DECEMBER 2025 RV-PRO.COM

RV PRO

Coming to a Road Near You:
Tiffin's Open Trail, Plus 23 Other Best New Models for 2026



A Frank Lloyd Wright Twist on an **Airstream**

Paw- & Family-Friendly **RV Renovations**

Derema Group's 25th Anniversary



LIFT SMARTER

SUPER BRUTE JACKS



The 5,000lb capacity Super Brute electric tongue jack from Husky Towing Products makes heavy lifting effortless. The advanced ball screw design reduces friction, amperage draw and motor wear while increasing lifting capacity and motor life. Exclusive "Smart Stop" technology prevents mechanical hard stops at the end of the stroke. Weather protected soft-trigger switches, a backlit panel and the included remote control, make leveling more convenient. Say goodbye to the crank for good. Lift smarter with Super Brute.

HUSKY® TOWING PRODUCTS

Exclusively distributed by ntpsta
A Division of Keystone Automotive Operations

Now, the industry's most advanced composite solutions are united under one trusted name: Alpha Composites.

One source for the most comprehensive lineup:

ALPHA COMPOSITES

ROOFS.
WALLS.
FLOORS.
INTERIORS.

Alpha Composites solutions are tested and proven to outperform traditional materials. Lighter, stronger, and more resistant to water, rot, and warping, even in the toughest conditions.

Discover more about the Alpha Advantage

ONE SOURCE.
ONE SYSTEM.
ONE ALPHA.

Empowered by PATRICK





Star RV Products

•12V Compressor Refrigerators
•Insulated Windows
•Electrical Inlets •Glasstop Sinks
•8' & 10' Cassette Awnings
•RV Parts for OEM Manufacturers

Call for Great Quotes 319-404-8049



Lagun®
PONTOON & RV TABLE LEG



- Finally... Stabilized tables at full speed!
- Locks into place quickly & easily
- Anodized Aluminum
- Works for all RVs & Boats
- Rotates to multiple seating locations
- Original Swedish Lagun assembled in U.S.A.





STARRV
www.starrvproducts.com

NORTHSTAR
www.northstarcampers.com

Lagun®
www.lagunusa.com

Star RV Products & Lagun USA - subsidiaries of R.C. Willett Co., Inc.

FULL-RIG CONFIDENCE

Expertise You Can Build On

Your customers expect confidence mile after mile. We make it easy to deliver with deep category expertise and innovation across every system in the rig. And with Dometic, you can always expect simple integration, seamless performance, and peace of mind with every product.

CONTACT YOUR DOMETIC REP TODAY TO IMPROVE YOUR BUILDS OR ADVANCE YOUR SERVICE DEPARTMENT | DOMETIC.COM



DOMETIC

ROOFTOP AIR CONDITIONERS • VENTILATION FANS • FURNACES • WATER HEATERS
• TOILETS • REFRIGERATION • SANITATION • MOBILE POWER SOLUTIONS

RV PRO CONTENTS

December 2025 // Volume 21 Number 12



RV MANUFACTURERS

14
BEST NEW MODELS
Here are the 24 editors' picks for 2026 — we hope you'll share in our excitement for what lies ahead.



PAGE 36

RV AFTERMARKET

36
KICK BACK IN LUXURY
A veritable stalwart in the RV industry, Thomas Payne Signature furniture is still finding ways to innovate.

58
SPECIAL PRODUCT FOCUS
The aftermarket showcase spotlights interiors and appliances.



ON THE COVER
Photos courtesy of Tiffin Motorhomes and Airstream.

RUNNING THE BUSINESS

50
INSIDE YOUR PARTS DEPARTMENT
Your storage room should be on par with your showroom.

52
8 STEPS TO STAY ON COURSE IN TURBULENT TIMES
Make smarter and faster decisions under pressure with the right navigation system.

54
WINTER IS COMING...
Draw attention to your winterization products, and educate your customers.

SPECIAL FEATURES

38
TRANSFORMATIONAL GEMS
RV renovators demonstrate how remodeling can give a rig new life, making it look and feel good.

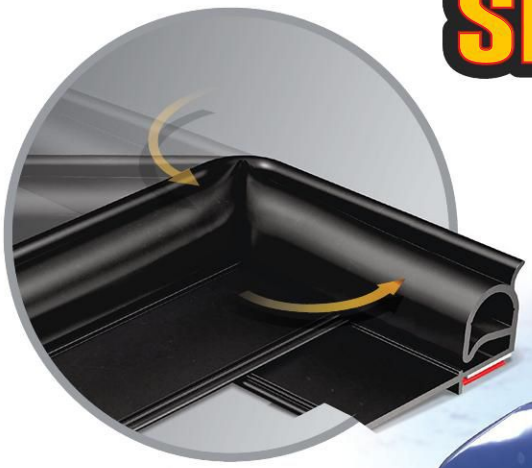
42
A SHARED APPRECIATION
Airstream's Frank Lloyd Wright Usonian Limited Edition travel trailer showcases a mutual love for nature and intentional design.

46
DEREMA GROUP: 'HELP ME HELP YOU'
It's more than just "show me the money" with this Pennsylvania-based agency that aims to help vendors, distributors and dealers make the most of their partnerships.

DEPARTMENTS

NEWS.....8
INDUSTRY EVENTS.....12
PRODUCTS.....58
PRODUCT HIGHLIGHTS.....62
AD INDEX.....63
PIT STOP.....64

ALL-IN-ONE RV SLIDE OUT SEAL SYSTEM

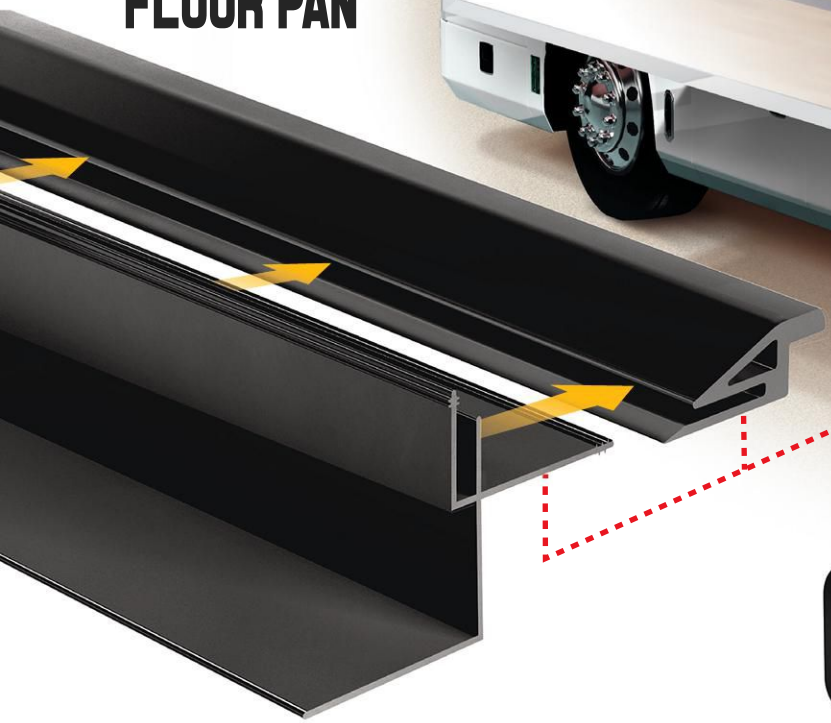


PATENTED SEAMLESS CORNER INSTALLATION!

HORIZONTAL FLAP SLIDES UNDER VERTICAL BULB WITHOUT LIFTING BULB!

ALL-IN-ONE WIPE SEAL

ALL-IN-ONE WEAR BAR & FLUSH FLOOR PAN



TRIM-LOK® TRIMS AND SEALS

TRIM-LOK OFFERS SLIDE OUT SEAL SYSTEMS FOR EVERY TYPE OF RV SLIDE OUT ROOM!

CALL US TODAY! 800-405-2966

info@trimlok.com • www.trimlok.com



Jordan Benschop
Senior Managing Editor

And just like that, 2026 is right around the corner. If you ask us, this past year has been anything but idle. Just like the off-grid travel boom we frequently highlight, 2025 asked our industry to navigate complex terrain — from shifting economic and political landscapes to ongoing conversations about sustainability, access and advocacy. We've seen manufacturers, suppliers and dealers alike rise to the challenge. Adapting to new regulations, voicing support for public lands and unearthing creative ways to connect people to the outdoors (responsibly) are among a shared itinerary on the greatest road trip of all: preserving the spirit of exploration that defines the RV industry.

Talk of 2026 started a while ago for most OEMs, with questions on how to utilize forward-thinking and ingenuity to improve how travelers experience the open road. Our team is excited to share the answers on pages 14-35. Our annual Best New Models spotlight is more than a showcase of true craftsmanship — it's a reflection of the market's continual move toward smarter solutions, better materials and a deeper understanding of how to meet RVers where they live.

This issue features inside scoops on household names, including Airstream's latest project and mutual love for nature with a famous American architect (page 42), and Thomas Payne furniture on remaining an industry stalwart through innovation (page 36). It also includes new names: Check out "Woof Way" and other dream-weaving escapades from RV renovators on page 38, and the "Chaos Compass" businesses can use to stay on course in turbulent times (page 52).

As the new year approaches, talk of resolutions inevitably returns — promises to do more, earn more, improve more. But maybe this year, we take a different route. What if our focus wasn't on doing more, but on what makes us feel good about the work we do? Whether that's refining a process, deepening partnerships or taking pride in helping someone hit the road for the first time, these are the moments that truly sustain both businesses and people.

This industry has always been about movement — forward, outward, toward. As we enter 2026, let's keep that motion grounded in purpose and joy. Here's to a new year of meaningful innovation, genuine connection and creating experiences through products that inspire humans to discover.

See you down the road!



Editorial Advisory Board

Chris Barth
Ember Recreational Vehicles
Founder / VP / COO

Susan Carpenter
RV Women's Alliance
President

Paul Choquette
Blue Ox
Vice President of Operations

Travis Creech
Rex & Sons RVs
Operations Manager

Stacey Harris
Head of Service & Retail Sales
Truma North America

Earl B. Hunter, Jr.
Black Folks Camp Too
President

Jeffrey Hunter
Storyteller Overland
Founder / CEO / Chairman

Jennifer C. Johnson
RV Park Management
Southeast Regional Manager
Florida RV Trade Association
2024/2025 Region 7 Treasurer

Tom Kline
Better Vantage Point LLC
Founder / Lead Consultant

Eva Mitic
Go Power! | Dometic
Marketing Manager, Mobile Power Solutions

Trey Miller
Jayco Family of Companies
Vice President of Marketing

Randal Murray
Pete's RV Dealer Group
Director of Orientation

Michael Rupchock
Lippert
Vice President of Marketing, Aftermarket

Jesse Stopnitzky
Performance Brokerage Services
Co-Owner

Juan Tejeda
PPL Motor Homes
CEO

Tony Yerman
RV Dealers Association
RV Fixed Operations Consultant

RVPRO

EXECUTIVE EDITOR
Jennifer King
205-278-2826
jdking@cahabamedia.com

SENIOR MANAGING EDITOR
Jordan Benschop
720-784-8074
jbenschop@cahabamedia.com

MANAGING EDITOR
Michele Moore
720-784-8073
mmoore@cahabamedia.com

CONTRIBUTORS
Linda Cahan, Maura Keller, John McCurry, Mel Selway, Ronnie Wendt

CREATIVE SERVICES

ART DIRECTOR
Melanie Magee

DIGITAL PROJECT MANAGER
Greg Ragsdale

DIGITAL PRODUCTION DESIGNER
Shelby Dempsey

WEB DEVELOPER
Greg Caudle

ADVERTISING

SENIOR ACCOUNT EXECUTIVE
Rebecca Tittel
720-784-8081
rtittel@cahabamedia.com

ACCOUNT EXECUTIVE
Caroline Fugler
720-394-3327
cfugler@cahabamedia.com

CLIENT SERVICES COORDINATOR (ADVERTISING)
Holly Strickland
hstrickland@cahabamedia.com

CIRCULATION
Subscription Changes & Inquiries:
rv-pro@omeda.com

CAHABA MEDIA GROUP

Publisher
Matthew G. Conroy

Vice President of Sales
Greg Meineke

Vice President of Finance
Brandon Whittemore

Director of Content
Elizabeth Manning

Director of Operations
Laurie Tisdale

Director of Sales
Stacy Marshall

PO Box 530067
Birmingham, AL 35223
Phone: 205-212-9402 • rv-pro.com

RVDA ASSOCIATE MEMBER
RV INDUSTRY ASSOCIATION


More Comfort,
More Styles,
More Upgrades
THOMAS PAYNE®
Signature Collection
BY LIPPERT
Scan to
learn more

HIRES & PROMOTIONS




Alex Walker & Britton Wall
Blue Ox

Blue Ox announced the strategic leadership promotions of Alex Walker (left) and Britton Wall. Walker was named vice president of sales and customer service and will continue to oversee both the sales and customer service divisions. Wall was promoted to director of sales operations and will focus on optimizing sales processes.



Brandi Leasman
National RV Training Academy

The National RV Training Academy has welcomed Brandi Leasman as its newest student adviser. In her new role, Leasman will support prospective students in exploring programs like RV technician training, RV repair training and RV inspector certification.




Ben Jones & Mike Steele
Ranger Distribution

Ranger Distribution announced the promotions of Ben Jones (left) and Mike Steele. Jones, one of the founders of Ranger Distribution, was promoted to vice president of sales and product development, and Jones will oversee the direction of sales initiatives and drive product development. Steele was named sales manager and will lead the sales team in delivering customer-focused solutions and strengthening the company's marketplace presence.



Brady Fitzke
Derema Group

Derema Group announced that Brady Fitzke joined the company as of Oct. 1, representing the Central Region with responsibility for Michigan and portions of Ontario, Canada. Fitzke reports to Matt Havlik, central region business manager, and works closely with Bob Durkee and Kerry Davis to support Michigan OEM accounts.

GIVING BACK

In October, several RV industry companies acknowledged Breast Cancer Awareness Month at their organizations. Among them, RV manufacturer **Aliner** held a "Pink Out" for the cause, one that company owners Brett and Jana Randall said was deeply personal to them, as both were impacted by breast cancer through their mothers. **Blue Water Development** also held its annual "Blue Turns Pink" campaign. This year's goal was $50,000 in fundraising for the Breast Cancer Research Foundation and the Atlantic General Hospital Foundation, benefitting the Burbage Regional Cancer Care Center.

MERGERS & ACQUISITIONS

LCI Industries, through its wholly owned subsidiary Lippert Components Inc., announced that its subsidiary, Lippert Components Manufacturing Inc., acquired substantially all the business assets of **Leveltron**. Leveltron, headquartered in White Pigeon, Michigan, is the provider of **Bigfoot Hydraulic Systems.** Lippert said it plans to expand Bigfoot's RV aftermarket footprint by making the leveling systems available throughout Lippert's distribution and dealer networks.

Thetford acquired **Dave Carter & Associates,** a distributor of electrical, plumbing and building supplies to the RV and manufactured housing industries. Thetford CEO Stéphane Cordeille said, "The combination of Thetford and DCA, two longtime leaders in our markets, will create a powerful global platform positioned to provide an even broader range of products, expanded logistical capabilities across 65 countries and best-in-class, on-time customer service."

Want more? For more information on any of these news items, visit rv-pro.com/news.

ICON™

Don't be THAT RV dealer

Your customers' vacations shouldn't involve duct tape and zip ties. Replace brittle fender skirts with ICON.



1-888-362-4266 icondirect.com info@icondirect.com

EVENTS

Northern Wholesale RV Super Show
Dec. 10-11
Prior Lake, MN
northernwholesale.com

Florida RV SuperShow
Jan. 13-18, 2026
Tampa, FL
frvta.org/show/florida-rv-supershow

Quartzsite Sports, Vacation & RV Show
Jan. 17-25, 2026
Quartzsite, AZ
quartzsitervshow.com

NTP-STAG Expo
Jan. 20-21, 2026
Kissimmee, FL
ntpswexpo.com

22nd CARVC Conference & Expo
Feb. 1-3, 2026
Myrtle Beach, SC
campingcarolinas.com

NATDA Trailer Tech Expo
Feb. 17-19, 2026
Reno, NV
natdatrailershow.com/trailer-tech-expo

RVIA Leadership Conference
March 10-12, 2026
Austin, TX
rvia.org/events/leadership-conference

Overland Expo SoCal
March 14-15, 2026
Costa Mesa, CA
overlandexpo.com/socal

WEBINARS ON-DEMAND

Find webinars on subjects varying from composting toilets, to lithium batteries, AI, personalization in marketing and more.



Watch on-demand webinars from RV PRO at rv-pro.com/media/webinars.

SUPPLIERS & AFTERMARKET

Dragonfly Energy Holdings Corp. announced that the United States Patent and Trademark Office issued a Notice of Allowance for its latest patent application, regarding the use of multiple battery systems and related wireless devices that wirelessly share information with one another over a connected mesh network.

Big Beard Battery announced that its Big Beard Battery Solar Clinics have been such a success that new dates have been added and plans are underway to expand the program. Clinic attendees work directly on their own RVs, using the company's tools, products and expertise.

RV MANUFACTURING

At the Toronto RV Show in October, **Ember Recreational Vehicles** debuted two new models to the Canadian market — the 2026 Touring Edition 2300MLL luxury travel trailer and the E-Series Spark LE 12FK micro-trailer. Earlier in October, Ember debuted the new Touring Edition line in the U.S., including the 2200ETL, at the Fall Detroit RV & Camping Show. Read more about the 2300MLL on page 16.

Leisure Travel Vans unveiled its Desert Shadow Edition — an all-new special edition that combines earthy tones and black accents, available on all Unity models for the 2026 model year. The company also announced the opening of a brand-new indoor LTV showroom at **La Mesa RV** at its Mesa, Arizona, location.



AWARDS & RECOGNITIONS

In October, the **Jayco Family of Companies** presented its 2025 Blue Excellence Award to the company's top suppliers, with Indiana and Idaho operations selecting their own respective top suppliers and top sales representatives. **North American Moulding** was named the Blue Excellence Award Top Supplier for Indiana, while **Décor** was awarded the Blue Excellence Award Top Supplier for Idaho. To view the full list of top suppliers and sales reps, visit http://bit.ly/48FbQtn.



To close out its annual symposium, the RV Women's Alliance (RVWA) presented awards in four categories. The Trailblazer Award for Lifetime Achievement, the ceremony's highest award, was presented to **Jennifer Zachary**, owner and president of Transport US. **Devyn Cady** of Campers Inn RV was presented with the Leader of Tomorrow Award. Winnebago Industries' **Brandy Droptiny** took home the Champion of Women – Individual Award, and **Campers Inn RV** was recognized with the Champion of Women – Company Award. **Chris Carpenter** of Creative Products Group was presented the new-for-2025 Award for Outstanding Contributions.

Grand Design RV announced that it was honored with the RV Dealers Association Quality Circle Award for its brands for the 12th consecutive year. "To be honored for 12 consecutive years across our brands is a testament to the dedication of our entire team, from engineering and manufacturing to customer service, support teams and sales," said Don Clark, president, CEO and co-founder of Grand Design RV.

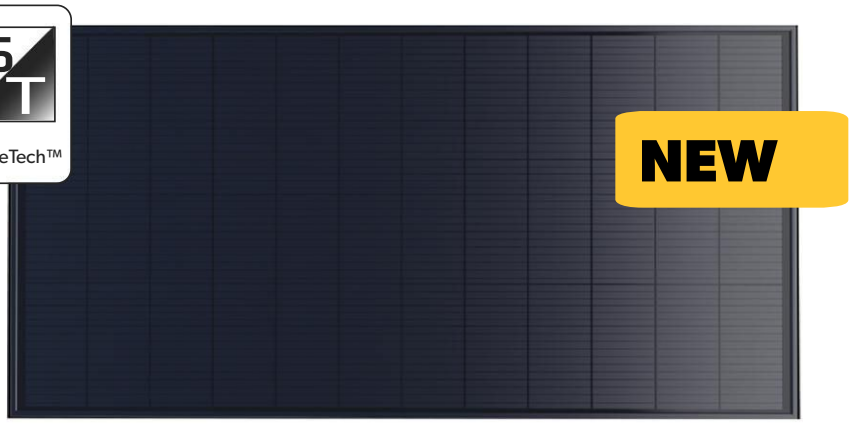


CELEBRATING 30 YEARS OF MOBILE POWER

Go Power! | DOMETIC

NEW FOR 2026

ShadeTech™



Meet the next generation of solar with ShadeTech ™ panels, now featuring advanced M12 18 bus bar cell technology for maximum efficiency.

SHADETECH™ SOLAR PANELS

SOLAR PANEL UPGRADE
Included in all 200-watt aftermarket kits, including Overlander, Overlander-E, Weekender, Elite, Extreme, and all PowerTrak kits.

MAXIMUM POWER, MINIMUM SPACE
High-efficiency M12 18 bus bar monocrystalline cells deliver more watts per square foot.

UNSTOPPABLE PERFORMANCE
Harness the sun's energy even when clouds or shade try to ruin the day.

ADVENTURE-READY DURABILITY
Engineered for camping, marine voyages, and off-grid escapes with a lightweight build that's built to last.

Speak to your Go Power! sales representative for details on the new panels.

30 YEARS
1.5 +MILLION PANELS SOLD

DECADES OF DRIVE. POWERED BY PASSION.

Since 1996, Go Power! has led the charge in mobile power, delivering millions of solar panels and powering adventures across North America. Now part of Dometic, we continue to provide trusted solar, battery, and inverter solutions to top manufacturers across North America. Engineered for durability and performance, our systems are tested, supported, and backed by industry-leading warranties. As we celebrate 30 years of powering possibility, we're just getting started….

Another Successful OPEN HOUSE

Dealers and OEMs were buzzin' as they gathered in Elkhart, Indiana, this September.

BY JENNIFER KING

Once again, Elkhart Open House attendees battled gray skies this September, as seems to be tradition in recent years. But despite the bouts of rain, the vibe was "cautiously optimistic" about the RV market — and overwhelmingly positive about what the OEMs had on display for model year 2026.

Gary Gunter, president of REV Group's RV segment, said the company was coming off a very promising show in Hershey, Pennsylvania, where consumers were interested in all classes across the board. Gunter said Hershey was up significantly year over year, and with interest rates moving down recently, the uncertainty from the beginning of the year may be starting to ease.

Representatives at Forest River were excited to share what's new for 2026, including the Lost Pines destination trailer, Coachmen's all-electric RVEX, r·pod's Un·Mapped with its Bar2Table pullout dinette, East to West's new motorized College Ave (which takes its name from the road Forest River's first building was on in Goshen, Indiana) and more.

At East to West, representatives said some of the trends they're seeing for the coming year are "the little things" — attention to details such as a nook functioning as a mudroom, a coat room or rack, larger pantries, updated USB-C ports and floors without vents that are more pet-friendly.



REV Group President Gary Gunter

Enthusiastic crowds gathered the second day of Open House at the RV Women's Alliance (RVWA)'s annual breakfast at the RV/MH Hall of Fame, and THOR's kickoff breakfast next door at the Peter B. Orthwein Pavilion.

THOR President and CEO Bob Martin spoke to a packed audience of dealers and employees about the THOR "credo" he recently came across, which detailed the company's dedication to its customers. He said this sentiment is at the core of the company's business and what everyone at THOR must work to uphold.

"This is a relationship industry," Martin emphasized.

Peter B. Orthwein shared a few words as well, noting he is optimistic about the year ahead.

"I think we're going to have a really good spring," Orthwein said.

The energy was upbeat at the RVWA breakfast as well, with an empowering talk given by Dr. Rachel Lindvall, senior inclusion business partner at Winnebago Industries. Lindvall said we can't think of success with a scarcity mindset — we need to cheer on one another. Doing so will set an example for others in the industry and promote lifting each other up, rather than seeing each other as competition.

"It's great to be here with all of these women and the supportive men who showed up as well," Lindvall said.

Tracy Anglemeyer, RVWA chair-elect, reported on the organization's successful launch of the RVWA Charitable Foundation, which was formed to provide educational programs, scholarships, mentorships and leadership development. She touted the foundation's recent RV tech classes for women only, as well as its Ready,



Winnebago's Dr. Rachel Lindvall



THOR President and CEO Bob Martin

Hitch, Tow, Camp, which helps any RVWA member learn how to load, hitch, tow and set up their camper.

Traffic was busy at Jayco, Keystone and other THOR brands throughout Open House Week, as well as off-site companies such as Encore, Ember, Alliance and InTech. The Independents lining Executive Parkway up to the RV/MH Hall of Fame were also abuzz.

Representatives at Soaring Eagle said they were pleased with the response from attendees, citing a recent "truck camper Renaissance" for the reignited interest in that RV segment. Bontrager Outdoors was excited to share a new family-friendly, 21-foot model with a rear deck; representatives also noted an increase in interest among OEMs in the overlanding and off-grid market. At Modern Buggy, the new Wedge and Hopper models were seeing a lot of positive feedback from attendees. The prototype Wedge was scheduled to go into production this fall; the Hopper line currently has two floorplans, with plans for two more to come. RVP

Built on a Legacy *of* Comfort. Driven *by* Innovation.

For decades, Airxcel brands have shaped the way RV interiors feel — today, we're redefining how they perform.

Innovation isn't new to Airxcel — it's part of our heritage. From the early days of Coleman-Mach's pioneering rooftop air conditioners to today's precision-engineered Suburban heating and water heating systems, our brands have evolved alongside the RV lifestyle itself.

Inside every coach, you'll find our legacy in motion — smarter climate control, modern shading systems from MCD and United Shade, and service solutions designed for today's RVs and tomorrow's adventures.

Airxcel brings craftsmanship, reliability, and forward thinking together — preserving what travelers have always loved, while leading what comes next.

AIRXCEL®

Better Brands. Better Experiences.

Airxcel Brand Portfolio

Aqua-Hot. Coleman Mach Suburban dicor products united shade vixen composites FORMA CLEER VISION Can Solace MCD CLEER VISION inVision MAXXAIR VELARIUM CLEER VISION

RV PRO Best New Model 2026

Each year, the exciting new offerings from RV manufacturers make it a challenge for the RV PRO team to narrow down our picks for the next year's Best New Models. OEMs continue to appeal to a wider range of RVers, prioritizing versatility, creature comforts, attention to detail and the ability to go off-grid longer. Here are the 24 editors' picks for 2026 — we hope you'll share in our excitement for what lies ahead.

BY JENNIFER KING, JOHN MCCURRY, MICHELE MOORE & RONNIE WENDT

ALL PHOTOS COURTESY OF CORRESPONDING OEMS OR TAKEN BY RV PRO STAFF.

*Disclaimer: As development continues on these new units, features offered by these OEMs are subject to change.

Bontrager Outdoors Comfort Line 21PD

Information provided by Jason Bontrager, owner and CEO, and bontrageroutdoors.com.

What stands out the most to you about this model?
The 21PD is a compact camper that delivers the features and comfort of larger trailers in a small, towable package. Its fold-out rear porch gives owners a full outdoor patio experience without adding length to the trailer, while the custom rear window with integrated shades enhances convenience and style. Inside, the oversized shower and spacious bathroom maximize comfort, and the trailer's lightweight makes it easy to tow behind nearly any vehicle.



Why do you think customers will like it?
Customers will appreciate that the 21PD packs all the comforts of a larger camper into a smaller, lightweight footprint. The rear fold-out porch and custom window features stand out for both convenience and functionality, while the spacious bathroom and shower add a touch of luxury. Its towable size makes it accessible for a wide range of vehicles, and the overall build quality ensures long-term satisfaction.



What has the response been thus far?
The 21PD has been a wild success, with dealers and customers praising its innovative fold-out porch, thoughtful layout and lightweight design. People are excited about how the 21PD delivers big-camper features in a compact, easy-to-tow package, making it a standout in its class.

Dealers may contact:
Jason Bontrager
jason@bontragerindustries.com
574-891-0201

nuCamp Haven 220

Information provided by Jill Nelson, marketing manager.

What stands out to you most about this model?
What stands out most to me about the Haven 220 is how it resonates with such a wide range of travelers. It's designed for families who need a bit more sleeping space, couples who value comfort and room to relax, and solo adventurers who want full amenities in a lightweight, easy-to-tow package. It really captures that balance of versatility and thoughtful design that nuCamp is known for.



Why do you think customers will like it?
Customers will appreciate the Haven because it was built around how people actually travel. It combines residential-style comfort with practical design, giving them everything they need to feel at home on the road — truly a home on wheels. The abundance of natural light makes the space feel open and inviting, while every detail — from the layout to the materials — was thoughtfully chosen to make camping easier, more enjoyable and uniquely personal to each traveler's needs.



What has the response been thus far?
The response so far has been overwhelmingly positive. People are drawn to how the Haven introduces a larger floorplan while still maintaining nuCamp's signature craftsmanship, quality and attention to detail. It's exciting to see how well the design resonates with both longtime nuCamp owners and those discovering the brand for the first time.

Dealers may contact:
Jason Miller
sales@nucamprv.com
330-852-4811



Ember RV Touring Edition 2300MLL

Information provided by Chris Barth, founder and COO, and emberrv.com.

What stands out the most to you about this model?
The Touring Edition 2300MLL blends premium construction and cutting-edge technology with the same spirit of independence that defines the Ember brand. Built on the CURT Touring Coil Suspension System, featuring a heavy-duty coil spring and shock at each wheel paired with Goodyear Endurance tires, this model delivers exceptional towing and stability, reducing road shock by 50%. The Ground Control auto-leveling system with integrated electric stabilizers — managed by the EmberLink smart RV control app — adds ease of setup at camp.

Inside, the 2300MLL showcases the patent-pending EmberFlex Dinesk system, a reconfigurable dining, bar and workspace that provides flexibility and comfort. The 82-inch ceilings, solid-surface countertops with stainless steel sinks, and dual-pane caravan windows with integrated screens and thermal blinds offer comfort and durability. Evermore composite floor and two-sided Onboard Adzel composite walls ensure long-term durability and strength.

Why do you think customers will like it?
Customers will appreciate the EmberFlex Dinesk system, the private front bedroom, spacious kitchen and full bathroom. The auto-leveling system makes setup simple and stress-free. These features will appeal to new and seasoned RVers.

What has the response been thus far?
The reimagined Touring Edition has been met with praise and positive reviews from dealers and customers. They are thrilled with the upgrades and refinements, especially the improved suspension, auto-leveling and elevated interiors. People are responding positively to how well the Touring Edition blends luxury and practicality while staying true to Ember's focus on quality and innovation.

Dealers may contact:
sales@emberrv.com

Modern Buggy RV Wedge 266BH

Information provided by Randy Graber, consultant for Modern Buggy RV, and modernbuggyrv.com.





What stands out the most to you about this model?
The thing that stands out the most about the Wedge 266BH is the front profile and how that design creates extra room and storage up front. The seamless, cornerless design makes it easier to tow and reduces drag. There are many unique features on this model that set it apart, like the wide-track axles for better handling and stability, the NORCO frame and spring hangers for strength and precision, and the all-composite, no-wood walls and floors with aluminum framing. With its design and layout, it allows the consumer to have a coach that's 3 to 5 feet shorter without losing any functions or features. It's easier to tow, easier to park and takes up less space.

Why do you think customers will like it?
Customers will like it because they're getting everything they would have in a longer trailer, but under 30 feet. They'll appreciate the price, the weight, the look and how easy and stable it is to tow thanks to the aerodynamic design. They'll also enjoy the new comfort lounge, which lets them relax without feeling cramped even in a shorter unit. They'll notice the quality too, with solid-surface countertops, no press membrane and no wood in the floors or walls. It all comes together to give them a dependable, comfortable and relaxing experience.

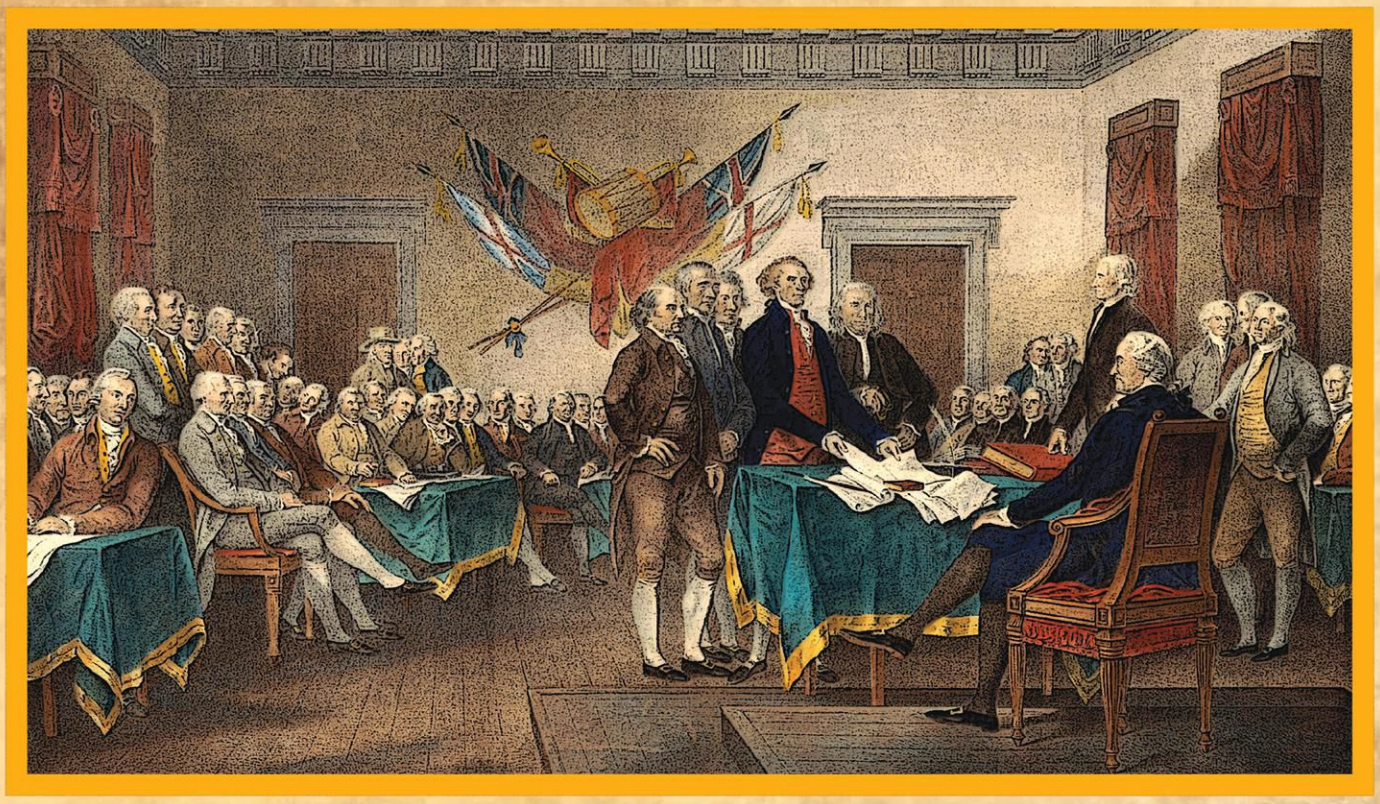
What has the response been thus far?
The response has been incredibly positive. The uniqueness of the product stands out. I try to be a few steps ahead of the game. Dealers are excited about the price point being available in popular floorplans with unique twists and the upgraded value of the components.

Dealers may contact:
Earl Williams, owner
574-536-6300
wwilliams@mod-bug.com

DECLARE INDEPENDENCE

DON'T SETTLE FOR BEING A NUMBER. PARTNER WITH AN INDEPENDENT MANUFACTURER THAT TREATS YOU LIKE ONE OF THEIR OWN!

At Ember Recreational Vehicles, we believe relationships matter more than spreadsheets. While others chase volume and forget your name, we're focused on building something different: a true partnership grounded in accountability, impact, and trust.



REVOLUTIONARY REPRESENTATION

RESPONSIBLE.

We treat your business like it's our business. We follow through, own our commitments, pick up the phone, and don't disappear when things get tough. Our team is known for transparency, fast response times, and proactive problem-solving — not passing the buck or burying you in red tape.

EFFECTIVE.

We're not just here to move product — we're here to serve. From strategic planning to on-site support, in-depth team training, and a commitment to customer satisfaction, we work alongside you to create real momentum on your lot. Our innovations turn heads, and our product value keeps customers coming back.

PERSONAL.

We actually know our dealers — we intend to keep it that way. At Ember, we celebrate your wins, support your challenges, and stay connected long after your first orders. That kind of relationship isn't possible when you're one of hundreds on a corporate list.

BE MORE THAN A LINE ON A SALES REPORT.
JOIN A GROWING NETWORK OF DEALERS WHO CHOOSE RELATIONSHIPS OVER TRANSACTIONS.

EMBER
RECREATIONAL VEHICLES

To join the revolution, scan the QR code above or email us directly at: sales@emberrv.com

REV Group Fleetwood Altitude/Holiday Rambler Incline



Information provided by Doug Miller, director of sales and marketing

What stands out the most to you about this model?
The Class C Gas FS550 Fleetwood RV Altitude and Holiday Rambler Incline showcase true innovation. We recognized that not every customer needs the added torque — or cost — of a diesel powertrain. The FS550 breaks down that barrier, opening the door for more people to experience the F-Series Class C.



Why do you think customers will like it?
Customers will appreciate that it's more affordable, not just upfront but throughout the entire ownership experience. The floorplans of the Fleetwood RV Altitude and Holiday Rambler Incline are unique and exciting, offering exceptional functionality without compromise.

What has the response been thus far?
The response has been really positive. Most people hadn't considered a gas model before, but the new designs have certainly turned heads.

Dealers may contact:
Doug Miller
doug.miller@revrvgroup.com

REV Group Renegade Valencia 39RB

Information provided by Chris Cook, director of sales

What stands out the most to you about this model?
What stands out most about the Class C Renegade RV Valencia 39RB bath and a half is that it marks the introduction of the first triple-slide floorplan in the Valencia lineup. A true standout of the Valencia is its handcrafted cabinetry by Double L Custom Cabinets.





Why do you think customers will like it?
Beyond the extra space created by the opposing slides, the new Class C Renegade RV Valencia offers several exciting enhancements. These include motion-activated cargo lights, extended patio awnings to expand outdoor living space, and upgraded driver and passenger seats that swivel to integrate into the main living area. Additionally, the door-side storage compartments remain a popular feature.

What has the response been thus far?
Both dealers and retail buyers are excited about Renegade's introduction of the new Valencia triple-slide. Traditionally, owning a Renegade with a triple-slide layout required a significantly higher investment. Now, the Valencia delivers this premium floorplan in a more affordable package, offering exceptional value without compromise. As many have said, the Valencia is the best Super C for the money.

Dealers may contact:
Renegade Sales
sales@renegaderv.com

THE AWARD-WINNING DIFFERENCE

REV RV SEGMENT



ENGINEERED FOR EXCELLENCE

American Coach | FLEETWOOD RV | HR Holiday Rambler | MIDWEST AUTOMOTIVE DESIGNS | Renegade RV

REV Recreation Group

Each of our brands, Fleetwood RV, Holiday Rambler, Midwest Automotive Designs, and Renegade RV has been honored with a Best New Model Award, celebrating our commitment to innovation, quality, and exceptional design.

Renegade Valencia 39BB – Best New Model
Honored for its spacious layout, upscale features, and meticulous craftsmanship, the Valencia 39BB offers an elevated travel experience for every journey.

Fleetwood RV Altitude FS550 & Holiday Rambler Incline FS600D – Best New Model
Recognized for bold design, advanced engineering, and premium comfort, these models set a new standard for Super C motorhomes, combining performance with luxury.

Midwest Automotive Designs MD3 – Best New Model
Celebrated for smart use of space, modern amenities, and sleek finishes, the MD3 delivers versatility and comfort in a class-leading design.







For more information about REV RV Segment product visit:
americancoach.com | fleetwoodrv.com | holidayrambler.com | midwestautomotivedesigns.com | renegaderv.com

Newmar Supreme Aire





Information provided by Laura Fletty, director of brands, and newmarcorp.com.

What stands out the most to you about this model?
The Supreme Aire 43-foot and 45-foot floorplans feature a Freightliner Cascadia 126 Tandem Axle chassis with a 600-horsepower Detroit DD16 engine, along with 30,000 pounds of towing capacity. Combined with the full air-ride cab, the model offers responsive handling, quieter operation and the peace of mind that comes from traveling with commercial-grade reliability. Supreme Aire also offers an optional cab-over-bunk with skylight.

Why do you think customers will like it?
Consumers love the elevated driving position providing commanding views of the road ahead, while the Freightliner foundation delivers confidence through every turn and climb. They revel in the thoughtful craftsmanship, from premium furniture styling to curated decor.

The 45-foot floorplans also offer an option for our exclusive Artisan Series custom paint process that guarantees their Supreme Aire remains one-of-a-kind.

Customers appreciate the commercial-grade engineering. Tow up to 30,000 pounds of additional toys or equipment with ease, host gatherings that impress and venture confidently into destinations that would challenge lesser coaches. The Super Class C design doesn't just promise capability — it delivers the freedom to travel on your terms, with the stability and power that transforms every journey into your personal expression of luxury.

An optional cab-over-bunk with skylight adds even more space to bring your favorite people along on your journey.

What has the response been this far?
Supreme Aire has enjoyed a hearty response and embrace from consumer and dealers alike. We relied heavily on dealer and consumer feedback to help improve and innovate the Newmar Super C lineup for 2026, and the response to the Supreme Aire reflects that considerate approach to taking and applying their feedback.

Dealers may contact:
Newmar Sales
800-852-1731

REV Group Midwest Automotive Patriot MD3

Information provided by Ron Preston, sales manager





What stands out the most to you about this model?
The Midwest Automotive Designs 2026 Patriot MD3 represents a new chapter in luxury Class B motorhomes, blending the comfort of an additional captain's chair and expanded storage with the amenities of our proven MD2 layout. Designed directly from owner feedback at our owners rallies, it captures luxury and livability in one smart design.

Why do you think customers will like it?
Customers love the Patriot MD3 because it reflects their input: more seating, more storage and no compromise on comfort. The powered ottomans, new memory foam lounge and optional dual bench rear configuration make it versatile for families, adventurers or travelers who value craftsmanship and detail.

What has the response been thus far?
The response has been overwhelmingly positive. The Patriot MD3 displayed at the Elkhart Open House sold within just a few weeks, and our Midwest Owners Group Ambassador has already ordered hers. Dealers and owners alike see it as a thoughtful evolution of what luxury van-life can be.

Dealers may contact:
Ron Preston, sales manager
rpreston1@revgroup.com



The 2026 Supreme Aire isn't just a Super C, it's your statement of style and strength. Crafted with residential-level luxury, it redefines what it means to travel well. From commanding views behind the wheel to interiors tailored to your taste, every detail reflects your uncompromising standards.





NEWMAR

www.newmarcorp.com

Find your dream coach

Forest River East to West RV Acclaim 2350BH





Information provided by Natalie Naquin, sales manager, and easttowestrv.com.

What stands out the most to you about this model?
The 2350BH floorplan is designed with the quality craftsmanship East to West has stood for since its inception. This model is inspired by family, and our focus was to meet the many requests of families inquiring about a bunkroom model under 30 feet. The Acclaim provides the opportunity for campers to experience the East to West lifestyle without compromising build or budget.

Why do you think customers will like it?
Our Acclaim team has collected consumer feedback to launch a brand that maximizes space and doesn't break the bank. With the help of our new product design manager, Jill Peterson, we were able to capture an eye-appealing aesthetic pairing features and functionality. Our dealer partners work with their customers around the clock on a daily basis. If they are impressed by what they see, we trust their customers will share a similar opinion. We are excited to get this floorplan to dealer lots so customers can experience the 2350BH firsthand!

What has the response been thus far?
The response has been outstanding. Dealers recognize the uniqueness of the floorplan and how it provides camping essentials within a set amount of living area. We believe customers are going to be thrilled that we've listened to their requests to add this kind of layout to our lineup. We are fortunate and fired up to have strong dealer partners onboard with the all-new Acclaim.

Dealers may contact:
Natalie Naquin, sales manager
nnaquin@forestriverinc.com
Todd Grubb, general manager
tgrubb@forestriverinc.com



Forest River Lost Pines

Information provided by Kegan Showalter, marketing brand manager.





What stands out to you most about this model?
The Lost Pines trailers all stand out as truly something different. The first time I saw one I was drawn in by the beautiful full body paint. Once I stepped inside, I realized this was something truly unique for us. Each floorplan seems massive, with incredibly modern touches and tasteful decor. The large windows really add to the modern yet outdoorsy feel.

Why do you think customers will like it?
I think this will fill a spot in the high-end camping segment that customers are going to not only love how they look, but also how they function. Lost Pines offers two floorplans: the Sequoia and the Hemlock. The Sequoia is slideless but still feels roomy, while the Hemlock offers more space with its slides and additional features, such as hidden storage behind the TV.

What has the response been thus far?
The response has been extremely positive. Customers, dealers and industry partners have been thrilled with both the layout and design of the Lost Pines trailers.

Dealers may contact:
Kegan Showalter, marketing brand manager
kshowalter@forestriverinc.com



Forest River Prime Time Sanibel 39HYBRID



Answers supplied by Mark Baskerville, product manager, Sanibel and Crusader fifth wheels, and primetimerv.com.

What stands out to you most about this model?
It's called the "HYBRID" because of the flex space upstairs. This floorplan by definition and function is a two-bedroom, front office/work space, etc. Sanibel has three big ACs standard; the 39HYBRID has one 18K Furrion Chill Cube in the living room, one 18K in the flex space and an additional 15K for the main bedroom/bathroom. The function of the ACs, the innovation of the Murphy bed-desk and two full bathrooms helps the 39HYBRID stand out. Details such as the dual vanity in the bathroom, a second fireplace in the bedroom, an expandable dinette off the kitchen island and a five-seat sectional with recliners add to the luxury details. This Sanibel fifth wheel also comes with an electric awning with LED lighting, 16-cubic-foot 12-volt French door refrigerator, solid-surface countertops throughout, soft-close cabinetry, a soundbar with built-in subwoofer, blackout roller shades and an illuminated lighting package.



Why do you think customers will like it?
Customers will like the 39HYBRID because there are very few things that it cannot do.

What has the response been thus far?
The response has been incredible. Both our dealers and retail customers we have met at recent shows have been seeking two-bedroom concepts and "flex" spaces that they can use multiple ways.

Dealers may contact:
Mark Baskerville, product manager, Sanibel and Crusader
mbaskerville@forestriverinc.com
574-275-3112



Alliance RV Paradigm 388SP







Information provided by Jeremiah Dumka, vice president of sales, and alliancerv.com.

What stands out most to you about this model?
The 388SP sets a new benchmark for functional design and entertaining. Its beautifully executed kitchen flows naturally into a unique side patio, creating an inviting blend of indoor and outdoor living that redefines what's possible in a fifth wheel. The rear living area is equally impressive — open, comfortable and surrounded by the expansive windows that make every view feel like a destination.

Why do you think customers will like it?
We're confident our customers will love the 388SP because it's not just a new floorplan — it's a reflection of their ideas, feedback and lifestyle. It's built for gathering, relaxing and making memories. From the stunning kitchen to the integrated side patio, it embodies everything our Allies have asked for in a fifth wheel that feels both functional and special.

What has the response been thus far?
The response to the 388SP has been overwhelming in the best way possible. From the moment we unveiled it, it was clear this was the floorplan our Allies had been asking for since our very first rally back in 2020. After showcasing the design at our 2025 rally and fine-tuning it based on owner feedback, the results exceeded expectations. At both the Open House and the Hershey RV Show, the 388SP quickly became a show favorite — packed with people and praise from dealers and retail customers alike.

Dealers may contact:
Alliance RV sales
sales@alliancerv.com

EcoRVPro
Eco-friendly RV Appearance Protection

Discover the difference eco-friendly products can have on your revenue!

EcoRVPro® delivers powerful, environmentally safe appearance protection—inside and out. Our dealer-installed solutions keep your RV looking its best while guarding against stains, odors, and environmental damage. Backed by a 5-Year Limited Warranty, it's peace of mind that lasts well beyond the showroom. EcoRVPro® – Hassle-Free Appearance Protection

ecoproducts.com

ANTI-MICROBIAL PROTECTION · CLEANER · GREENER · SUSTAINABLE · APPEARANCE PROTECTION
CERTIFIED Clean
ecoproducts.com

ExteriorShield
MicrobeRepel

Dealer Profit Opportunity

- ✓ EcoRV Dealers average 25% - 40% penetration or more.
- ✓ Certified Clean RV raises the standards for new/used RVs.
- ✓ Eco provides Dealership Training and Support
- ✓ Warranty is non-cancelable and no chargebacks

Cavco Nappanee Park Models Independence Court Model 2

Information provided by Nicholas Vargas, park model sales manager, and parkmodels.com/cavco.





What stands out the most to you about this model?
What really sets the Independence Court Model 2 apart is its thoughtful use of functional space. Every inch was intentionally designed to serve a purpose, leaving no wasted area. From the flow of the floorplan to the thoughtful storage solutions, everything was planned to maximize comfort and functionality. Dollar for dollar, we truly pack the most punch in the industry.

Why do you think customers will like it?
Customers will love this model for its smart front kitchen layout and unbeatable value. It delivers more features, style and livability than anything in its class. Our slogan says it best: "Get more for what you pay!"

What has the response been thus far?
The response has been nothing short of incredible. From our team at Cavco to dealers and retail customers alike, everyone has been blown away by what we've achieved with this floorplan. It's been exciting to see such enthusiastic feedback across the board.

Dealers may contact:
Nicholas Vargas, park model sales manager
574-773-1576
nicholas.vargas@cavco.com

Soaring Eagle Campers AQUILA

Information provided by Scott Bradshaw, vice president of operations, and soaringeaglecampers.com.





What stands out the most to you about this model?
The AQUILA offers a great combination of size, features, weight and price. It can fit in a 6.5-foot truck bed with the tailgate closed, allowing customers to continue to use their rear camera and the steps built into their tailgate. The AQUILA is constructed of all-welded, tubular aluminum and composites, so not only is it lightweight but also extremely durable, providing owners with years of carefree usage.



Why do you think customers will like it?
Customers will appreciate the perfect balance the AQUILA strikes between convenience, capability and comfort. It's compact enough to fit a range of trucks while still offering the features and livability customers expect. Its lightweight construction makes it easier to haul and improves fuel efficiency. The AQUILA is packed with modern touches like a 12-volt refrigerator, solar system and prewiring for AC with a heat pump — everything today's adventurers want in a truck camper.

What has the response been thus far?
Dealers and consumers have been very receptive to the AQUILA thanks to its smart design, durable construction and strong value in the lightweight truck camper segment.

Dealers may contact:
Scott Tuttle
scott.t@soaringeaglecampers.com

Grand Design Foundation 42GD

Answers supplied by Matt Eppers, Foundation product manager, and granddesignrv.com.





What stands out most to you about this model?
What stands out most about the Foundation 42GD is the industry-first rear elevated observation deck. With an emphasis on residential-grade construction, the 42GD has a three-stage water filtration system, brass plumbing fittings, 12-volt tank heating pads, full GE kitchen suite, dishwasher prep, and an optional washer and dryer. Interior and exterior accent lighting also make the Foundation stand out, in addition to Starlink prep and slideout toppers.

Why do you think customers will like it?
Customers will love the Foundation 42GD due to its ability to offer them something that they can't find anywhere else — an elevated and comfortable, functional and safe area to lounge, relax, and enjoy their campsite and the outdoors. As we are seeing in metropolitan areas with the increase in rooftop living spaces, rooftop restaurants and rooftop pools, there is something to be said for offering elevated and unobstructed views. The 42GD does just that.

What has the response been thus far?
Outstanding! Dealer partners are excited to get the product to spring shows as they feel that it will be a strong customer draw.

Dealers may contact:
Matt Eppers, Foundation product manager
meppers@granddesignrv.com

Winnebago Thrive

Information provided by Adam Gudger, director of product development and national sales manager, and Grant Smith, product manager.

What stands out the most to you about this model?
The Thrive is a game changer in the lightweight travel trailer category. It blends designer aesthetics with everyday functionality, without compromising affordability. From the sleek, frameless front window to our exclusive new custom-built furniture line made in the USA, Thrive delivers 'Luxe Living for Less.' It's built to meet the needs of 80% of today's towable customers, checking every box: price point, design, construction quality and a curated set of residential features that elevate outdoor living. We also put Thrive through rigorous testing at a top automotive facility in Ohio — overloaded, vibrated and simulated across 1,000 miles of terrain — so customers can feel confident in its performance.

Why do you think customers will like it?
Customers will love Thrive because it delivers on the promise of having it all. It's stylish, smartly designed and packed with premium features like an Olympic queen-size bed, tinted panoramic front window, and curated interiors that feel more like home than a camper. And with a price point nearly half that of competitors offering similar features, Thrive makes elevated camping accessible. As Adam Gudger, our director of product development and national sales manager, said, "We just want to have the happiest customers. We want people to live their best lives — and that's what this product is."



What has the response been thus far?
The response has been overwhelmingly positive. Dealers are excited about the value proposition, and customers are responding to the elevated design and residential comforts at a price point that feels attainable. Thrive has quickly become a standout in our lineup, especially among first-time buyers and downsizers who want style without sacrificing quality or budget. It's redefining what people expect from a lightweight trailer.

Dealers may contact:
Adam Gudger
agudger@winnebagoind.com

Axiom RV Vendetta

Information provided by Tom Ison, vice president of operations; John Jones, vice president of sales; and axiomrv.com.



What stands out the most to you about this model?
The patent-pending, side-mounted, mini-split HVAC system is the most efficient AC system in the industry. It is whisper quiet, and also able to get the unit as low as 62 degrees even in 100-degree weather.

We also eliminated everything off our roof for a clean roof design to prevent water leaks. Our ceiling heights stand at 9 feet, 10 inches tall, with 8-foot, 6-inch tall slideouts and a 7-foot, 7-inch tall upper deck area. We offer massive pass-through storage by moving the generator to a rubber-isolated, rear-mounted cradle directly behind the rear axle, reducing vibration and noise.

The patented AX ottoman design functions as a coffee table for the L-shaped couch but raises up to reveal four barstools beneath it and a dining setup that can seat up to nine people. The floorplan has reclining seating for up to 10 people (not including the garage), a 14-foot, 6-inch garage, and a side-mounted HappiJac bed system with a 100-inch sofa bed and a 60-by-100-inch upper bed. The kitchen is outfitted with GE residential appliances and an optional dishwasher. The Power Pro voice command system gives users full control of the unit by voice, Bluetooth on their phone or by manual switches.



Why do you think customers will like it?
Customers are drawn to Axiom for its combination of cutting-edge design, engineering innovation and true residential luxury.

What has the response been thus far?
Customers have been blown away by all of our exclusive features. We're getting more and more retail customers daily and are working hard to keep up with retail sales.

Dealers may contact:
John Jones, vice president of sales
sales@axiomrv.com
833-4-AXIOMRV



Adventure by ShowHauler

Information provided by Ryan Shuff, national sales manager, and showhauler.com.







What stands out most to you about this model?
The standout is the balance of durability and performance that ShowHauler is traditionally known for, and the new elegant interior design. This interior design features upgraded appliances, amenities and fixtures throughout. With theater seating and a sofa, in addition to a dinette, the Adventure A4501 boasts plenty of seating and a mini-king-size bed. In the cabover is space for a flip-up bed or storage. A half bath is situated off the kitchen area, with a full bath through the bedroom. The A45BB offers bunk beds instead of an additional sofa and an elongated kitchen area, plus two full bathrooms.

This combination of best-in-class towing performance and the high-end residential look gives customers an exciting new option in the luxury Super C segment.

Why do you think customers will like it?
Customers will be drawn to the ShowHauler name and performance reputation. They will also like the residential-style elegant decor.

What has the response been thus far?
The response to the product has been fantastic. Our dealership network has already grown to more than 10 locations, and they are very excited to sell this new brand.

Dealers may contact:
Ryan Shuff, national sales manager
574-320-8336



Lance Camper Manufacturing Corp. 1191 (Nonslide)





Information provided by press on the model and William J. Rex, president and CEO.

What stands out the most about this model?
The 1191 is a premium hard-side truck camper designed for comfort, functionality and adventure. The 1191 Nonslide maximizes interior usability without slideouts. It features unobstructed access to living areas, panoramic windows, a north-south queen cabover, flush toilet, full interior/exterior shower, and a 10.7-cubic-foot, 12-volt refrigerator. Optional solar (up to 1200 watts) and expandable battery capacity (400–800Ah) provide extended off-grid capabilities.

Why do you think customers will like it?
Customers will appreciate the thoughtful balance of space, luxury and usability. The 1191 Nonslide provides a simple, efficient interior for RVers who prioritize unobstructed access and off-grid performance. They will have full access to their unit without having to deal with slideouts. RVers will appreciate its large solid-surface countertop, Furrion 10-cubic-foot refrigerator and plentiful storage. The unit's practical features include an on-demand water heater, a flush toilet, electric HappiJac jacks and a propane system. Panoramic windows and premium finishes offer a home-like experience.

What has the response been thus far?
Dealers and customers have praised the 1191 Nonslide for its smart design, ease of use and off-grid readiness. The unit combines Lance's hallmark durability with modern amenities and comfort.

Dealers may contact:
Gary Conley
sales@lancecamper.com
661-941-9255



KZ RV Domani

Information provided by Brent Froman, general manager, and kz-rv.com.

What stands out most to you about this model?
It's a luxury travel trailer with a modern design inspired by luxury marine loaded with tons of standard features: two-year hitch to bumper warranty, platinum gray painted fiberglass cap with integrated fiberglass LP bottle cover, drop frame pass-through storage, solid-surface countertops, 50-inch smart LED TV with JBL audio system, Climate Package, 5/9-inch T&G plywood floor, on-demand tankless water heater, GE appliance suite featuring a 21-inch oven and 30-inch microwave, RGB ground effect lights and font cap lights. With solid-surface countertops, night roller shades, a black stainless steel bathroom sink, pocket doors for the bathroom and bedroom and night roller shades, the Domani includes all the little touches that consumers are looking for.

Why do you think customers will like it?
We wanted to create something different than the industry norm. It's got a completely different look and feel on the inside that's just stunning. It's definitely a unit customers will remember.

What has the response been thus far?
It's been phenomenal with the dealer feedback.

Dealers may contact:
Brent Froman, general manager
260-768-2070





The all-new KZ RV Domani isn't just turning heads—it's rewriting expectations.

With 30% more storage, premium solid surfaces, dynamic RGB lighting inside and out, and 50" Smart TV with JBL audio—standard. This is what happens when we step outside the box and reimagine what an RV can be.

RVPRO Best New Model 2026

KZ RV Domani.
Elevating the Journey.

Thor Motor Coach Outlaw Wild West



Information provided by Jonathan Krider, vice president of marketing and product development, and thormotorcoach.com.

What stands out most to you about this model?
The Outlaw Wild West is the only Class A toy hauler in the market. For those who enjoy their toys and a motorhome is their preferred recreational vehicle, they have one clear choice. The Outlaw is built on a Ford F-53 chassis with an 8,000-pound trailer hitch and features blind spot detection, heated/remote mirrors with side-view cameras and a 14-inch touchscreen dash radio, in addition to a Rapid Camp+ system to control lighting, climate, tank levels and the generator from a 7-inch touchscreen or app.

Why do you think customers will like it?
The utility of the vehicle is what makes it special. Customers are consistently impressed with the living area and how it aligns with their chosen lifestyle. The two floorplans offered in the Outlaw provide buyers with the perfect combination of usability and comfort.

What has the response been thus far?
The Outlaw has always been popular among those seeking the maximum storage capacity in a motorhome. Because the garage functions as a living space when the toys are not present, the coach is perfect for camping, tailgating, or enjoying a rainy day or a perfect sunset from the back porch of the unit.

Dealers may contact:
Coachlink sales support
coachlink@tmcv.com

Let 50 State DMV do all the work!

50 STATE DMV

STOP
WASTING MONEY!

✓ Title and Processing Services
✓ for RV, automotive, boats and
✓ powersports in all 50 states.

✓ No contracts
✓ Per deal transaction
✓ Fastest turn around time in the industry

50 State DMV is your solution!



info@50statedmv.com • (844)522-5967

Tiffin Motorhomes Open Trail

Information provided by Graham Nash, regional sales manager Class B and C.

What stands out to you most about this model?
This is the newest offering in the Tiffin Adventure line, and we are extremely excited about the future of this product. While we may be known for large Class A motorhomes, the goal with the Open Trail is to provide the same customer service and high-quality RV in a much more rugged package. The two-year/24,000-mile warranty on all Tiffin Adventure product helps demonstrate the quality of these builds and the lengths we go to to stand behind our owners. With solid-surface countertops, powder-coated aluminum cabinetry and a spacious 32-by-48-inch wet bath, the Open Trail is built to keep you exploring in comfort.

Why do you think customers will like it?
The biggest thing to like is the versatility it provides. We wanted to give the end consumer the flexibility to add accessories and gear, so we've designed it with popular aftermarket upgrades to save time and money. You can take it off-grid and boondock in comfort with a 52-gallon fresh tank and tons of standard features. Just as easily, it can handle a traditional campsite. With a heated garage pass-through and tons of exterior storage, you can take everyone and everything along for the adventure.

What has the response been thus far?
The public response to the Open Trail has been overwhelmingly positive. The market is looking for more options in this space, and we are eager to be able to offer a completely new product, unlike anything Tiffin has done in the past. The ability to offer both diesel generator and full lithium power options is a great option for our owners who might have different needs. The Open Trail fits an extremely wide range of use cases and can accommodate people downsizing, sizing up or getting into an RV for the first time.



Dealers may contact:
Jayne Fairley, national sales manager
jayne.fairley@tiffinmotorhomes.com



Keystone RV Walkabout



Information provided by Cody Schade, general manager – Bullet/Passport/ Reign/Sprout/Walkabout, and Keystone's YouTube channel.

What stands out the most about this model?
The Walkabout combines functionality with a rugged aesthetic by utilizing a number of high-value innovations designed to meet the needs of renowned outdoorsman Steven Rinella from "MeatEater." Maximum window coverage and the patent-pending Atrium Slide-Out provide panoramic views and a bright, open interior. Storage solutions include over 60 cubic feet of exterior storage, dedicated spaces for fishing rods and multiple interior compartments. Inside, the Walkabout features water-resistant flooring, a composite Thinscape countertop, an outdoor kitchen and indoor kitchen with two-burner cooktop, convection microwave and a 10-cubic-foot French-door refrigerator. The model rides on the CURT Touring Suspension System and includes a three-point auto-level system, ensuring smooth towing and effortless setup at camp.

Why do you think customers will like it?
Customers will appreciate the balance of comfort, practicality and rugged performance. The Walkabout delivers all the conveniences of a high-end RV while offering the strength and towing capability needed for off-the-grid adventures.

What has the response been thus far?
The Walkabout has been well-received by dealers and retail customers alike, with the whole first production run already sold out. Dealers and retail customers have praised its combination of functional design, robust construction and innovative features.

Dealers may contact:
Damon DeJesus, national sales manager
dejed@keystonerv.com

THOR Industries Heartland Sundance

Information provided by Jonathan Gust, director of sales, and heartlandrvs.com.



What stands out the most to you about this model?
The Sundance line stands out with unparalleled quality through a rigorous production and 100% PDI process, along with a range of price points that affords almost anyone the ability to enjoy the amazing world of RVing.



Sundance is available in six floorplans, ranging from two to eight in sleeping capacity. The interior offers thoughtful details, such as residential vinyl flooring throughout, a kitchen faucet with a pull-out sprayer, a medicine cabinet with custom framed mirror, water shutoff at all faucet locations and more. Sundance's exteriors feature galvanized steel-coated outside kitchens, LP quick connect for gas griddles, LED exterior lighting package and additional amenities.

Why do you think customers will like it?
The public first experienced the new Sundance line at the Hershey show with their feedback, including beautiful design, next-level quality of build and features typically enjoyed at much higher price points.

What has the response been thus far?
Response to the Sundance product has been extremely positive. Dealers are enjoying the wide range of price points, features, and appreciating the quality that gives them and the end user piece of mind.

Dealers may contact:
Jayco
800-283-8267



LUXURY THAT TRAVELS LIGHT

The new Heartland Sundance brings together innovative design, premium comfort, and trusted performance. With residential-style interiors, advanced climate control, and construction built to go the distance, Sundance redefines what's possible on the open road.

Go farther. Live freer. Sundance by Heartland.







1+3 YEAR LIMITED | YEAR STRUCTURAL WARRANTY

HEARTLANDRVS.COM

KICK BACK IN LUXURY

A veritable stalwart in the RV industry, Thomas Payne Signature furniture is still finding ways to innovate.

BY JENNIFER KING

PHOTOS COURTESY OF LIPPERT



"WE LISTEN TO CUSTOMERS & ALWAYS TAKE THEIR OPINIONS INTO ACCOUNT WHEN DESIGNING THE NEW COLLECTION."
—JULIE BETHEL-WELKER, LIPPERT

Ranging from theater seating, jackknife sofas, dinettes and recliners to mattresses, bedding and more, the brand offers a variety of colors and fabrics to match a variety of styles.

When looking to replace aging furniture or increase the sleeping capacity of an RV — or with new empty nesters, taking out something like bunk beds — RVers can look to Thomas Payne Signature for new furniture solutions that help them reimagine the current floorplan. The furniture can also come in handy if an RVer is looking to outfit unused space, such as the garage area of a toy hauler, which could become an office or hobby space.

Because this furniture is made for RVs specifically, the size restrictions of an RV is kept in mind, in addition to keeping pieces lightweight and multifunctional with additional storage built in where possible.

Durability is also a major consideration — Thomas Payne Signature's furniture is available in a PolyHyde vinyl fabric, which can be cleaned easily and has a seven-year Hydrolysis limited warranty (Hydrolysis is the breakdown of material due to heat or humidity).

The Thomas Payne Signature website describes its furniture as "modern design" that is built for comfort and boasts "adaptable functionality." Here, RV PRO asked Lippert's Julie Bethel-Welker, director, aftermarket sales interior, for more about the furniture line.

RVP: What are OEMs or consumers asking for?

Bethel-Welker: Consumers ask what will fit in their slideout — we have a sell sheet that will give them all the dimensions. They also ask if our [aftermarket] furniture won't be too heavy for their slide. Our answer is yes; it's just the correct weight. We not only manufacture the furniture, but we also manufacture the slideouts.

Thorough dimensions of each furniture piece are listed online, including preassembled dimensions, overall dimensions, reclined depth (if needed) and overall weight. The size of the door clearance needed is also listed.

RVP: What color trends have you seen in the past couple of years, and what's to come for 2026?

Bethel-Welker: I had dark browns in the collection leading up to 2026 [and] I was seeing colors changing to the lighter brown in [OEM's units], so I tried it with Satula in the new collection. Typically, the color trends follow in [aftermarket] three years behind the OEMs. Driftwood and McCoy are the most popular — McCoy is a gray colorway, and Driftwood is a light brown colorway with dark brown movement in the material.

RVP: Tell me about some of the technological advances that have become "must-haves" — what's in high demand?

Bethel-Welker: The Seismic [line of furniture] is a must-have for retailers. They have theater seats with heat and massage, but I added an adjustable headrest and lumbar, along with power accessories. Retail loves the piece when they first see it and often change out new furniture for the Seismic when they see all the features we have.



Heritage in the Driftwood colorway



Heritage in the McCoy colorway

Theater seating in the Seismic line includes power adjustable lumbar and headrest, reclining, heating and massage. It also has an LED cupholder with USB-C port, an LED strip under the recliner, a power port for add-on accessories and the option of a 5-inch or 12-inch center console with storage compartments, cupholders and pop-up outlet.

RVP: Tell us more about the PolyHyde fabric — what are its advantages?

Bethel-Welker: Warranty is big for retailers. They want furniture that will last — the care of the furniture is just as important. When you [use an] RV, you are putting chemicals on your skin that you normally wouldn't use and then sit down in your house — suntan lotion, bug spray, etc. So wiping down the furniture is necessary. But also having the Hydrolysis limited warranty is necessary as well. We started with a five-year Hydrolysis warranty in 2021, and we launched the seven-year Hydrolysis in 2025.

RVP: Have you seen any of your costs go up this year? If so, how is that affecting pricing or business in general?

Bethel-Welker: The industry has seen cost pressures due to supply chain dynamics, inflation, [etc.]. Lippert will continue to adapt and innovate despite rising costs.

RVP: Are there any other innovations that we should know about?

Bethel-Welker: We do offer a lounger in the Clickback sofa. The legs automatically deploy unlike the traditional trifold sofa. And the backrest clicks in four different positions; it's becoming quite popular. We do listen to retail customers and always take their opinions into account when designing the new collection. RVP



Clickback in McCoy

TRANSFORMATIONAL

GEMS

RV renovators demonstrate how remodeling can give a rig new life, making it look good and feel good.

BY MAURA KELLER


COMPLETED


IN PROGRESS


IN PROGRESS

COMPLETED PROJECT PHOTOS (PAGES 38-39) COURTESY OF MARY-KNOX ZEALY, OWNER OF WHEN LIFE KNOX

IN-PROGRESS PHOTOS PGS. 38-39 COURTESY OF RAIN2SHINE

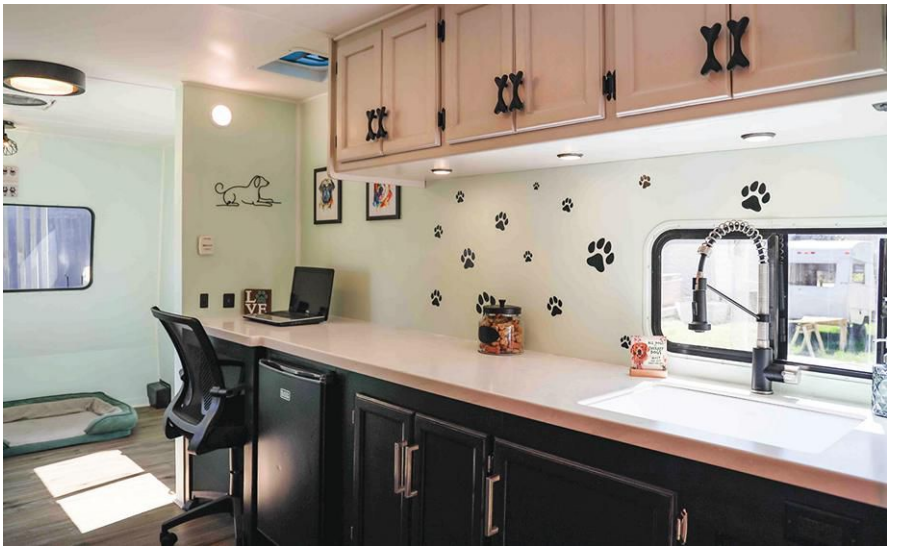
RV renovators are like dream weavers — far-sighted professionals who gather clients' visions, transforming otherwise dated, worn and damaged RV interiors into well-defined spaces, complete with the proper styles, patterns and colors that serve a variety of purposes.

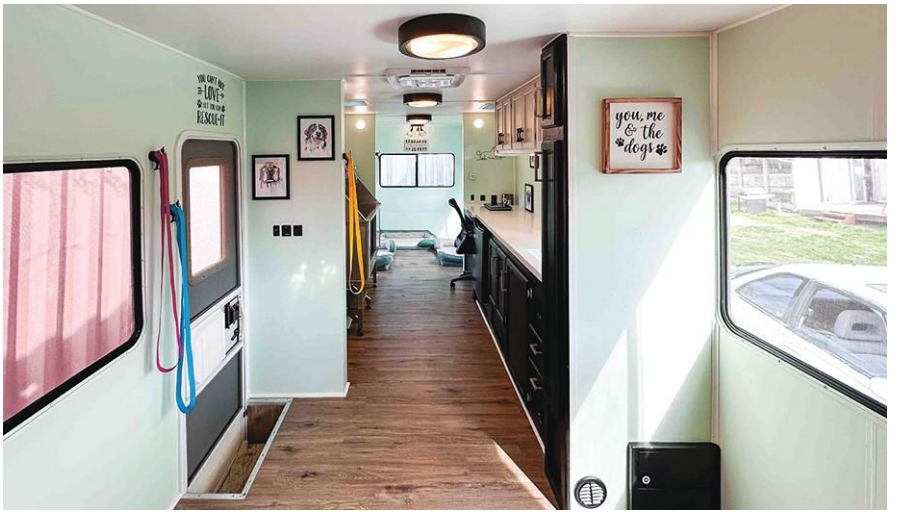
Take Alice Zealy, owner of rain2shine ventures, for example. Zealy and her team worked on a mobile dog rescue RV remodel called "Woof Way," which began when her clients reached out about a Class C motorhome that had been gifted to them. They own a farm in eastern North Carolina, and in their small town, stray and abandoned dogs are heartbreakingly common.

"Over time, they started taking in these dogs, giving them food, care and shelter on their farm. But as the number of rescues grew, they quickly realized they were running out of indoor space," Zealy says. They needed a creative solution — somewhere the dogs could comfortably stay, a better way to transport them and a welcoming space to showcase them for adoption events.

As Zealy explains, they wanted to create a calming environment for the rescue dogs, while also incorporating









practical elements such as a small workspace, a dog-washing station, refrigeration for medications, a pantry for food storage and even a dedicated loft area where their own rescue pup could comfortably travel alongside them.

The overall design aesthetic was clean and highly functional — intentionally created to serve both the dogs and the humans who care for them. Zealy and her team kept the color palette soft and soothing, with pale mint walls to promote a sense of calm and contrast against the darker cabinetry for depth and balance. The finishes are durable and modern with streamlined lighting and durable luxury vinyl plank flooring designed to withstand heavy use while maintaining a warm, homelike feel.

"Artwork and playful touches like the colorful dog portraits, paw prints and rescue quotes bring in personality and joy without overwhelming the space, and [make] it attractive for adoption events," Zealy says. "Every design choice balanced practicality — ample storage, a built-in workspace, a washing station that doubles as an exam table — with the goal of creating a space that feels bright, uplifting and worthy of the life-saving mission it supports. Some fun, noteworthy details include the dog bone cabinet pulls and the hooks for leashes and towels in the shape of tails wagging."

This project quickly became one of rain2shine's most ambitious undertakings to date — not because of the wish list itself, but because of the condition of the RV.

"Beneath the surface, we uncovered extensive water damage that required a near-complete rebuild. After completing the demo, I even offered to help the clients locate a replacement RV in better shape," Zealy says. "But since this motorhome had been gifted to them, they chose to move forward, and we committed to restoring and transforming it into something both beautiful and functional."

The structural repairs were significant. On the passenger side, they removed the exterior siding and what remained of the interior wall, which had rotted beyond repair. They also rebuilt the framing, added new insulation, reran wiring, and installed fresh paneling inside and out before reattaching the siding.

The loft over the cab presented one of the most challenging repairs. Years of leaks from the front window had left the wood saturated and the steel cage rusted.

"We opened the loft from the exterior — watching water pour out — then removed every compromised piece," Zealy says. "A new [resistant-





PHOTO CREDIT THIS PAGE: THE FLIPPIN' TILBYS

to-rust] aluminum cage was fabricated and installed, along with new boards, insulation and paneling. We also eliminated the front window entirely, patched the opening and added new exterior skin to prevent future leaks."

The roof required a full rebuild as well. Once complete, rain2shine reinstalled the AC, fans, vents and thoroughly sealed every seam.

At the rear of the RV, Zealy removed rotted wood, rebuilt the structure, reframed and replaced the window, and installed new insulation, paneling and exterior siding.

"Beyond these major areas, we also rebuilt nearly every window frame throughout the RV, replaced most of the windows, installed a new subfloor and addressed multiple areas of delamination," Zealy says. "By the end, only the chassis, engine, cab and select sections of siding and windows remained original."

In addition to the structural restoration, rain2shine incorporated features tailored to the clients' mission.

"We also added new electric doorsteps and an awning for accessibility, rerouted and updated the plumbing systems, and installed a custom dog-washing station that doubles as an exam table," Zealy says. "These upgrades, combined with the extensive rebuild, transformed the RV from a water-damaged shell into a safe, functional and welcoming mobile hub for rescue work."

Multipurpose Solutions

Renee Tilby, RV renovator and co-owner of The Flippin' Tilbys, recently renovated an RV for a client who had been using their motorhome as a tour bus/team living quarters for their YouTube channel. The motorhome had been heavily used over the course of multiple cross-country film tours and was in need of a complete interior overhaul.

One of the main reasons their client wanted to have the RV renovated was that he was getting married and wanted to use the RV as a guesthouse before the wedding, a green room for the performers at his reception and as a newlywed suite for their honeymoon road trip. He also planned to use it for traveling the U.S. filming for their channel after the nuptials were over.

"We worked to create a design that matched his vision and needs; a modern and sleek interior that could act as a tiny house on wheels for him and his soon-to-be wife, as well as transform it into a tour bus and living quarters for a full film crew when they needed it," Tilby says. "We were going to need to fit a lot of functions into a very small space."

The chosen design aesthetic for this RV remodel was modern Scandinavian, with a fairly monochromatic color palette and an abundance of warm woods. The Tilby team was going for clean and modern, while also feeling homey and inviting.

"We worked very closely with the client in all of the design choices, and many of the decisions were made with the couple's two big dogs in mind," Tilby says.

When the Tilbys first saw the RV, it was dark, worn and, like their client lovingly stated, "looked like the lumber department of a Home Depot." As Tilby explains, the client had modified the RV to fit the people and supplies they needed, and most of their modifications had been done with raw 2-by-4 or 4-by-4 planks.

"It was utilitarian and fit what they needed at the time, but it was lacking any sort of form and a fair amount of function as well," Tilby says. "Our entire design plan was not only about making it look nicer, but also — and arguably, primarily — about maximizing the





usability and functionality of the space. We believe strongly that renovating RVs is not just about making it look good, but about making a space that feels good to use."

The expanded list of projects included new flooring, new paint, custom hardwood countertops, new trim work, new fridge and complete reconfiguring of existing fridge cabinet, a complete rebuild of the ceiling, five new windows (adding in ones that didn't exist and making existing ones bigger), two custom couch beds (in the living room and bedroom) with specialized compartments for film gear and other specific usages, a custom dog feeding station, new upholstery, new custom curtains, exterior repairs, the addition of solar on the roof and many more smaller projects.

"There was no part of the interior of this RV that we did not modify in some way. Except for the shower. We didn't touch the shower. The shower surround was in good condition and was a nice neutral cream color, so we kept that," Tilby says.

While the Tilbys typically try to reuse and repurpose as many items as possible in an RV renovation, most of the material in this RV needed to be replaced. The two captain's chairs were in decent condition, so they had them reupholstered and replaced some of the hardware that had become worn.

"Reupholstering and repairing the chairs was much more economical than replacing them. About half of the cabinets were the existing ones, with the other half being additions, custom builds or reconfigured," Tilby says.

The renovation team used warmer tones of black and white, in hues that complemented the wood tones, and selected lighting with tones that also worked well with the other elements.

"Light can sometimes pull pink, green, blue or yellow, making paint colors that you tested in the daylight look completely different," Tilby says. "Taking time to make sure all of my major elements worked well together — no matter the light — went a long way in making the completed space feel cohesive." RVP



A SHARED APPRECIATION

Airstream's **Frank Lloyd Wright Usonian Limited Edition** travel trailer showcases a mutual love for nature and intentional design.

BY MICHELE MOORE

PHOTOS COURTESY OF AIRSTREAM



The Airstream Frank Lloyd Wright Usonian Limited Edition at Taliesin West

"ASK THE AVERAGE CITIZEN TO NAME A FAMOUS AMERICAN ARCHITECT & YOU CAN BET THAT THEIR ANSWER WILL BE FRANK LLOYD WRIGHT."

— The Frank Lloyd Wright Foundation

In 1893, Frank Lloyd Wright completed his first independent commission — the William Winslow House in River Forest, Illinois. Thirty-eight years later and over 2,000 miles away, Airstream founder Wally Byam opened the first Airstream factory in Culver City, California, in 1931. Despite the years and miles separating them, each made history in his own way, inspiring generations to come. This year, Airstream worked with the Frank Lloyd Wright Foundation to create its 28-foot Usonian Limited Edition travel trailer, which THOR Industries representatives said had sold all 200 units by the time September's Open House rolled around.

An Airstream and Frank Lloyd Wright design collaboration was highly sought after for many years, says Jay Cullis, Airstream's content manager and in-house historian. "It's consistently been one of the most requested collab partners

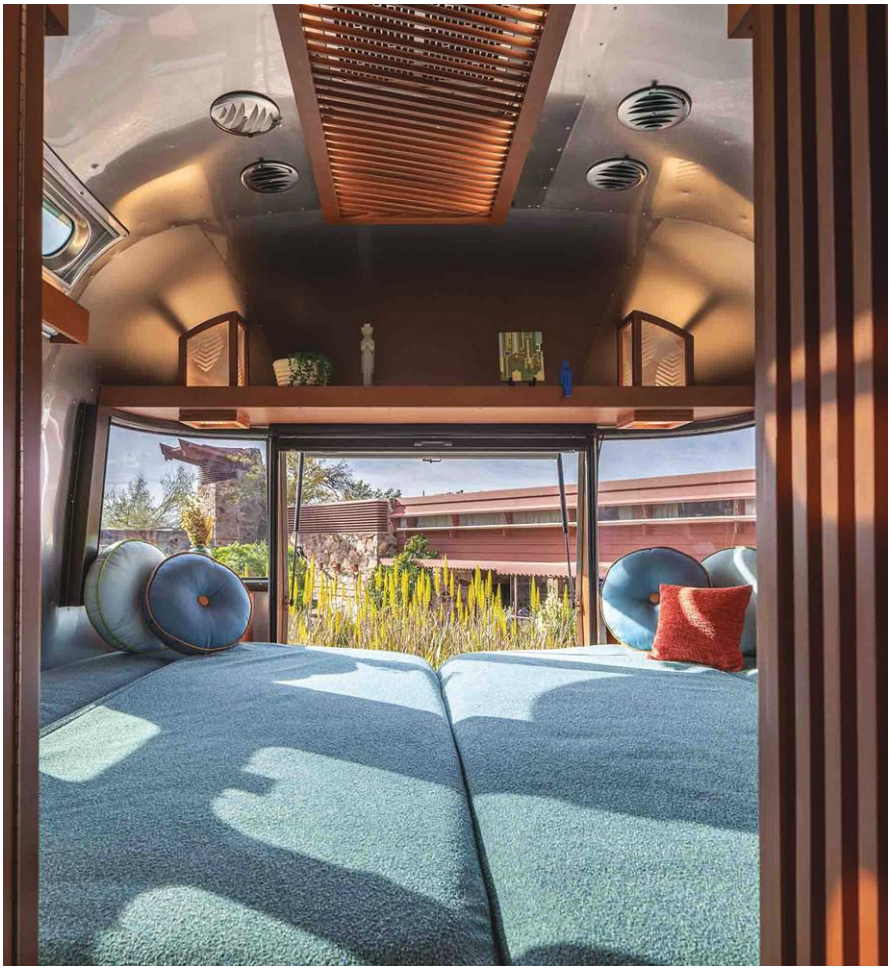
when we survey our owner community."

Creating the limited edition Airstream allowed the company's designers to bring in new ideas and features. "Partners bring fresh eyes to the Airstream design process and challenge us to think in new ways about design that result from almost 95 years of expertise," he says.

In Harmony With Nature

Cullis explains that Airstream took inspiration from Wright's "functional-space Usonian designs" to maximize space with "efficient multiuse design features." According to the Frank Lloyd Wright Foundation, Wright used the term "Usonian" to describe "new affordable architecture that freed itself from European conventions and responded to the American landscape." He went on to build over 140 Usonian homes in his later career. The concepts of streamlined simplicity and connecting to the environment translate well in an RV. Airstream designers and engineers blended that with Byam's "promise to put nature at your doorstep," Cullis says.





"Both Airstream Founder Wally Byam and Frank Lloyd Wright stood on three shared pillars: design, nature and community," he says. "Wally promised that his Airstreams would take you out into nature with all the comforts of home, while Wright sought to situate his buildings in harmony with the nature around it."

These pillars are at the forefront of the Usonian Edition travel trailer design. The exterior is classic Airstream riveted aluminum. Inside, the great outdoors is visible through numerous windows throughout, including two large windows over the living room dinette, which also converts to a desk or folds into a wall cabinet. With the dinette stored away, RVers can pull out the sofa to create a secondary sleeping area. The primary sleeping area is in the rear, which Cullis says offers "a rarity in Airstream's history" — by simply pressing a button, the two twin beds can be converted into a king-size bed. The main sleeping area also features Airstream's signature rear hatch with access to the outside, furthering the marriage of Wright's and Byam's philosophies.





Exceptional Design

Both men sought to bring beauty into everyday life — Byam via Airstreamers exploring the world in their RVs, coming together and "[setting] aside differences when sharing time around the campfire," Cullis says. For Wright, he adds, "his mission was to bring meaning and beauty into how people interact with their environment and each other."

In addition to numbered, Limited Edition badging, one thing that makes the interior of this limited edition travel trailer special is the use of what the team dubbed "the Gordon Leaf Pattern," Cullis says. He explains that the pattern was first used in 1956 for Elizabeth Gordon, publisher of "House Beautiful," and was created not by Wright himself, but rather by Eugene Masselink, one of Wright's trusted apprentices and personal secretary for many years. Expanding on his work, the design team used the geometric nature pattern throughout the RV, such as on the inside of the entry door, in the sconces and the interior wall laminate. Its organic forms are another nod to bringing the outdoors inside.

Enduring Inspiration

One of Airstream's goals with the Usonian Edition is demonstrating "that an Airstream is much more than just a product you purchase," Cullis explains. "It's the conduit to a lifestyle that maximizes your life and lets you explore the richness of any experience, interest or hobby one may have."



With that in mind, Airstream worked with the Frank Lloyd Wright Foundation to create a road trip guide, which includes Airstreamer-approved itineraries for fellow RVers to visit some of Wright's best-known works. It's a beautiful way to bring the partnership full circle.

"Collaborations like the Frank Lloyd Wright Limited Edition bring new audiences to the brand," Cullis says, "and our hope is that it will inspire design enthusiasts, Frank Lloyd Wright aficionados, artists and travelers of all kinds to hit the road to unparalleled travel experiences and be inspired by each new world they encounter." RVP

Several members of the Airstream team shared their favorite elements of the travel trailer:

Molly Nauman, interior designer: The rear sleeping space, where the powered twin beds convert to a king bed. This created a dual-purpose space where you can lounge, read or relax by day and sleep in the largest bed configuration in Airstream's current fleet at night. It was a huge win in terms of out-of-the-box thinking and quite a task for our engineering team, but they created something special that's unlike any current Airstream in the fleet. Positioning that area in front of the rear hatch was the cherry on top and created a connection to the way Wright blurred the lines between the inside and outside worlds.

Karla Paul, engineering director: What I love most about this Limited Edition is the surprise and delight you find when you step inside the bathroom. The geometric patterns and shapes echo Wright's signature use of repetition, and then there's this great moment when the sliding cabinet door opens to reveal the round portal window. It's a playful detail that feels very much in line with his belief in thoughtful, unexpected design.

James Devine, lead engineering manager: For me, it's the lighting and the slatted wood ceiling feature. The way it reflects and diffuses the light throughout the interior creates this warm, natural feel.

Jessica Fisher, interior designer: I love how the Gordon Leaf Pattern appears subtly throughout the trailer — from the dining table and the nightstand charging spots to the lighting sconces and the overlay on the main entry door. It's little Easter eggs like this that not only add visual cohesion but will appeal to Frank Lloyd Wright enthusiasts and deepen the connection between these two icons of design.

DEREMA GROUP: 'HELP ME HELP YOU'

It's more than just "show me the money" with this Pennsylvania agency that aims to help vendors, distributors and dealers make the most of their partnerships.

BY JENNIFER KING

PHOTOS COURTESY OF DEREMA GROUP



"WE REALLY WORK ON MAKING SURE THE DEALER HAS THE INFORMATION, ASSETS & MATERIALS TO HELP THEM COME THROUGH."

—Kurt Forsman, president of Derema Group

Outside of Philadelphia in West Chester, Pennsylvania, is the headquarters for Derema Group — a company that is 25 years old this year and firmly rooted in the marine and RV industries.

Founded in 2000 as a sales and marketing solutions agency for the marine arena, Derema Group came together after the convergence of two different rep companies on two different coasts. This merger occurred when many companies in the marine space were also consolidating in the 1990s.

Kurt Forsman, now president of Derema Group, had been with Eastern Marketing Associates since 1991; that company eventually made up the "EMA" of Derema.

"They all got together and said, 'this is crazy, we're the two biggest companies,'" Forsman says, referring to the East Coast and West Coast agencies. "We should think of this differently. And so, in 2000, it merged together."

RV came into Derema's fold later in 2017. Forsman says that just as some distributors were merging on the marine side, such as Land 'N' Sea buying Bell Industries, Derema was a player in that industry, but their clients were asking them to get into the RV space as well.

"We don't like to build things and hope they come," Forsman says. "We very methodically plotted it out and then hired RV individual specialists to come into the industry when we thought it was the appropriate time with the appropriate backings of different

Congratulations to derema GROUP on 25 Years

– From your valued partners

Pinnacle Quality Innovative Appliances

What an incredible milestone. For the past 25 years, your hard work, dedication, and perseverance have truly paid off. It is a pleasure working with the team & wishing you continued success in the years to come!

QUICK ROOF by Cofair Products

Congratulations to the Derema Group on reaching the remarkable milestone of 25 years in business. Your dedication and success over the years are truly inspiring, and we look forward to seeing your continued growth and achievements.

LaSalle Bristol

Congratulations to Derema Group on 25 years of outstanding service! Wishing them continued growth and success in the years ahead. Proud to be represented by such a dedicated team!

POWER WATCHDOG

Derema Group has been instrumental in helping build Power Watchdog into the well known brand it is today. Without their market knowledge and full service abilities, we would still be unknown. Derema and Power Watchdog have been a perfect fit for each other over the years! Here's to many more!!

POWERMAX

CHEERS TO 25 YEARS!
PowerMax Converters proudly congratulates Derema Group on 25 years of innovation, leadership, and success. Here's to the next 25!

RV Designer®

Congratulations on 25 years! Derema leads with integrity and professionalism, creating value through trusted connections. Your commitment and dedication have played a vital role in our success. Thank you for your loyalty and partnership. Looking forward to what's ahead!

CAREFREE™

Carefree of Colorado is proud to partner up with such an engaged and innovative team. You all deserve this recognition. Keep up the good work as we work together to achieve common goals.

B&B MOLDERS LLC

Congratulations to the DEREMA Group on 25 years of excellence! Thank you for setting the standard in service and performance. Your commitment, expertise, and customer focus have built lasting relationships and remarkable results. Here's to the legacy you've created and the successes still to come.

parties, different stakeholders within both the vendor community and the customer community.

"They said 'you should do this.' And we finally said, OK, that's fair. We're ready now."

How It All Works

The goal of Derema is to work with a vendor to build its catalog of products — organizing part numbers, using field intelligence to inform pricing, etc. So, there is that side of marketing and product development, Forsman says. Then from the customer side, Derema Group calls on the dealers to learn what they need, and with the understanding of their vendors they can bring programs to distributors.

For the dealers, Forsman says it's important to have "meaningful sales interactions" — or MSIs, as he calls them.

"I want our team to go and really look at the opportunities. And that opportunity doesn't mean sell it to somebody," he says. "That opportunity means how can we assist this company, this dealership, to grow, to be profitable, to be all those things they need to be.

"From that perspective, when we go to a dealership, we'll reorganize their store — we'll do a store set if they want us to. We'll help them figure out what should be in starter packs or their plumbing aisle. We help them with popularities, and then we tend to do things that help move it off the shelf."

Forsman says much of what they do with dealers is to be their "partner within."

"And that's because of our partnership with [the brand] to help bring awareness to the marketplace on the products and how they work. It's not about selling; it's about showing the marketplace the advantages and then they can decide if they like that or not."

Giving dealers tools such as consumer coupons, doing a refresh of the retail store once a year or offering a rebate all helps the partnership, Forsman says.



Partnering With Intentionality

While Derema Group's headquarters is outside Philadelphia, most employees work out of their homes because they're often on the road. "We feel being in the marketplace near the customer is more important," Forsman says.

Conducting those MSIs — the meaningful sales interactions — is an important measure of an employee's success at Derema, but those get carried out by tactical steps that have proved to encourage growth for clients. In addition to the MSIs, promoting products by building content such as videos and





OUTDOOR LIVING
MADE SIMPLE



Offering the best quality **auto changeover regulators** & accessories to get you out there!

- Low, Standard and High capacity models
- 100% hand tested
- Five year manufacturer warranty

www.marshallexcelsior.com

MEC
PART OF OPW a DOVER company

setting up a digital twin of their store that includes that video content are all elements that fuel growth.

Distributors and dealers can access vendor content with Derema Help and Derema Help RV – a marketing library housed on Derema's website and on Android and Apple app stores. These are assets that a distributor or dealer can use to make a sale, Forsman says.

The key for Derema is to look at the process backward, Forsman says. What's most important is for the distributors or dealers to sell more — the more they are selling, they more they are buying from the vendors.

"We really work on making sure the dealer has the information and the assets and the materials to help them come through," Forsman says.

For instance, typically when unit sales are down, repair work goes up. During those times, the agency tries to work with dealers on what they'll need to keep repair work humming along. Derema will help them with things such as information to email to consumers on replacing their RV's roof or other maintenance or repair jobs.

"So, it's not about selling it to them, it's about them selling it. We really focus on how to pull it through. If you think of it that way, as those challenges come in, we just change the narrative toward the thing that's moving at the time," Forsman says.

On Solid Ground

Forsman says that at this point in the company's history, after 25 years of business, he feels it is in a good place, with "definitive succession planning" in place and a desire to grow year over year. Derema Group is involved with the RV Technical Institute and the RV Industry Association (RVIA) and won the RVIA Rep Group of the Year this year for the second year in a row.

With 36 employees, including 25 outside sales specialist and four customer specialists, Forsman says they can handle different segments of the industry



and different marketplaces, including Amazon, Walmart and more.

"We're here to support the marketplace in all aspects of it," Forsman says. "We're always working on programs to make it a level playing field and support the dealer through to the consumer.

"It's not about loading a dealer up. We'll give them every asset that they need. We'll help them merchandise, [and] we'll get them all those pieces that they may need to engage customers."

And after 25 years in the game, Derema Group has the roots to help others grow. RVP



BY MEL SELWAY

Inside Your Parts Department

Is your storage room on par with your showroom? It should be.



OFFSUPERPHOTO - STOCK.ADOBE.COM

This final issue of RV PRO for 2025 focuses on the interiors of RVs. This caused me to think about the interiors of parts departments. During my career as a retail parts manager, I was hired to improve the performance of the parts operations. In most of these departments, the retail showroom was reasonably attractive and organized — at least at first glance.

However, when I walked behind the slat walls into the storage area, it was usually a completely different story. There was clutter. Beverage containers often occupied spaces in the storage units. Opened cartons might be lying about on the floor. Items might be in more than one storage location — and not intentionally. These conditions needed to be improved, and they were.

After changing my career path to start P.A.R.T.S. in 1990, I applied my experience as a parts manager to my new career as a consultant and trainer. One of the training workshops that I developed focused on the interior of the parts department and how it often contrasted with the retail showroom area. I named this situation "The Facade Fallacy."

What Could You Do?

If you have been reading my columns, you know that my suggestions usually require you to do some work. This one is no different, so try this before reading further: Walk into your parts storage room/area and look around. Does it look cluttered? Are there empty shelves/spaces? Are items on the floor? Are beverage containers sitting in the storage units? If you have answered yes to any of these questions, I suggest reading the remainder of this column.

STORAGE: Some Useful Concepts

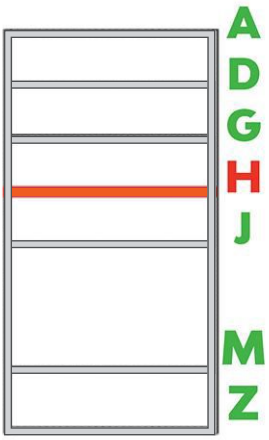
Since we are working in your storage room/area, I have decided to provide some recommendations based on each letter in the word "storage."

Size/quantity is a concept that could provide you with more room in which to store your parts and accessories goods. Many storerooms have the shelving spaced the same distance apart, yet this is not an effective use of the storage volume. I suggest placing items of the same size (especially same/similar height) on the same shelf and

spacing the shelves to accommodate the various sizes of the items.

Trash containers: To keep the area clear of trash, we used empty shipping cartons with trash can liners. These cartons were placed at the end of each shelving row and in other areas of the storeroom. When the cartons became flimsy, we recycled the cardboard and replaced that unit with a fresh carton.

Organized by bin location: Since most of the parts and accessories in the storage room/area were placed according to size/quantity, it was important to assign a bin location to each item so it could be easily retrieved and/or stocked. I suggest using my skipped letter/number bin location format to accommodate the changes to your inventory mix. As shown in the figure to the left, my skipped letter/number concept requires that letters (or numbers) be skipped when assigning bin locations to goods stored in a unit. This enables easy updates to the bin locations when a shelf needs to be added to a storage rack. In this example, when shelf H is added, it will not be necessary to change the bin locations of any items already on shelves above H or below H. This saves time and minimizes errors in retrieving and placing goods. A is always the top shelf and Z is always the bottom shelf.



Rate of transactions is another factor to consider when determining where to place the parts and accessories in your storage room/area. To minimize the time and steps needed to retrieve the most frequently transacted goods, you might want to place them closest to the retail workstation(s). If you have a separate workstation to support the service technicians, you might have a separate storage unit containing those goods that the technicians frequently request.

Age of the goods, especially those that have not incurred a transaction in 12 months or more, might need to be eliminated from your inventory. This frees up room and money to add items that might be more in demand. Having a selection of items currently in demand minimizes the need to special order items or to incur a lost sale if the customer chooses not to place an order.

Gross sales are partly driven by the quantity of transactions that are processed by your parts associates. If goods are in clearly defined bin locations, then your parts associates can retrieve them quickly and process the transaction efficiently. If items frequently requested at the same time are stored near each other, then that also speeds up the transaction. You could also place reminders to your parts associates to recommend related items to the customer.

Efficiency of the parts transactions can also improve the morale of your parts associates because they don't have to take extra steps to process most of the transactions. If your parts associates are paid a commission on their gross sales (assuming they are achieving a minimum gross profit), they have an opportunity to process more transactions and earn more income.

These are a few of the factors that could be considered when organizing your parts and accessories storage room/area. It is not necessary to include each of them, nor is it necessary to do them all at once. For instance, you might decide to identify those items that are most frequently transacted and relocate these items as close to the retail and service workstations as possible. If you notice an improvement in the parts associates' morale and possibly in your gross sales, maybe try another suggestion. In the words of that Oklahoma native Will Rogers: "Even if you're on the right track, you'll get run over if you just sit there." RVP

Mel Selway is the president of P.A.R.T.S. Inc., a Sahuarita, Arizona-based firm providing business management analysis and training to retailers. He can be reached at 520-336-8606 or melselway@aol.com.





BY MAARTJE VAN KRIEKEN

8 Steps To Stay on Course in Turbulent Times

With the right navigation system, business leaders can make smarter and faster decisions under pressure.



ALPHASPIRIT - STOCK.ADOBE.COM

The storm isn't coming. It's already here. And many leaders are realizing they're sailing without instruments. The current business climate is a storm of volatility, uncertainty, complexity and ambiguity. Strategic plans are outdated overnight. Decision-making feels like a risk. Yet standing still isn't an option. Leaders are under pressure to keep moving, while everything keeps shape shifting.

If you feel this way, you are not alone. Research shows that:

- Two-thirds of executives struggle to make decisions fast enough during volatile times.
- 70% of business transformations fail, often due to misalignment and unclear direction, and that was in the "old world."
- Half of leaders admit to delaying decisions when markets become unstable.

Here's the dilemma: When chaos hits, everyone is working hard, but without coordinated direction. The energy is real, the effort is sincere, but there are only limited results to show for it. Conventional business management practices are largely geared toward maintaining steady state operations, or planned projects, changes or growth. Planning cycles are driven by calendar years, historical performance data and negotiated delivery times. But today, you do not have the level of control over your world for these tools to still facilitate progress. And to make it through this storm, leaders need more than motivation — they need navigation, as after this one, there will be another, and another.

That's where the Chaos Compass comes in: a framework to help leaders regain grip, restore clarity and move forward in alignment. Business, like sailing, has situations in which doing nothing when a situation arises is unthinkable, disastrous even. Taking the decision-making mechanics and people dynamics tools and practices from these worlds and translating them for use in a business context is the key to success in a volatile world.

The Chaos Compass does precisely that, and here are its eight elements:

1. Get Your Bearings

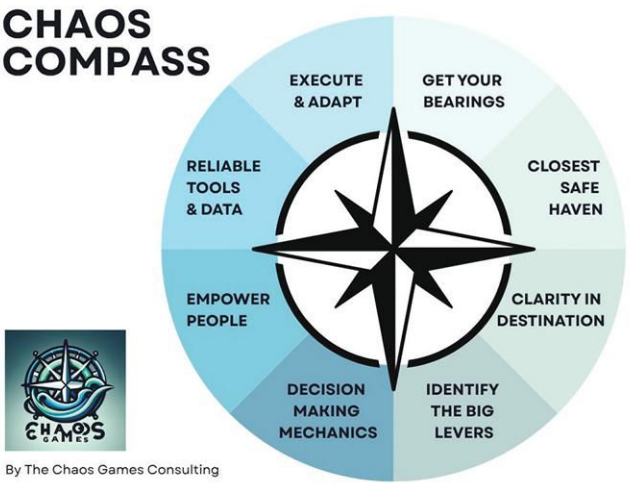
Start with situational awareness. Map out what you know and don't know both inside and outside your organization. Involve a wide variety of people to create trust and buy-in, and get those perspectives from those angles you do not see yourself. Where are the bottlenecks, disconnects, gaps and opportunities?

2. Identify Your Nearest Safe Haven

If the storm worsens, where do you go? Determine if you can stabilize while operating, or if you need to carve out space to regroup. How long could you afford a holding pattern based on liquidity and current contracts if needed? Can you pause noncritical activity to create the bandwidth to rework current priorities and think?

3. Reclarify the Destination

Is your original goal still valid? Has success been redefined? Do you need some interim short-term targets, so your team has direction and urgency without false certainty? Redundancy in communication is going to help you iron out ambiguity and misalignment, and identify where your definition or boundaries need sharpening. Clarity directs energy.



4. Diagnose the Big Levers

Focus on two to four areas to invest time and resources in to get you back on track toward success. Focus is key to success in turmoil, so deprioritize distractions and noncritical tasks to free up capacity and decrease the "noise" in the system. Make sure the interdependencies between these efforts are identified and resourced.

5. Decision-Making Mechanics

Good and fast decision-making is facilitated by deploying decision-making frameworks that are simple, fit for the purpose and not too complicated to implement. You need clarity on the "who," "what," "how" and "why now." This will help to ensure that the effort and energy can go into making the best possible decision based on data and risks.

6. Empower People

Time to empower your people to "get on with it." With clarity on the destination, priorities to work on, and the mechanics and boundaries in place, redirection of effort becomes autonomous. Strive to delegate down to the lowest practical level for expediency. Remember that task assignments may need to deviate from the org chart as it was.

7. Reliable Tools & Data

Ensure your people, partners and leadership are equipped with access to the right resources to do their work. Also note: more is not necessarily better. Performance data, decision logs, communication plans — ensure tools such as these are relevant, real-time and responsive.

8. Execute & Adapt

Don't bow out before the finish line — execute plans till the intended outcomes have been achieved, yet reassess your environment regularly. If the winds change, your course should too. Agility doesn't mean random; it means responsive. The need to course-correct is not a sign of failure, but a sign of your business resilience in its pursuit of progress.

To be successful in the current climate, there is no sense in waiting for clarity, or the storm to pass. You cannot afford to do so when the next one is already forming. You don't need calmer weather to lead. You need rhythm, direction and the willingness to move while things are still swirling.

With the right navigation system, businesses can make smarter and faster decisions under pressure, align teams behind shared goals, and start building resilience — not just surviving chaos, but strengthening the organization through it. RVP

Maartje van Krieken is the founder of The Chaos Games Consulting and host of "The Business Emergency Room" podcast. An international speaker, business triage expert, accredited coach and former frontier oil and gas leader, she equips executives and leadership teams with tools to navigate chaos, drive decisions and lead through volatility by unlocking powerful people dynamics with her infectious energy and decades of global experience. Learn more at thechaosgamesconsulting.com.





BY LINDA CAHAN

Winter Is Coming...

Draw attention to your winterization products, and educate your customers about what they need and why.



SONYACHNY - STOCK.ADOBE.COM

Summer flew by in a blast of heat here in sunny Oregon, and while a few leaves are starting to turn red, they may be covered in snow when you read this column. Thanks to "Game of Thrones," the phrase "winter is coming" may fill us with dread, but in RV PRO's September 2025 issue, there was an excellent column by Mel Selway on "Preparing for Winter." He focused on parts and service departments and what products to consider depending on your location. My purpose today is to suggest ways to showcase your winterization product selection.

Placement

Every store has a power aisle. That's the direction most of your customers head as they walk through your showroom, parts and service areas. Very often it's the path of least resistance as it's an easy way to get to where they want to go.

The best way to identify your power aisle is for a week or two, have your employees watch customers as they walk into your location. Label your aisles or areas with a code of numbers, letters or names. As each person comes in, an employee should watch and write down which way they walk. Depending on how much you want to know, create blank templates with the aisle codes plus day and time. The template could even show the overhead aisle plan while the number of visitors to that aisle can be shown in check marks.

There are companies you can pay to do this for you, but there's no reason why your employees can't do it equally well. It would definitely help to incentivize them with a reward of time off, money or a gift certificate for the extra work.

A power aisle is often the best location for seasonal products, especially for the winter and summer months. In many other types of retail, holiday merchandise would be prominently placed at the beginning of the power aisle. In your case, stop them with what they need right now to RV safely around the country.

The layout of your dealership will dictate where your winterization products will sell best. If you have separate entrances for parts and service, each area will have its own power aisle. As customers walk in, they should immediately see a section of your fixtures dedicated to winter. This section can begin on the endcaps of either side of the

aisle and then run down the aisle, either on one side or both, depending on the quantity and selection of winter goods.

If your power aisle is made up of one side of a gondola and the other side is either a blank wall or lots of windows, even better! That gives you the opportunity to create merchandise displays down that nonfixtured side. These can be stacked neatly in their printed boxes with one piece on top for customers to touch. This works when the boxes are larger and have good graphics.

Other options include merchandise being housed on varying height cube units, multisized tables and open shelving units so the light from the windows shines through. Put nonfading and heat-resistant merchandise on all window-walled fixtures.

Merchandising

Ideally, each fixture group houses one type of merchandise that is oriented toward a goal or solving a problem. For example, wherever your winterization products are located, group the merchandise by its task. Water and system winterizing, storage and sealing, and fuel and engine protection are three examples of tasks that will organize plus educate your customers.

Create "to-go" bundles or kits that make winter shopping decisions easier for your customers who don't have the time, interest, energy or ability to try to figure out exactly what they need. You can also shrink-wrap all the products together or put them in a basket or box with your logo (also shrink-wrapped) with a winterization label. Make sure each bundle has a hang tag or large sticker that lists exactly what is included. Show the on-floor price of each item and then offer a percentage off for buying the kit. The purpose of the shrink wrap is to make sure a customer doesn't add or exchange a product. It also makes it easier for your staff as they won't have to do a manual count of merchandise in each kit while ringing them up.

Identification/Display

One of the best symbols of winter is a snowflake. Even if you're selling RVs in warm climates, your customers drive everywhere! In Oregon, I can swim outdoors in 80-degree sun, but if I drive down to Crater Lake the next day, I'll need to bring a puffer jacket and boots for the cold and snow during the summer. The same goes for your customers.

Snowflake decorations are very easy to find online. I have purchased many things over the years from Oriental Trading, and they are a good company. I haven't purchased from 24 Hour Crafts, but they have great reviews online.

The sparkly snowflakes from Oriental Trading will attract a lot of attention, but beware, the sparkles may get on your merchandise and floor.

The wood cutout flakes from 24 Hour Crafts will need to be painted. I suggest fishing line, a dowel and sawhorses. Support the dowel on the two sawhorses or something similar. Tie lightweight fishing line around each snowflake so they hang from the dowel. Obviously, make sure the area you are spraying in has ventilation and that you won't be ruining anything in the vicinity. Sadly, I learned that the hard way. Spray lightly on both sides. Once dry, spray lightly again. Two lighter layers keep the paint from running.



Hang a variety of sizes over your winterization area(s). These can hang easily from a suspended ceiling. If your ceiling is white, crisscross two white painted dowels and add a hook on top. Tie varying lengths of fishing line with snowflakes from the dowels. Then, attach the crossed dowels to the ceiling suspension frame with a "suspended ceiling hook clip" easily found online. Hang groupings of odd numbers at different heights. Make sure you hang these no more than 4 feet above the top of your merchandise fixtures. Too high and they will be less visible. These will twirl when people walk by or when the door opens. Movement attracts attention and people will be attracted to your winter displays. (A note of caution: If you have an overnight movement sensor, twirling snowflakes may not be ideal.)

Another option if you decide to buy the wood cutout snowflakes is to mount each one on a thin wooden dowel. The dowel goes into a base of your choosing. If you or someone you know is crafty, consider buying or making wood bases to hold up the dowel and snowflake. If the base is larger, you can hold up three or five at a time. Make sure to use odd numbers and different sizes to make these winter identifiers more interesting. Use a good wood glue to hold the snowflake onto the dowel and to keep it firmly in the drilled hole in the wood base.

Identification/Signage

I have stood in front of a huge display of antifreeze made up of different colors, sizes and labels with absolutely zero idea of what is right for my car, much less an RV. I need you to educate me!

If you have several brands or types of a product, please type up a short blurb on a heavyweight paper informing what this particular brand is good for — pros and cons. This is especially important for RV owners because the wrong chemical product can ruin very expensive machinery. For example: When do you use propylene glycol-based RV/marine antifreeze compared to ethanol based? What are the musts, pros and cons of each type? You may know, but many customers don't!

Handouts

The last section of Selway's column was a blue box filled with tips for helping customers winterize their RV. Read it, edit as you see fit for your area and have it printed on 24-pound paper handouts for everyone who walks into your dealership, service and sales areas. Add your logo on top and your contact information in bold type below. This is a gift to your customers and a sales tool for your location. Match your handout paper color to on-floor signage so that the color becomes identifiable as the winter color. Make sure that there is good contrast between the text and the paper color so it's easy to read. While silvery gray on light blue says "winter," it also is only readable by people under a certain age.

Now is the time to do this: Winter may not just be coming, it may already be here! RVP

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.







DURA FAUCET®

RV SPECIALISTS

RVIA SUPPLIER OF THE YEAR

The Trusted Name in RV Faucets



DURAFAUCET.COM 888-242-5932 SALES@DURAFAUCET.COM

INTERIORS & APPLIANCES



RV WINDSHIELD CURTAINS

Active RV Upholstery Center, Yuma, Arizona, offers its RV Windshield Curtains. Ready-made sets contain two curtain panels 120 inches by 40 inches each, two matching tiebacks and hardware style per your selection (hooks or glide tape). A custom-made set can be built to your coach using existing curtains as a pattern or from measurements.

activervinteriors.com



DRY FLUSH SEALING TOILET

CompoCloset, Glendora, California, presents its S1 Dry Flush Sealing Toilet, an alternative to a dry flush toilet with its urine-diverting, heat-sealed pouch system. Each use is individually sealed to prevent odors and hide waste, eliminating chemicals, pee powder and black tank hassles. A rechargeable battery powers the mechanism for fully waterless operation, making it ideal for compact interiors. Lightweight, portable and easy to empty, the S1 provides a hygienic, low-maintenance option for off-grid travel.

compocloset.com



SHOWER WALLS & BACKSPLASHES

Duo Form, Edwardsburg, Michigan, offers its Shower Walls and Backsplashes. Duo Form's Print Technology offers innovative inks and commercial printers that work well with the thermoforming process. Capable of printing material up to 126 inches wide and 2 inches deep, at any length, that can be formed into any custom design. Perfect for RV shower walls and backsplashes.

duoformplastics.com



RV KITCHEN FAUCET

Dura Faucet, Camas, Washington, presents its Rainfall Pull-Down RV Kitchen Faucet. This rainfall kitchen faucet combines three functions into one. From the standard pull-down spray, press the toggle button for a misting jet to easily clean your kitchen sink. Swivel the spray head to transition into a rainfall to allow for delicate washing of fruits and vegetables. Textured diamond knurled details give a visual balance. Available in multiple finishes.

durafaucet.com



ENERGY MANAGEMENT SYSTEM

Eberspächer Climate Control Systems, Mississauga, Ontario, Canada, presents its Zeliox Neo 3600, an all-in-one 48-volt energy management system built for self-sufficient RV adventures. Delivering up to 4 kW continuous output and featuring LiFePO4 technology, it powers everything from coffee makers to e-bikes with safety and efficiency. Its plug-and-play design, smart monitoring via app or 4G, and solar-ready MPPT controller ensure reliable energy. Lightweight, compact and ready for year-round travel.

eberspaecher-zeliox.com



IN-SINK DISHWASHER

FOTILE, Parsippany, New Jersey, presents its In-Sink Dishwasher. Designed for efficiency and life on the road, this unit combines a kitchen sink, dishwasher and produce and seafood cleaner. Powered by FOTILE's patented HydroJet and Turbulence technology, it removes 99.99% of bacteria and 92% of pesticides while saving space, time, water and energy — using only 1.8 gallons per quickest cycle. Its triple-drying system overcomes RV drainage challenges and keeps dishes fresh for up to 96 hours, accommodating four sets of dinnerware.

us.fotileglobal.com



RV FURNACE

Fogatti, Elkhart, Indiana, offers its RV Furnace InstaHeat Ultra. The furnace is ultra-quiet, with 40 dB(A) operation from precision-balanced rotors and aerodynamic blades. Its WindSense switch endures 200,000 cycles — 20 times longer than mechanical sail switches. Soft-start technology eliminates noise with precise gas modulation, and a wired thermostat delivers rapid-heat to 68 F in 8 minutes with RV-size Btu presets. 35,000 Btu power at 80% efficiency is ideal for 35-foot RVs, ensuring strong heat with less fuel.

fogattiliving.com



TOP-FREEZER REFRIGERATOR

GE Appliances, Recreational Living, Louisville, Kentucky, offers its GE Profile Glass Door Top-Freezer Refrigerator. The GE Profile 12V DC Glass Door Refrigerator is designed for RV life, offering durability, style and convenience on the road. Available in 8 cubic feet and 10 cubic feet, it features sleek glass doors in black or stainless steel. Enjoy spacious, flexible storage and organization. A master power down switch makes off-season storage simple, while included mounting brackets and a door lock ensure secure, hassle-free installation.

geappliances.com



RV THERMOSTAT

Micro-Air, Hamilton, New Jersey, presents its Micro-Air EasyTouch RV Thermostat. Experience intelligent comfort, easy setup and powerful remote access from anywhere. Control your RV's temperature effortlessly from any location. EasyTouch by Micro-Air features both Bluetooth and Wi-Fi connectivity, a vibrant full-color touchscreen and seamless compatibility with top brands. A must-have addition for RV pet owners on the road, ensuring pets receive the comfort they deserve.

micro-air.com

SHOWER PORT

Sobo Outdoors, Edmonton, Alberta, Canada, offers its Sobo Shower Port, a perfect solution for an RV outdoor shower. This external port is equipped with a proprietary hose quick connect. Simply make the connection and rotate the connector handle to control your water temperature via the brass mixer. It's ideal for trailers, vans, truck campers and teardrop trailers, where a smaller shower port footprint is desired. The Sobo Shower Port comes with the port, 1.5-meter hose and shower wand. Available in white, gray and black.

sobooutdoors.com





BUNK LADDER

Stromberg Carlson, Traverse City, Michigan, presents its Bunk Ladder. Provide small feet easier access to beds or larger feet easier access to stored items with Stromberg's Bunk Ladder. The injection molded treads provide comfort to bare feet. Large hooks can go over facia board or mount with included bracket for more security. Rated for 250 pounds maximum load at an 11-degree mounting angle. Available in silver or black in 60-inch or 66-inch lengths. Ladders can be trimmed for access to shorter bunks. Made in the USA.

strombergcarlson.com







FURNACE CORE REPLACEMENT MODULE

Suburban, an Airxcel brand, Dayton, Tennessee, offers its Furnace Core Replacement Module, a simple, cost-effective and time-saving alternative to replacing the entire RV furnace. Remove the core component module from the existing furnace chassis without the additional work of having to remove the cabinet or ductwork around it. Suburban Furnace Core Replacement Modules then slide into the existing chassis, saving time and money while providing all the benefits of a new furnace. Available for multiple Suburban furnace types. Backed by a two-year limited warranty.

suburbanrv.com

PLEATED SHADE RESTRING KIT

United Shade, an Airxcel brand, Elkhart, Indiana, presents its Pleated Shade Restring Kits, which extend the life of pleated shades in RVs by enabling easy, cost-effective repairs. Each kit contains hardware and step-by-step instructions for repairing two-cord day/night shade, four cord day/night shades or two-cord night shades. Easy-to-follow instructions and YouTube video support make professional-grade repairs easy to achieve. Kits are available in beige, black, gray and white.

unitedshade.com





HVAC PRODUCT DISPLAY

Valterra Products, Mission Hills, California, offers its PG985. Valterra's PG985 is a compact, curated display featuring wall, ceiling and floor vent covers, universal vent lids, rotating registers and thermal insulators. Designed to simplify inventory and enhance visibility, PG985 drives impulse purchases and meets ongoing customer demand for quality replacements and upgrades. It's easy to stock, efficient to manage and increases accessory sales. Bring more value to your parts department by stocking PG985.

valterra.com



If you're interested in submitting a product for the Special Product Focus section, submit to your sales rep:

Rebecca Tittel: **rtittel@cahabamedia.com**

Caroline Fugler: **cfugler@cahabamedia.com**

Or contact Managing Editor Michele Moore for information: **mmoore@cahabamedia.com**





SENSITIVE SAFE SOLUTION

Do you or someone you love deal with sensitivities or seasonal allergies? Choosing the right products shouldn't come with compromise. Our team formulated Simply Free for the outdoor enthusiast who needs to take a little extra care. It is gentle on the senses, has no formaldehyde, and strong where it counts, because compassion belongs in every decision.

- Easy to use and store
- No dyes or fragrance
- Powerful cleaning action
- Bacteria & enzyme based for a more natural solution

800.348.3505
centurychemical.com

RECPRO®

We've got you covered—rain or shine.

RecPro's rugged, all-in-one RV awning delivers shade, style, and serious protection from sun, rain, and more—with tear-resistant vinyl and sizes from 7' to 21', it's built to weather it all.

- Full awning assemblies, including the frame, fabric, and hardware
- Available in 15 sizes
- Fabric is resistant to ripping, tearing, and puncturing
- UV, mold/mildew, and water-resistant
- Made from 100% high-quality 16 oz PVC vinyl material



Vigilante Locks

PROTECT

Your RV power sources and more...

- Battery Shackles
- Propane Tank Locks
- Spare Tire Locks
- Entry Door Locks
- Hitch Pin Locks.

Special Dealer Pricing Available!

10% off for 1st time customers

Call 855-646-6458
www.vigilantelocks.com

RVPRO

CATALOG CONNECTION

the latest products from top industry suppliers



advertiser index

OREN - STOCK.ADOBE.COM

ADVERTISER	PAGE
50 State DMV	32
Airxcel Inc	13
Axiom RV	28
Century Chemical Corp	60, 62
Design Engineering Inc/DEI	61
Dometic Corp	3
Dura Faucet	57
Eberspächer	51
EcoPro Products	25
Ember RV	17
Fleetwood Family RV / REV Group	19
Forest River Inc	22, 23, 24
Genesis Products Inc	IBC
Go Power!	11
Hughes Autoformers	55
ICON Technologies Ltd	9
Lance Camper	30
Lippert Components Inc	7

ADVERTISER	PAGE
Marshall Excelsior	48
Newmar Corp	21
NTP-STAG	IFC
Patrick Industries Inc	1, 62
Pinnacle Appliances	60
RC Willett d/b/a Lagun USA	2
RecPro	BC
Richloom Fabrics Group	41
RV Designer	47
RV Safe	53
Thermo-Tec	56
Thetford/Norcold Corporate Headquarters	49
THOR Industries d/b/a Heartland Recreational Vehicle	35
THOR Industries d/b/a K-Z RV	31
Tiffin Motorhomes	33
Trim-Lok Inc	5
Vigilante Locks	56, 62

Pit Stop



2025 Gift Guide (+ merchandising tips)

Leveling & stability accessories:

- Andersen Camper Leveler: Help RV owners "get it right" on uneven ground the first time.
- Camco Tri Leveler 44573: A basic but effective solution for smaller rigs.

Merchandising tip: Pair with signage like "Make your RV feel level and stable — the gift of peace of mind."

Water quality & hygiene upgrades:

- Camco TastePURE XL Water Filter: Clean, better-tasting water is high on the list for RVers.
- Camco TastePURE KDF In Line Water Filter: A nicely compact alternative; great for smaller rigs or undercabinet setups.



Merchandising tip: Position as a "healthy & safe water upgrade" ideal for gifting a new RV owner or upgrading a rig.

Personalized accessories:

- "RV Having Fun Yet?" stemless wine glass or tumbler
- RV & dog ornament: A small, high-margin item that's easy to gift, seasonal and taps into personalization.
- Funny camping candle: A smaller gift that adds ambience inside the rig, humor and utility.
- "Happy Camper" keychain: A low-cost, impulse buy accessory that adds brand personality and speaks to the lifestyle.



Merchandising tip: Use a "stocking stuffer/fun gift" section in your showroom. Emphasize that it's not just gear, but lifestyle decor — these items transform downtime at the campsite.

Practical & humble but high utility:

- Valterra EZ Coupler Bayonet Sewer Hose Kit: Maybe not glamorous, but hugely practical. Every RVer knows dump-station prep is part of the lifestyle.
- ENO DoubleNest Hammock: Ideal for the outdoor patio area of the RV.



Merchandising tip: Place these near checkout or accessory shelves where impulse purchases happen. Emphasize "little upgrades, big impact."

SEPTEMBER 2025 SHIPMENTS

25,684 (units) total RV shipments

4.4% growth rate compared to Sept. 2024 (24,595 units)

To date, shipments are up 4.2% with 267,234 units

"The RV industry continues to demonstrate a steady, moderate increase in wholesale shipments, which is a testament to the enduring appeal of the RV lifestyle," said Craig Kirby, RVIA president and CEO. "This steady demand, well into the autumn season, underscores a crucial shift: RVing is no longer confined to summer travel. Our data consistently shows that RV owners are embracing the affordability and flexibility of using their units year-round, enjoying shoulder-season camping and the freedom to pursue their passions beyond traditional vacation windows."

SHOPPING STRATEGIES

With the winter holidays just around the corner, consumers are looking for that perfect gift. According to a Critical Mass Insights survey, 60% of survey participants indicated they plan on starting holiday shopping in October or November, and a vast majority (9 in 10) agree they'd like to make big holiday purchases before tariffs raise prices.

- **43% of survey participants said a personal recommendation from a family member or friend was most likely to influence someone to shop somewhere new.** Likewise, 90% of shoppers say they tell friends/family about great deals after hearing radio or podcast ads.
- Similarly, **mobile commerce is expected to account for 56.5% of U.S. holiday e-commerce sales** and 11.5% of total holiday season sales this year.
- 50% of shoppers say AI tools like chatbots and gift guides would improve their holiday shopping.

Source: Go RVing

The Emerging Leaders Coalition (ELC) aims to cultivate professional development and leadership skills among the RV industry's next generation. Resources include access to industry leadership, work on task forces, invitations to networking events and more. The ELC is welcoming the incoming class of 2026:

Eric Brown — Dometic

Tyler Bourns — Dragonfly Energy

Corian Correll — Forest River

Mark Davis — Fogatti

Mike Elias — Triple E RV/LeisureTravel Vans

Caza Gomis — Trek Systems

Javan Guido — Mission Overland

Jeremy Johnson — Lightspeed DMS

Jordan Menz — Thetford

Jennifer Pendley — Cummins

Lexi Roberts — View RV Superstores

Michael Rheinheimer — G&G Media Group

J.J. Short — Patrick Industries

Liz Smith — Lippert

Thomas Sparrow — Auburn RV Park & Resort Pools

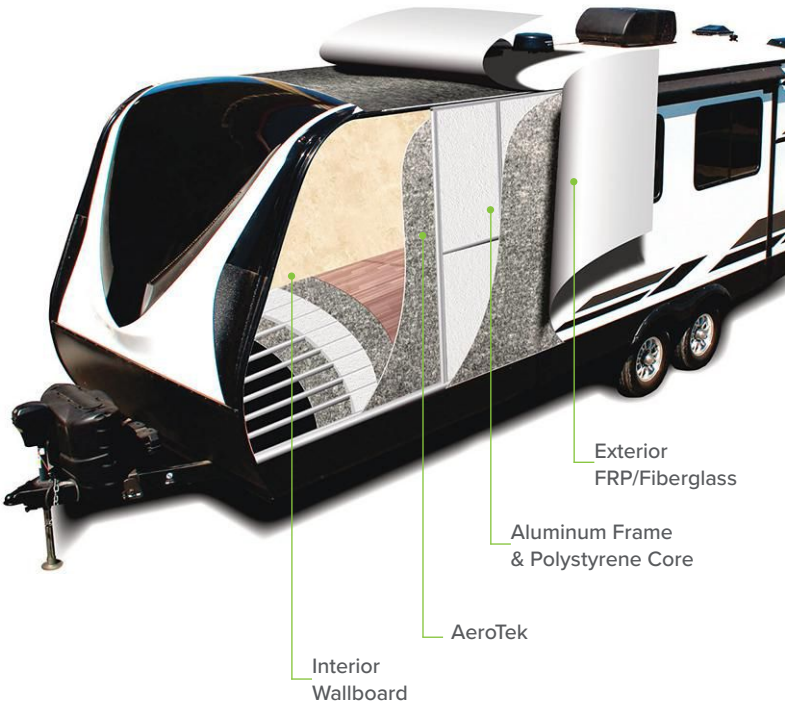
TO THE WINDOW...

TO THE WALL

AeroTek® distributed by Genesis has you covered.

Discover the wood-free replacement for sidewalls, ceilings & more:

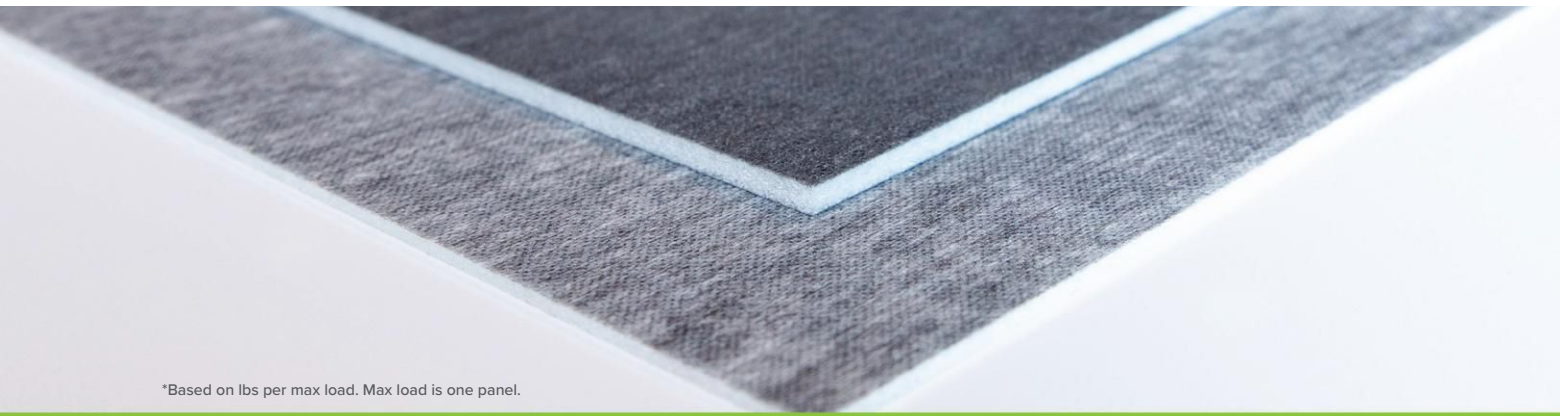
For RV exterior and interior construction panels, AeroTek is the lightweight, toxin-free, water-resistant composite board that's **2X STRONGER*** than the leading competitor. With AeroTek, customers can reduce stress on tow vehicles, increase fuel efficiency and save time and money spent in service.



PROTECTED BY AeroTek COMPOSITE BOARD DISTRIBUTED BY GENESIS PRODUCTS

Tell customers their RV is protected by AeroTek and give them added peace of mind.

GET LOW WEIGHT | VOCS | STRESS | MAINTENANCE



*Based on lbs per max load. Max load is one panel.

GENESIS PRODUCTS | AeroTek COMPOSITE BOARD

GENESIS**PRODUCTS**INC.COM | 877.266.8292

RecPro®

Home of the Quiet AC™

