the indications of this survey is that 53% of the respondents stated that customers expect faster service. This directly relates to the importance of reducing your repair event cycle time (RECT) by identifying the need to measure your RECT so that you can more effectively manage it.

In the first two columns of this series, I have introduced three concepts, techniques and tools that could be used to reduce RECT. These concepts are:

- developing a Detailed Written Procedure (DWP) for each of your



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processes to increase your associates' efficiency and to reduce errors.
- implementing the job position of Service Tech Parts Associate (STPA) that could reduce the W-Time expended by your technicians.
- reviewing the W-Time incurred by your technicians so you could use my W-Time Tool to calculate the lost income and time caused by having your technicians perform nontechnical tasks.

This third column of the series will fill in the remaining sides of our idea box.

PALS for Your Customers — Side Four of the Idea Box

In the early 2000s, I developed a concept with one of my clients who was interested in improving the efficiency of his service advisers and his parts technicians. He noticed that his service advisers were very busy in the early morning and at the end of their shift, whereas the parts associates were not as busy at the start of the day, yet their workload picked up late morning and through midday.

We decided to combine the two jobs into one, which his service manager named PALS: Parts and Labor Specialist. This required that each of the candidates for this new position had to cross-train. The service advisers had to learn the techniques of a parts associate and vice versa. After the first year, we discovered that his parts department income related to service requests almost doubled!

The benefits of implementing the PALS job position might be of interest to those of you who are challenged by operating with a limited number of staff. The efficiency of this position benefits your customers because there is no back-and-forth between the parts associate and service adviser positions.

Consider how often one of your customers calls to schedule some work with your service department and must be transferred to the parts department to determine availability of the part(s) or accessory(ies) involved with the service request. How long are these customers on hold waiting to speak to the other associate? How often are these calls "dropped" or disconnected because the customer gets tired of waiting?

> "WHEN CUSTOMERS CALL THEIR [PARTS & LABOR SPECIALIST], THEY ONLY HAVE TO SPEAK WITH ONE PERSON."

When customers call their PALS, they only have to speak with one person who has access to the parts/accessories and labor availability related to the customer's service request.

As with most of the ideas that I have posited, I suggest observing your parts associates and your service advisers for several days to determine if their individual workloads could justify the development of a team of PALS in your RV business.

The Operable Component — Side Five

Another component to consider when working to reduce RECT is TIME.

Labor time is the service department's inventory. Unlike the inventory of the parts department, time has no shelf life. Each second of a clock removes a portion of that inventory. The four sides of our idea box that I have introduced contain concepts, techniques and tools that could assist you To Improve Mechanics Efficiency (TIME). For side five of the idea box, I offer some additional methods to make more use of the available time in your service inventory.

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Anticipating what is required before it is needed could be one method of reducing the technicians' W-Time and the RECT. This refers to those Routinely Efficient Communication Techniques (RECT) suggested in my August column. If the parts associates and the service advisers routinely communicate to review the scheduled service requests, then quite often the parts associates can provide the service advisers with the price and availability of the parts, accessories and materials that might be required for each of the requests in advance of the job.

In a previous column, I mentioned the possibility of photos to enhance this process. Customers could email or text photos of damaged or inoperable components of their RV before they arrive for the service. This provides your associates with information to anticipate the parts/accessories and labor required for the requested service. Or is that thinking too far outside the box? If you don't think of better ways to serve your customers, another RV business will.

If the parts personnel are recording all sales and requests for parts and accessories, including lost sales, then there is a greater possibility that your parts and accessory inventory will have many of the routinely required items. And if these items are maintained in assigned bin locations with accurate quantities, this reduces the time required to source the stocked items. If your parts associates are CERTifying accuracy of the inventory quantities through routine cycle counting, then this adds another opportunity to reduce the RECT.

> "MY EXPERIENCE HAS PROVEN THAT WHEN YOU INVOLVE YOUR PERSONNEL, THERE IS A BETTER CHANCE OF SUCCESS BECAUSE THEY HAVE OWNERSHIP OF THE PLAN."

Fill in the Blank – Side Six

This side has been left blank so that your parts and service personnel might have the opportunity to develop some additional methods of reducing the RECT in your RV business. Perhaps you could schedule a staff meeting to present your objective of reducing the RECT and invite your associates to brainstorm suggestions to enhance the efficiency of your parts and service operations. List each suggestion as it is offered and don't evaluate them at that time. After all suggestions have been listed, review each to determine if it is applicable using the resources available to you. Decide which of the possible suggestions should be tried first and assign a person or a team to develop a plan for implementation.

My experience has proved that when you involve your personnel, there is a better chance of success because they have ownership of the plan.

In this series of three monthly columns, I have presented some concepts, techniques and tools that you might implement to reduce your RECT. If you develop a method of reducing your RECT, I invite you to email me the details, including the amount of time you have saved. Your success is my success. RVP





BABY, it's HOT OUTSIDE!

Become the go-to shop for winterization solutions by knowing where and how to market the products they need.

PHOTOS COURTESY OF LINDA CAHAN

As I'm writing this, the temperature in Portland, Oregon, is nearing 103 degrees. For all of you that think it's always raining here, trust me — it's not. Thinking about winterizing right now feels surreal. From June through September, we may get one or two days of rain. Like most of the northern states, it can get very chilly starting in late October, and most RVers start looking at winterizing their RVs as the weather shifts from an insane heat dome to the delicious cooling of fall.

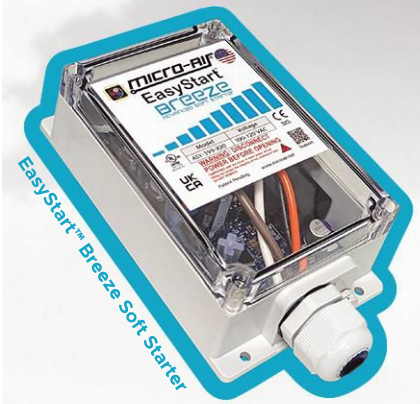
First-time RVers rarely have any idea how and when to winterize their RVs. Even more experienced people may forget from year to year exactly what they need to do and buy to prep their rigs for travel or storage. Googling it works, but learning it from you is far better. When they look at the written information provided by you (with your name and logo on top), they will be reminded that you are the experts. To educate and remind your customers about how to prepare for winter, you need to look at how you're educating



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 affordable and appropriate visual merchandising, store design and renovations. For more information, visit lindacahan.com.

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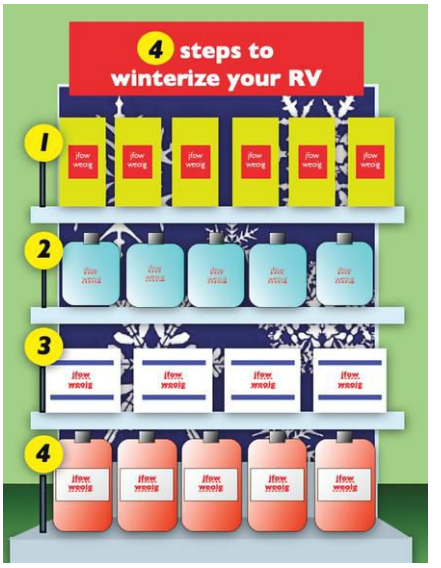
Handouts: The information can be split into two brochures or single sheet handouts — for storage, driving from cold to heat or just cold weather prep.

This information will ideally be written in logical/sequential bullet-point sentences. After each directive, if a product is needed to accomplish the task, that product (or products) needs to be listed. At the end of the handout, create a shopping list of products that should be purchased. You don't need to mention the vendor, just the type of product. They can shop your shelves for the product's price point that works best for them.

Print these handouts on a better quality, thicker paper. Look for 80- to 100-pound weight paper, as the quality of the handout will reflect on your company. Regular copier paper looks and feels cheap. This is something a customer will carry around for a good length of time, so it should represent the best of your company.

Consider a good quality envelope to store the papers in as well. Of course, add your logo and all contact information on the front along with a larger, bold heading of what's contained in the envelope. For example, Winterizing Your RV Instructions or Storing Your RV Guide. Everyone who purchases an RV should get these instructions, and consider giving them to customers who just come in for chemicals and supplies. This is a win-win: inexpensive yet excellent public relations, as well as memorable service.

In-Store Winterization: Every door in your dealership has a "power aisle" — the most traveled aisle in your dealership's parts and accessories area that customers gravitate toward as they enter your building. If you have main door, it's relatively easy to figure out which way customers are walking through your space. You can hire a retail company specializing in customer behavior research such as Envirosell. Or have your sales force pay attention to the "shopper's journey" by mapping how



your customers are moving through your store. If each salesperson has an overhead simplified floor and fixture plan for the dealership and parts/accessories areas, they can use a pen to draw arrows at the entry of each aisle and then simple 1s with a cross line to show five customers.

The goal of this one- to three-week research project is to identify your power aisles. Once the main power aisle is discovered, that is where you put your winterization products. It is also where the seasonal merchandise goes for summer, holidays, etc. The aisle can be identified several ways. If it is flanked on both sides by endcaps, the signs on the top of each endcap can say something like "WINTER PREP" or something more clever. Each endcap should tell a "story." For example, 4 Steps To Winterize Your RV. Below the sign, stock at least four (or more) products that are "musts" for proper winterization. The same signage and merchandise concept goes on the flanking endcap with different products.

If you can't currently add a sign to the top of your endcap, consider a chalkboard and devise a way to screw it to the backboard. Chalk paint and someone with talent can create fun signage with illustrations on the board.

Down the gondola aisle, stock your winterization products by category and use logical adjacencies. For example, if you're selling space heaters, stock all types of space heaters next to each other, such as catalytic and small electric

> **“SHOWCASING IT ALL IN THE SAME AREA WILL MAKE IT EASY FOR THEM TO STAY SAFE AND WARM.”**

space heaters. Perhaps solar panels can flank electric products. Other logical adjacencies for heating would be blow dryers, heat strips, propane tanks, heater hoses, dehumidifiers, ventilation covers and more. While difficult to stock easily, heavy/lined curtains plus expanding rods to cover the inside of the windshield are gaining in popularity. They add 20 extra degrees of warmth to the RV. They may be housed best on a wall.

You can create a winter safety section on the wall at the end of the power aisle (if possible). Included in winter safety would be road safety gear, carbon monoxide detectors, smoke/fire alarms, fire blankets, chains, traction mats, emergency lights and flashlights and so on. One endcap or gondola section could carry a selection of heat tape that can work with your stock of insulation panels and skirting materials. Ice scrapers made for RVs deserve either a table or a floor standing wire unit so they can be standing up with a decent sign.

I’ve mentioned just a few of the many products that are designed for winterization. I’ve left out the chemicals, such as antifreeze. These need their own section — again, near the power aisle. You can stock them in boxes with several containers pulled out and placed on top of their boxes. As a novice, I would appreciate knowing about each one and why they are different from one other. It’s likely experienced travelers would appreciate better informative signage about the antifreeze products as well. Why buy this and not that? Which is best for each type of vehicle? Using the same size, color and type of cardstock with (at least) 12-point type, give bullet point explanations for each product.

Online Winterization Information: Whatever you have printed, make sure it’s on your website as well. As winter looms and it’s time to alert your customers, winterization information belongs on the front page of your website. This can be a link to the more extensive pages that contain your handouts, your products that can be purchased online and deeper dives into the “how-tos” for installing more complicated products. Set the winterization “box” apart with perhaps icy blue graphics in a red box. Red compels people to “Do this right now!” while icy blue indicates “Cold!”

It takes commitment to create an entire gondola/wall/endcap winter area. It means moving products from those spaces to somewhere else. People tend to hate change, and that goes for your staff as well as your customers. It annoys them when they can’t find what was “always in this place!” A great guy I know was an avid hiker. He shopped at REI fairly frequently. One day he was complaining that when he went to REI to buy a book, they had been moved. It took him a while to find the books. I asked him what was in the place where the books used to be. “Socks,” he responded in an annoyed tone. I then asked, “Did you buy socks?” He laughed and said yes — plus some books!

He knew what I was getting at: When you move things around, people will still look for what they need but will find new things to buy as well. When you create a power aisle, you showcase what your customers need now.

If you commit to becoming the go-to place for all things winterization, your reputation will be spread from one RVer to the next. No matter how easy online shopping is, touching and feeling something will never go out of style. Inspiring your customers to buy what they need by showcasing it all in the same area will make it easy for them to stay safe and warm. RVP





ADOBE STOCK

Battling 'Outsider Syndrome' in the Family Business

Family businesses that follow these guidelines will maintain good morale for their entire team.

BY PHILLIP M. PERRY

Productive employees make profitable companies. Every employer would like to cultivate an effective team that goes the extra mile to satisfy customers and reach revenue goals at minimal costs.

Not every company, though, succeeds in developing a workforce of "A players." Family businesses in particular face the unique challenge of motivating nonfamily workers who too often feel underappreciated, ignored in company planning sessions and overlooked for advancement into management positions.

"At too many family businesses, nonfamily employees feel like no matter how hard they work, they're treading water," says Sam Brownell, founder of Stratus Wealth Advisors in Kensington, Maryland (stratuswealthadvisors.com). "They feel they will always play second fiddle to the kids or the cousins or whoever it is that gets special treatment."

Treating nonfamily workers like second-class citizens can erode profits. "People who feel like 'outsiders' see no point in putting in 100% effort," Brownell says. "As a result, customer service can drop off and the business can start seeing issues with inventory management and vendor relations."

In the worst such cases, dysfunctional family dynamics can impact retention — an especially costly issue in today's tight labor market. "People who don't feel their efforts and accomplishments are being appropriately rewarded have a motivation to look elsewhere," says Travis W. Harms, leader of Mercer Capital's Family Business Advisory Services Group (mercercapital.com). "The worst possible thing is to lose high-performing talent to a competitor."

Business First

Family businesses thrive when they create a work environment where all employees feel at home. "Any family business that grows at any appreciable pace will very soon become dependent on people who are not family members," says Craig Aronoff, chairman of The Family Business Consulting Group

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in Chicago (thefbcg.com). "And it behooves that company to ensure they feel included rather than excluded."

Equal treatment for everyone stems from a vital principle: The enterprise should be a "business first" rather than a "family first" operation. Here are some specific steps that will help create a work environment that stimulates productivity among all employees — family members or otherwise.

Work Hard at Fairness

"Nonfamily employees should be treated, managed, evaluated and compensated on the same basis as family members," Aronoff says. "It's also important to maintain clear distinctions within the family group as to each individual's role, whether that be employee, supervisor or manager. Within each of those roles, it's extremely important that there is perceived fair treatment of everyone — whether family or not."

How Inclusive Is Your Family Business?

Have you created a work environment that welcomes nonfamily members? Find out by taking this quiz. Give yourself 10 points for each "Yes" answer. Then total your points to assess your success.

1. Do you evaluate and compensate nonfamily members the same as family members?
2. Have you groomed the next generation to understand their business responsibilities?
3. Do you promote for performance rather than pedigree?
4. Have you avoided creating empty positions for family members?
5. Do family members earn their stripes elsewhere before joining the company?
6. Are family business policies communicated in a transparent way to everyone?
7. Do you maintain clear chains of command?
8. Do you distribute perks fairly?
9. Are profits reinvested prudently rather than distributed to family members?
10. Have you established a way for nonfamily executives to share in the financial rewards of business growth?

What's your score? **Over 80:** Success! You are creating an effective work environment for nonfamily employees. **Between 60 and 80:** Time to fine-tune your management practices. **Below 60:** It's a good idea to reevaluate by instituting ideas from the accompanying story.

Prepare the Next Generation

"There is a temptation for the founders' offspring to feel entitled, to become less productive than they might be and to take the business for granted," Aronoff says. "The younger generation needs to understand they must constantly look for ways to improve operations and to ensure the enterprise remains relevant to its market."

Promote for Performance

"Advancing the right person to upper management can be a complicated and difficult process," Aronoff says. "Choosing a family member may seem to make the decision a simple one, but it's not. It's certainly not a way to build the best possible business, nor is it the best way to help the new generation maximize their own lives and experiences."

Successful family operations plant an early seed of responsibility. "Make clear that it's not your genes that prepare you for a position," Aronoff says. "Rather, it's your knowledge, experience, drive and how you interact with other people. The person who gets advanced into a higher position will be the best person for the job."

Avoid Empty Positions

Too often, family businesses create meaningless positions with impressive titles so members of a new generation can be brought aboard. This practice creates morale problems and saps profits.

Aronoff notes that the family member who requires career and employment help can be provided financial assistance or training opportunities outside the business structure.

Earn Stripes Elsewhere

"Assigning family members without adequate experience or training to management positions can create a sense of entitlement, which is frustrating for everyone," says John Joseph Paul, a Portland, Oregon-based family business consultant (familybusinesscounsel.com). "Instead, family members should prove their mettle by working at entry-level positions in other, similar types of companies. This experience will give them the opportunity to learn practical skills."

Many companies today require family members to bolster their credibility by gaining experience at another company for five years before joining the family enterprise.

Communicate Family Business Policies

Having the right family business policies is one thing. Ensuring everyone is aware of them is another.

"It can be frustrating for nonfamily employees if they feel like their advancement opportunities within the company are limited because a family member will eventually come in and snap up a job they've been working toward," Harms says. "That's a pretty common frustration."

This situation can be obviated by communication. Family and nonfamily workers must understand the policies that govern promotions. "Clear guidelines on how the family is going to be treated personally and professionally must be clearly understood by everyone," Brownell says. "Transparency in these things can make a huge, huge difference, because everybody will know what's expected."

Maintain Clear Chains of Command

Too often new employees find themselves juggling contradictory directives from more than one family member. This creates operational and morale problems. In the worst-case scenarios, the frustrated worker leaves for another employer.

"Family businesses must maintain robust organizational charts that illustrate clear chains of command, so that no employee ends up reporting to multiple bosses, whether formally

or informally," Aronoff says. "It is the responsibility of top-level management to create a clear system of authority."

Distribute Perks Fairly

Nonfamily employees should share equally in company niceties such as paid time off, flexible working hours and work-life balance initiatives. "If family members are given special perks, it is noticed by everyone," Aronoff says. "And that can lead, again, to morale problems and a decline in commitment. While this kind of treatment will be accepted by some people, it will not be accepted by those who can provide the greatest return for your company."

Reinvest Profits

One of the most critical family issues is that of financing: Will profits be reinvested in operations or distributed to family members? "Your company might have lots of exciting investment opportunities," Harms says. "But if shareholders press for large dividend payments or share redemptions, the drain on funds can crowd out otherwise attractive projects. That can be very frustrating — especially for nonfamily CEOs and chief financial officers."

Never mind that smart investment of profits will ultimately benefit family members. Those not intimately involved in daily operations are more likely to want immediate returns. Such conflict can become especially intense as the years go by and the family tree becomes populated with second-, third- and even fourth-generation members. "The number of family members can grow substantially, and everybody wants a slice of the pie," Harms notes.

How can this situation be avoided? Nothing so complicated has a one-size-fits-all solution, but ongoing education can help. "It's important to make sure family shareholders understand that businesses often grow by heavily reinvesting earnings," Harms says. "A dollar distributed or used for redemptions is a dollar that's not available to make the business succeed."

Share Your Success

Equitable pay and promotions are one thing. But who benefits financially when the business becomes more valuable as a result of employee performance? Too often, the answer is only the family members who own shares of stock. Executives who lack equity also lack the ability to participate financially in the upside. That can lead them to jump ship, taking their skills to competitors.

"In my experience, frustrations by senior-level employees are less about cash compensation and more about the lack of potential to share equity," Harms says. "Family businesses must develop some alternative means to incentivize nonfamily executives."

What's the solution? Just like publicly traded companies, privately held corporations have shares of stock that not only represent ownership control but also facilitate the allocation of financial rewards through share appreciation and dividends. Harms says that it's wise to set in place a financial vehicle that channels such financial rewards to nonfamily executives through equity-like compensation, while allowing family members to retain operational control.

Several vehicles are available to accomplish this task. One of the most common is a profit-sharing plan, but there are others such as classified and phantom stock. Additionally, an employee stock ownership plan (ESOP) can channel appropriate compensation to executive and nonexecutive employees alike. While delving into the details of such vehicles is beyond the scope of this article, family businesses can seek further information from their attorneys and accountants.

Family businesses that follow the guidelines outlined above will ensure their entire teams maintain good morale while remaining invested in the success of the enterprise. "There are many ways to show nonfamily members that you care about their contributions," Brownell says. "Everyone will perform better when they understand their labor is going toward something greater than just the net worth of the family." RVP



RV CARE & WINTERIZATION



ANNUAL SERVICE KIT

Aqua-Hot, an Airxcel brand, Frederick, Colorado, presents its Annual Service Kit. Maintain your Aqua-Hot hydronic heating system with ease using the Annual Service Kit. This essential kit comes with all the necessary components for required yearly maintenance, including a fuel filter, diesel nozzle, electrode adjustment tool, burner gasket, portable refractometer and a quart of concentrated boiler antifreeze (available in green or pink), all packed in a handy, easy-to-store tote bag. Order directly from the Aqua-Hot website.

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Dicor Products, an Airxcel brand, Elkhart, Indiana, presents its RV Care & Cleaning Line. Keep your RV pristine with Dicor's complete RV Care & Cleaning Line. This line includes an Exterior Wash, Black Streak Remover, Bug & Tar Remover, Awning Cleaner, and Mold & Mildew Remover, all safe for various surfaces and RV roof types. The RV Care & Cleaning line also includes three specialized brush heads compatible with Dicor's universal extension rod for thorough and efficient cleaning of RV exteriors.

dicorproducts.com

HEATING SYSTEM



Eberspächer, Mississauga, Ontario, Canada, offers its Hydronic AquaSystem. Harnessing the Hydronic S3 coolant heater, the Eberspächer Hydronic AquaSystem redefines the RV experience. It delivers dry heat, on-demand domestic hot water and optional heated floors. Designed with precision, reliability and safety, the Hydronic AquaSystem includes an automatic altitude compensation adaptor for consistent performance at any elevation. Its compact design optimizes space, and the tankless water heater provides hot water instantly, offering comfort and convenience.

eberspaecher-motorhomes.com

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Thermo Shield 14x22 | Part #SLS1422B
Standard Shade 14x22 | Part #SLS1422

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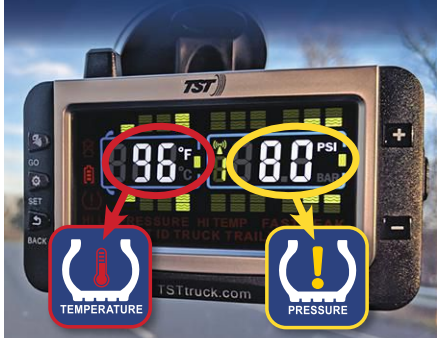
TIRE FACTS

"Under-inflation is the #1 cause of premature tire removal. If the tire is 20% below the recommended pressure, it must be considered flat."

SOURCE: Michelin Tire

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INSECT SCREEN PLANOGRAM

JR Products, Clarence Center, New York, offers its Insect Screen Planogram. Spring can reveal unwanted guests that have called your RV "home" for the winter. Help ensure that furnaces, water heaters or battery compartments stay safe from costly invasion by unwanted pests.

jrproducts.net





WATERLESS WASH

Malco Automotive, Barberton, Ohio, offers its OTG Waterless Wash, a safe and effective car and RV wash spray that requires no water, bucket, hose or sponge. It is a great solution for areas with water restrictions or if you're off-grid. Malco OTG Waterless Wash is an easy, safe and quick way to get your RV clean. Its lubricating action reduces swirls and light scratches; it's safe to use on paint, glass, metal and plastics; and it leaves a shiny, high-gloss finish.

malcoautomotive.com

ROOF COAT SOLVENT

RV Roof Magic, Shelton, Connecticut, presents its RV Roof Magic, the only RV roof coating that can go all RV roofs, with the exception of silicone. One coat and no primer needed. Never worry that the product you are getting is not compatible with your roof. Save time and money. A product with over a 30-year history of success in the RV industry. 50% off shipping this month.

rvroofmagic.com



RAPID BATTERY CHARGER

Schumacher Electric, Fort Worth, Texas, offers its Schumacher Electric SC1360 Rapid Battery Charger and Maintainer, which delivers 15-amp (12-volt) rapid charge, 2-amp (6-volt) charge and 3-amp maintain modes for trucks, RVs and more. Controlled by an internal microprocessor, the SC1360 features multistage charging, bad battery detection and reverse hookup protection. Schumacher Electric's multistage charging feature employs an advanced algorithm to maximize battery charge, health and lifespan. Keep stored or infrequently used batteries fully charged and in top condition with the Schumacher Electric SC1360 battery charger and maintainer.

schumacherelectric.com





BUNK LADDER

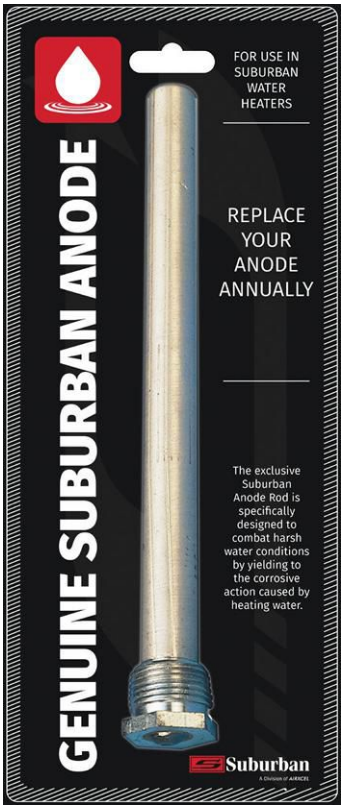
Stromberg Carlson, Traverse City, Michigan, offers its Bunk Ladder. Introducing the Stromberg Carlson domestically made bunk ladder. Need to provide small feet easier access to their beds or larger feet easier access to stored items? Look no further. The injection molded treads provide comfort to bare feet. Large hooks can go over facia board or mount with included bracket for more security. Stromberg's bunk ladder is rated for 250-pound maximum load at an 11-degree mounting angle. Available in silver or black and in 60-inch or 66-inch lengths. Made in the USA.

strombergcarlson.com

ANODE RODS

Suburban, an Airxcel brand, Dayton, Tennessee, offers its Replacement Anode Rod. Ensure the longevity of your tank water heater with Suburban's anode rods, essential for combating galvanic corrosion and harsh water conditions that can wear away at your water heater tank. Visually inspect annually and replace when 75% consumed, with aluminum and magnesium rods available from Suburban. For use in Suburban's porcelain-lined steel water tanks, these rods are crucial for maintaining optimum performance and extending the life of your heater.

suburbanrv.com









CLEANING & PROTECTION SOLUTION

Thetford, Ann Arbor, Michigan, presents its Premium RV Wash & Wax. This convenient, professional strength solution cleans and leaves a protective shine, removing dirt, road film, bugs, bird droppings and more in one step. Ideal for RVs, trucks, cars and boats, it's safe for gel-coat fiberglass and painted aluminum, and won't harm decals. The easy-to-use formula is nontoxic, nonflammable and biodegradable. Wash & Wax is available in 32-ounce, 64-ounce and 1-gallon recyclable bottles.

thetford.com

SURFACE FINISH LAYER PROTECTANT

Trinseo, Wayne, Pennsylvania, presents its INDURO Acrylic Capped Sheet. Manufactured in Florence, Kentucky, INDURO Acrylic Capped Sheet is a recent addition to Trinseo's material solutions portfolio resulting from the acquisition of Aristech Surfaces. It offers a superior strength solution for a range of applications within the RV and mobility markets. Providing protection from UV damage and chalking, INDURO offers five times greater surface finish layer qualities over TPO and gel coat. It also holds greater color retention and gloss level surface finish durability.

aristechsurfaces.com









PLEATED SHADE RESTRING KITS

United Shade, an Airxcel brand, Elkhart, Indiana, offers its Pleated Shade Restring Kit. Revitalize your RV's pleated shades with United Shade's Restring Kits. Economical and user-friendly, these kits let you repair up to five shades — be they two-cord day/night, four-cord day/night or two-cord night. Ideal for DIY enthusiasts, only basic tools like a flathead screwdriver, Phillips screwdriver and scissors are needed. Installation is straightforward with included step-by-step instructions and additional support on Airxcel's YouTube channel.

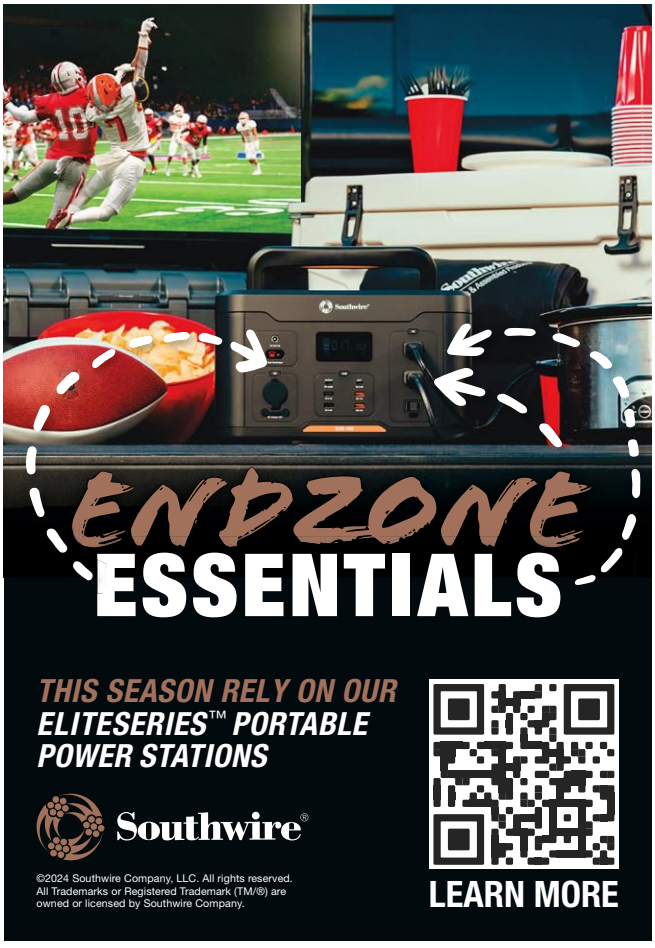
unitedshade.com

HIGH PRESSURE DRINKING HOSES

Valterra Products, Mission Hills, California, presents its AquaFRESH Heated High Pressure Drinking Water Hoses. Keep drinking water flowing in subzero temperatures. The heating source is self-regulating, supplying additional heat as the temperature drops, no thermostat required. Each end has a heavy-duty zippered insulation cuff for added freeze protection. Operates at 120-volt AC. Comes in 15 feet (90W), 25 feet (150W) and 50 feet (300W) lengths, and it has a three-year warranty.

valterra.com







RV & MARINE CLEANERS

Walex Products Co., Wilmington, North Carolina, offers its Premium RV & Marine Cleaners. Walex's cleaner planogram includes six cleaners: Black Streak Remover, Rubber Roof Cleaner & Conditioner, Awning Cleaner, and Mold & Mildew Remover, available in 32-ounce, 64-ounce and 1-gallon bottles, and Kitchen & Bath Cleaner and Toilet Bowl Cleaner, which are available in 32-ounce bottles.

walex.com



FREEZE DAMAGE PREVENTION

Xtreme Heaters, Buford, Georgia, presents its Xtreme Heaters Freeze Protection Heaters. Extend your camping season with Xtreme Heaters. Designed for RVers, these heaters prevent freezing in water lines and tanks, ensuring reliable cold-weather battery performance. Compact, energy-efficient, and easy to install, Xtreme Heaters provide consistent warmth and peace of mind on all your winter adventures. Don't let the cold stop you — trust Xtreme Heaters to keep your RV protected.

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Pit Stop



MAKE ADVENTURE ACCESSIBLE



Pitchup.com's recent survey polled more than 2,000 respondents who experience a spectrum of physical and mental disabilities and 83% reported accessibility issues as a significant reason to avoid outdoor travel. Other key takeaways include:

- Those who haven't gone on an outdoor vacation are 174% more likely to perceive them as inaccessible than those who have.
- 95% reported that having more information about accessibility would make them consider an outdoor trip.
- Accessible bathroom facilities are considered the most crucial filter (chosen by 51%) for accommodations research, closely followed by entrance and exit details (chosen by 48%). Steps, ramps and wheelchair accessibility were deemed the most common challenges, mentioned more than 75 times.

JUNE SHIPMENTS

25,308 (units)
Total RV shipments

5% increase compared to June 2023 (24,095 units)

To date, RVs are up 8.4% with 178,596 shipped through June

"RV shipments were up in June, with the greatest increase coming from travel trailer shipments that are up 19% for the year," said RV Industry Association President and CEO Craig Kirby. "As consumers continue to look for affordable ways to vacation, RVs provide consumers with the freedom to travel while also controlling their costs and itineraries in a way that is easier than with traditional travel options."



Short-form videos offer the highest ROI and will see the most growth of any marketing content format in 2024.

- Short-form videos' (think TikTok and Instagram Reels) optimal length is between 31 and 60 seconds.
- The average individual now spends more than an hour every week watching videos on various social platforms.
- A report from author Neal Schaffer found 85% of marketers credit video as an effective way to get attention online.
- The format is an excellent way for dealers and OEMs to create product-focused video content — try teasers, social media ads and brand challenges.

Source: Go RVing Monthly Trends Report

Most popular states for new RV buyers:

Texas	Pennsylvania
California	Ohio
Florida	North Carolina
Washington	Arizona
Michigan	Colorado

Source: RV Trader

Back In My Day...

The desire to connect with nature continues to bridge generational gaps. Younger campers are drawn to adventure-based experiences, seeking exciting ways to connect with nature. In contrast, older generations prefer leisurely activities, comfortable accommodations and familiar camping methods.

Millennial campers prioritize spending quality time with family and friends, often in state parks or glamping resorts.

Gen X campers frequently choose RVs or cabins that offer comfort and the opportunity to explore local areas and small towns.

Boomers and Silent Generation campers often prefer the comfort and convenience of RV camping to explore scenic routes. They value the leisurely pace of RVing, allowing them to slow down and enjoy their surroundings.

Source: Kampgrounds of America 2024 Camper Profiles


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