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RV PRO



State of the Industry 2026

What's on the minds of industry professionals as the new year kicks off?

Jayco Class As:
Charging Ahead

Forest River's FR3
Raises the Bar

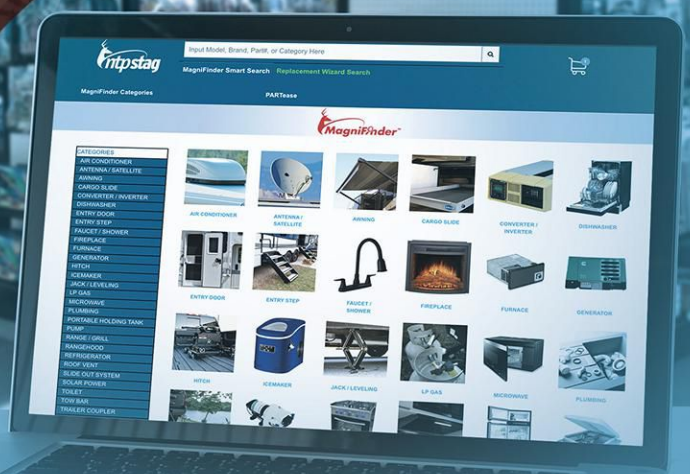
Solar System
Maintenance

P.O.P. & Packaging

technology

is what sets us apart in the Industry

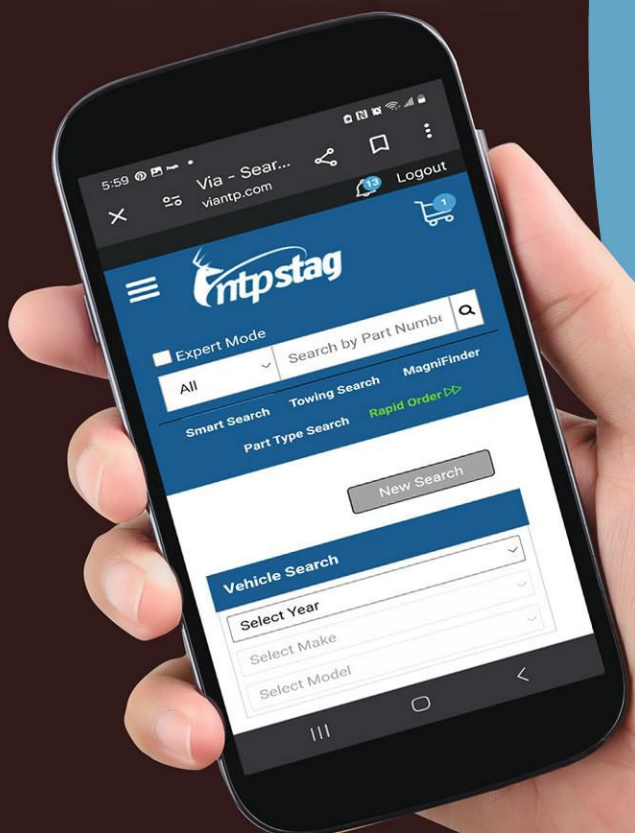




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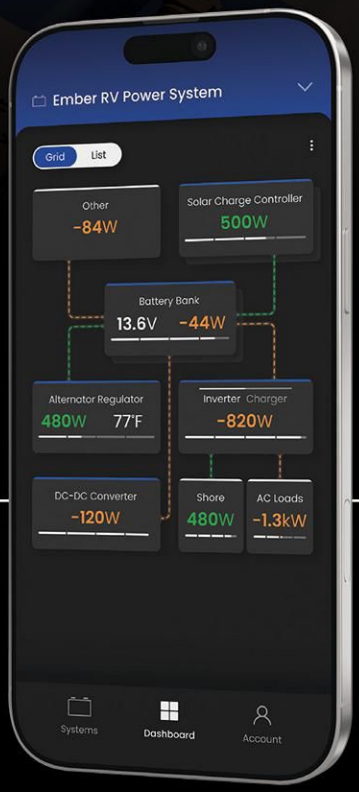
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* Patents Pending ** Hitch does not need to be removed from truck bed.

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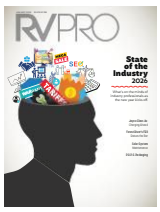


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Cummins
The NEW Onan QG 7000i DF:
Legendary Power & Comfort
Scan the QR code to learn more about the newest Cummins RV generator in "Watts in the Woods: Bigfoot's Off-Grid Guide".
Onan
QG 7000i DF

RVPRO



Jennifer King

Are you a New Year's resolution kind of person, or do you think resolutions are a bunch of hullabaloo? Personally, I love making goals for the upcoming year — but the hardest part about making goals is sticking to them. One thing that helps me is taking one step at a time — not trying to go all in, all at once, and getting overwhelmed.

I think the RV industry has followed this line of thinking quite well as it has worked to rightsize since the boon of the pandemic years. Dealers are working to move inventory and balancing that with pricing units in the sweet spot that moves them off the lot. They are also training technicians and focused on improving RECT. Manufacturers are locked in on the quality of their products and incorporating new innovations that make RVing attractive to younger demographics. Industry organizations are striving to protect OEMs, suppliers and dealers from cost-prohibitive regulations or taxes that unfairly put a strain on their businesses. And marketing efforts such as Go RVing's campaigns bring it all together by selling the benefits of the RVing lifestyle to more and more potential customers.

Each of these steps — and more not mentioned here — seem to be giving real meaning to the term "cautiously optimistic" that we've heard so often lately. This year, it seems those actions have produced opportunities that give us reason for that optimism, however cautious it may be.

Just prior to writing this note, we received the RV Industry Association (RVIA)'s RV RoadSigns report for winter 2025. The forecast for 2026 projected shipments to range from 334,000 to 345,400 units. Most excitingly, shipments were expected to increase 2.8% over 2025's year-end total, with a median of 349,300 units.

As RVIA President and CEO Craig Kirby said about these numbers, "The new RV RoadSigns reflects where the RV industry stands today: stable, resilient and preparing for renewed growth."

In his comments to us for our State of the Industry section (see page 26), RV Dealer's Association (RVDA) President Phil Ingrassia said, "Dealer sentiment regarding current conditions and the long-term outlook is improving."

"Many dealers anticipate that lower interest rates and a more stable consumer backdrop could provide the jolt needed for renewed growth," Ingrassia continued. "Dealers reported balanced inventory comfort levels, with a clear preference to carry leaner levels through the lower volume months."

For more insight on what could lie ahead in 2026, hear from eight members of RV PRO's Editorial Advisory Board on page 26, with further insights from several industry organizations, including RVIA and RVDA, starting on page 36.

This forward momentum can be motivating and carry us through challenging times. I am grateful to see growth predicted for the industry, as I'm sure you are too, and with any luck, this time next year we'll be projecting even sunnier skies for 2027. Until then: baby steps. Each step that every sector of the industry takes brings us closer to our common goal: a healthy RV industry for us and for our end users.



The RV PRO team at the 2025 40 Under 40 event: Matthew Conroy, Michele Moore, Jennifer King, Caroline Fugler, Rebecca Tittel

Jennifer King

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HIRES & PROMOTIONS





Chris Greer & Marty Wright
Airxcel

Airxcel appointed Chris Greer as vice president of sourcing. Greer transitioned to this corporate leadership role after serving as business unit manager at InVision. Airxcel also welcomed Marty Wright as vice president of human resources. Wright joined Airxcel with over two decades of experience in HR strategy, culture development and employee engagement.



Erin Stover
RV Technical Institute

The RV Technical Institute (RVTI) welcomed Erin Stover as its new director of learning and strategy. In her new role, Stover's primary focus will be on further elevating RVTI's technician training program, including instructional materials, the Learning Management System and in-person instruction.





Jesse Del Toro & Nick DeFreese
GEN-Y Hitch

GEN-Y Hitch expanded its sales team, adding Jesse Del Toro as international sales manager and Nick DeFreese as central regional sales manager. Del Toro will help expand GEN-Y's global footprint, build strategic partnerships and strengthen relationships with international distributors and dealers. DeFreese, who joined the company earlier in 2025, has already made a significant impact by strengthening relationships across the region.



Daryn Hillhouse
Remote Vans

Remote Vans appointed Daryn Hillhouse, who co-founded the company alongside Tony Alexander, as its CEO. Hillhouse says his focus is on scaling responsibly while strengthening the company's position in the growing Class B market.

GIVING BACK

At the RV Dealers Con/Expo in Las Vegas, **Care Camps Foundation** announced the top fundraisers of the RVDA Compete for Kids campaign. The top three RV dealerships that generated the most fundraising were **Long View RV Superstores** of Windsor Locks, Connecticut; **Setzer's World of Camping** of Huntington, West Virginia; and **Hilltop Camper & RV** of Fridley, Minnesota.

TechnoRV announced a partnership with the United States Marine Corps (USMC) in November as a sponsor for their Toys for Tots fundraising campaign. A portion of the quarter's sales were donated by TechnoRV to support kids in need and in celebration of the 250th birthday of the USMC.

MERGERS & ACQUISITIONS

Forest River completed the acquisition of **Premier Fiberglass Company**, an Elkhart, Indiana-based manufacturer of composite components primarily for the commercial vehicle sector. The transaction became effective Nov. 14 and all existing operations, facilities, management and employees, totaling 57 team members, will remain the same.

Wisconsin-based **Markquart RV** announced the acquisition of **Appleton Camping Center**, marking its expansion into the Fox Valley. The location will operate as Markquart RV – Appleton and feature new ownership, expanded inventory and more.

Outdoor Brands announced the finalized sale of **Surelock Security Co.** to **Meyer Distributing.** Surelock Security Co. specializes in the design and manufacturing of high-quality safes and secure storage, further diversifying the Meyer Distributing portfolio, which includes over 1,000 product lines.

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





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French Lick, IN
meyerdistributing.com

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

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

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

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

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

Toronto Spring Camping & RV Show & Sale
Feb. 26 - March 1
Mississauga, Ontario
torontospringcampingrvshow.com

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

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

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SUPPLIERS & AFTERMARKET

UFP Factory Built, a division of UFP Industries, announced its exclusive distribution partnership with **Supersede**. Under this agreement, UFP Factory Built will serve as the exclusive nationwide distributor of the Supersede Marine Board, a composite board made from 100% recycled materials. UFP Factory Built also introduced BRAWN, a brand of structural and custom components engineered for factory-built homes, RVs and cargo trailers.

Australia-based **Topargee RV, Caravan & Marine Accessories** announced its expansion across North America with its range of precision freshwater tank gauges, marking a major step in the company's mission to make accurate freshwater monitoring accessible to every traveler.

RV MANUFACTURING



nuCamp introduced its new 2026 Cirrus 920. The original Cirrus 920 is now known as the Cirrus 920 Elite. The redesigned 2026 Cirrus 920 has a dry weight under 4,000 pounds, reduced lithium and solar capacity, and features a dry bath with a porcelain toilet and sink.

Scamp Trailers announced a partnership with **Renogy** to offer the supplier's roof-mounted solar panels and lithium battery solutions on its off-grid-tailored Scamp-X and overlanding-inspired models.

AWARDS & RECOGNITIONS

During the RVDA Convention/Expo, **Integrated Dealer Systems** announced the winners of its 2025 RECT Awards: Vogt RV Center (Haltom City) for 100–500 work orders, Meyer's Schreck RV (Apollo) for 501–1,000 work orders, Cookeville RV and Marine (Cookeville) for 1,001–1,500 work orders, and Moix RV (Conway) for 1,500-plus work orders.

Also during the RVDA Con/Expo, **Lightspeed** announced the winners of its 2025 RV Dealer RECT (repair event cycle time) Excellence Awards and RV Innovator of the Year Award. The RECT Leadership Award went to Chesaco RV; Most Improved RECT Award was awarded to RnR RV Center North – Spokane; RECT Performance Excellence Award went to Rich and Sons RV; RECT Technology Innovator Award was earned by Parris RV – Payson, Utah; and RECT Fast Track Service Award went to Great Alaskan Holidays. Forest River was presented with RV Innovator of the Year.

In the 2025 Wildsam Readers' Choice Awards, **Blue Ox** earned top honors across several key towing categories voted on by RVers nationwide, including its SwayPro taking gold for Favorite Travel Trailer Hitch.

RV DEALERS

Great Alaskan Holidays was selected by Google to be featured in its "Proudly-Owned Stories by Google Small Business" series. Google's "Proudly-Owned" series celebrates the personal stories behind small businesses and highlights how Google's digital tools have helped these entrepreneurs grow their companies.

Priority RV Network (PRVN) announced several organizational updates: Hardee McAlhaney has retired from his role as the cooperative's financial adviser, with Jane Saxon of CBIZ Accounting assuming the financial adviser role. Also, PRVN has expanded its dealer rooftop count by a net increase of 24 rooftops over the past year, including the recent addition of **Sky River RV** and **Vogt RV Center.**

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2025 RVDA Convention/Expo

The 2025 RV Dealers Association (RVDA) Convention/Expo concluded Nov. 14 with its final workshop focused on fixed operations, presented by the RV Learning Center's Fixed Operations Consultant Tony Yerman. The event's registered attendance was 1,715 dealers, exhibitors and industry partners, a slight increase over the 2024 event.

"We're deeply grateful to the many attendees who went the extra mile to join us in Las Vegas for the RVDA Convention/Expo, despite the week's travel challenges," said RVDA President Phil Ingrassia. "Dealers, exhibitors, speakers and other industry partners showed up with tremendous energy and optimism about the opportunities to grow the RV business in the coming year."

The second day of the event kicked off with the RVDA's annual meeting, culminating with the swearing in of the new RVDA chairman for 2026: Bob Been of Blue Compass RV in Ft. Lauderdale, Florida.

When announcing the new board of delegates at the breakfast-time event, Ryan Horsey, former chairman and chair of the nominating committee, said these RVDA delegates wear many hats. "What they all share is a deep commitment to the long-term health of the RV business — and to the mission of RVDA," Horsey said.

Outgoing chairman Larry Troutt III of Topper's RVs in Waller, Texas, presented the RVDA Chairman's Service Award to four industry veterans. The awards are presented annually by the outgoing board chairman to recognize individuals who have made significant contributions of time and effort to the association over an extended period. Honorees are chosen by the chairman. Those awarded were Karin Van Duyse of The Mike Molino RV Learning Center; Nathan Hart of Walnut Ridge Family RV Sales; LaDonna Meadows of Tacoma RV Center; and Troutt's father, Larry Troutt Jr. of Topper's RVs.



(l-r) Larry Trout III, Bob Been, Phil Ingrassia

"He helped guide this association through the downturn of the late 2000s, and today he continues to provide foundational strength to our family dealership and to me personally," Troutt said as he presented the award to his father. "His example has shaped my own journey as chairman, and I'm proud to follow in his footsteps. Dad — thank you for everything."

Another award given out during the meeting went to Craig Kirby, president and CEO of the RV Industry Association (RVIA).

"For more than 30 years, Craig has been a steadfast champion of the RV industry — first as RVIA's general counsel and senior vice president for government relations, and now as president of the association," Troutt said. "Throughout his career, Craig has been a trusted partner to RVDA, working collaboratively to promote and protect the market for our products. His leadership has consistently reflected a deep understanding of the evolving business landscape and the needs of our industry."

To close out the meeting, Phil Ingrassia, president of the RVDA, presented the James B. Summers Award — the association's highest honor — to former RVDA Chairman Ron Shepherd of Camperland of Oklahoma.

Ingrassia noted that Shepherd's leadership during the COVID-19 pandemic "helped the industry not only survive but ultimately thrive."

"Ron has been a driving force behind the growth of this convention, serving as a past Convention/Expo committee chair and helping shape it into a premier industry event," Ingrassia said. "In Oklahoma, he's long been a leader at the state and local level and continues to serve on RVDA's board of delegates."

In addition to exhibitor-led Vendor Training Plus sessions, the event featured educational workshops covering key aspects of dealer operations, including F&I, digital marketing, fixed operations, sales, dealer/general management and AI issues. The 2026 RV Dealers Convention/Expo will be held the week of Nov. 9-13 at Paris Las Vegas.

RVIA UPDATES

During its organizational meeting Nov. 11, the RVIA board of directors reelected Mary Pouliot, Thetford executive vice president, as chair of the board for 2026.

Executive committee officers were also reelected by the incoming board of directors, including Vice Chair Ryan Elias of Leisure Travel Vans/Triple E RV, Treasurer Brett Randall of Aliner and Secretary Jeff Rodino of Patrick. Kevin McArt of Forest River will continue to serve on the executive committee as immediate past chair, and RVIA's Kirby also serves on the executive committee.

"Mary's extensive knowledge and steadfast commitment to the RV industry have been key to her success as chair, and we look forward to her leadership for a second term," said Kirby. "Ryan, Brett, Jeff and Kevin round out an extraordinary executive committee to lead our members and advance the broader RV industry."

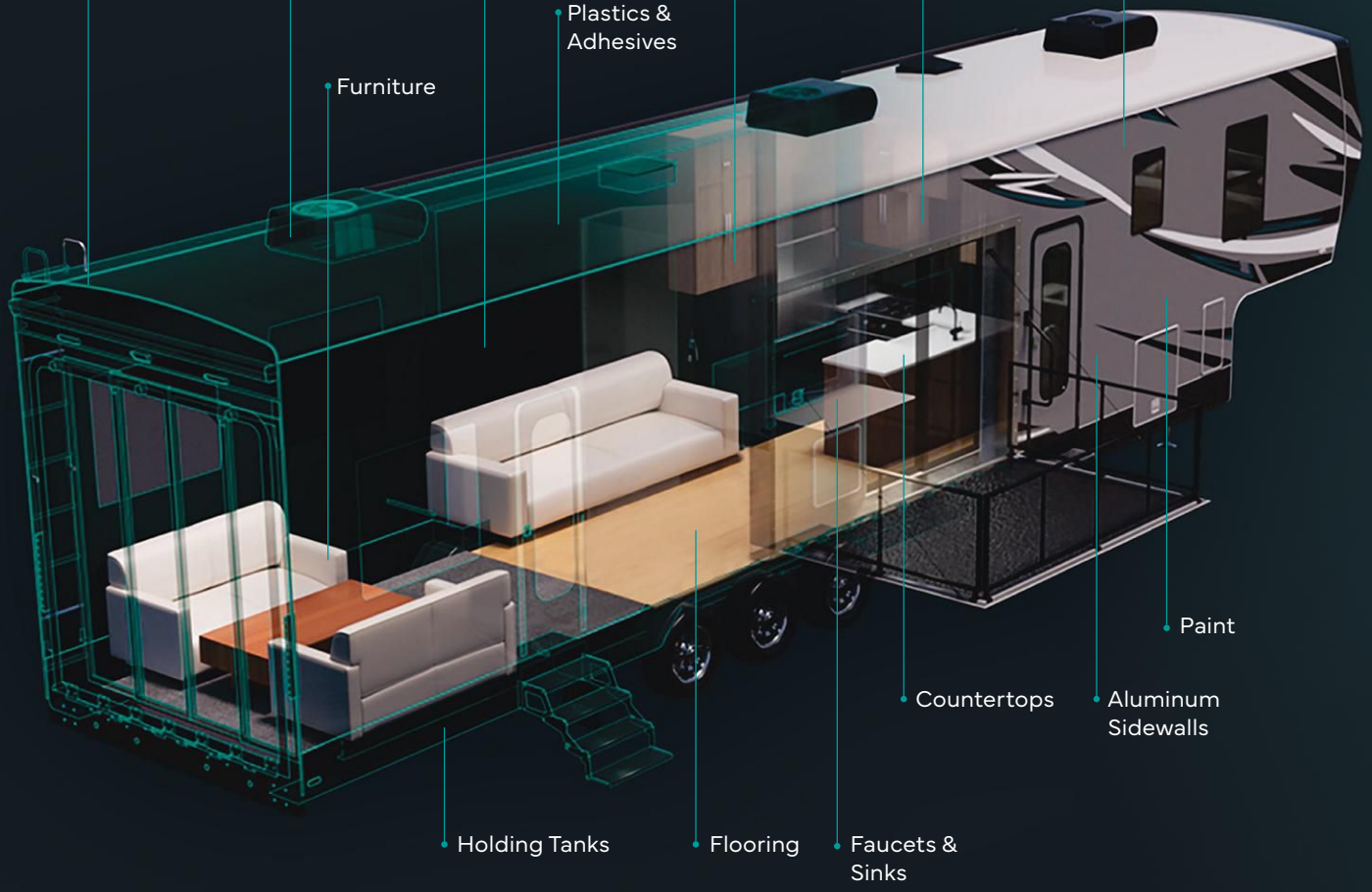
Other actions at the meeting included appointing Toby O'Rourke of Kampgrounds of America (KOA) to a one-year appointed seat and reappointing Bob Martin of THOR Industries, Forest River's McArt, Bryan Hughes of Winnebago Industries, April Klein-Carroll of Lippert and Jeff Rodino to the five standing director positions. The 2026 elected members of the board were also welcomed: Ryan Elias, Brett Randall, Brent Diver of Ranger Distribution and Mike Hesse of Blue Ox.

The three-year term for newly elected board members and one-year term for officers began Jan. 1. RVP

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2025 **40 Under 40 Winners** Honored at Event in Las Vegas

Family, friends and colleagues cheered enthusiastically during the much-anticipated 40 Under 40 event at the Paris Las Vegas where RV PRO honored 37 of its 40 honorees who attended the event in person, capping off the second day of the 2025 RV Dealers Association Convention/Expo.

Representatives from awards sponsor Rollick and gold sponsors Eberspächer and RV Mobile Power (RVMP) offered their congratulations to the honorees and thanked them for their contributions to the industry.

Also at the reception, Ally Donabella Brown, RVDA Learning Center education director, introduced Mark Spader from NCM Associates, who presented this year's Duane Spader Leadership Development Scholarship. The scholarship honors the company founder Duane Spader, a past chairman of RVDA, and is designed to support current and aspiring leaders in the RV industry by providing exclusive professional development opportunities through NCM Associates training/consulting programs valued between $10,000 and $13,000. This year's recipient was Lexi Roberts from Longview RV in Connecticut.

During the ceremony, honorees were reminded that they will have the opportunity to attend the RV Industry Association's Leadership Conference at a discount. The 2026 Leadership Conference will be held March 10-12 in Austin, Texas. For information on that event, visit rvia.org and look under the Events tab.

Also, get to know the members of the 40 Under 40 class of 2025 online at bit.ly/44csLR8.

This year's 40 Under 40 class includes:

Alex Hodschayan, SuperSprings International
Alexandra Jones, Leisure RV Center
Alexis Donati-Yeoman, Nexus RV
Angie Dunn, Human Resources
Austin L. Miller, Jayco
Brandy Droptiny, Winnebago
Brooke Derbini, Wilkins RV
Celest Bland, Pikes Peak RV
Chase Rhode, Keystone RV
Chris Patterson, Northpoint Commercial Finance
Conner Mahan, Alliance RV
Daniel Wangel, Storyteller Overland
Dave Ramsay, DM Vans
David Thomas, Hughes Autoformers/Power Watchdog
Doug Acker, Forest River
Dustin Hunt, Rollick
Emalee Frase, Winnebago
Grant Gillis, RV Mobile Power
Hannah Corn, Lippert
Heather Ek, Coachmen RV
Heather Ing, Thetford
Holly Tope, Ember Recreational Vehicles
Ian Garrett, The Unity Folks
Igor Rodrigues, Owasco RV
John Eaton, Airxcel
Kelsey Schrock, Renegade RV
Kirsten D. Payne, Arrowhead Camper Sales
Luke Stump, GEN-Y Hitch
Nicole Robison, Dometic
Patricia Lierman, Blue Ox
Rachel M. Strunk, Tom Schaeffer's Camping & Travel Center
Richard Vermillion, General RV Center
Ronnetha Morman, Campers Inn RV
Ryan Burkhart, Newmar Corp.
Stephen Cukrowicz, Fleetwood RV
Thomas Richardson II, Ron Hoover RV Marine & Equipment Centers
Travis Doney, NTP-STAG
Trevor Marsha, Grand Design RV
Tyler Bourns, Dragonfly Energy
Wil Knowles, Liquified RV Toilet Treatment



Mark Spader with Lexi Roberts



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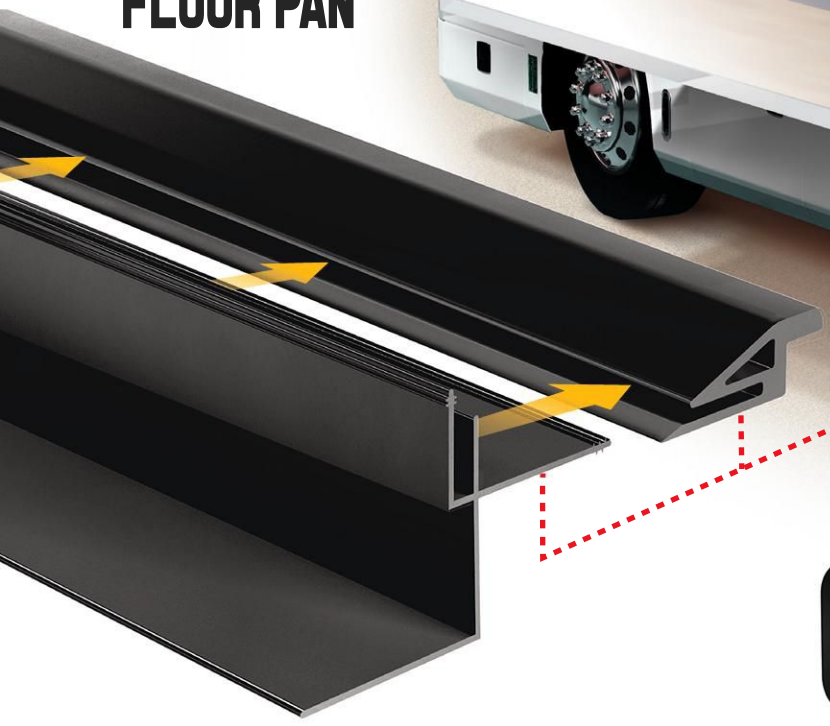


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Charging Ahead!

Jayco tackles Class A market challenges with appealing price points and innovative electric motorhomes.

BY JOHN MCCURRY

PHOTOS COURTESY OF JAYCO

"THERE MAY BE DEALERS WHO SCRATCH THEIR HEADS OVER THE EV MOTORHOME AND WONDER HOW IT MAKES SENSE, BUT MANY WILL BE EXCITED ABOUT WHAT THE FUTURE HOLDS."

—CORY WEATHERTON, DIRECTOR OF PRODUCT DEVELOPMENT

Amid a difficult market for Class A models, Jayco is pushing innovation in its effort to navigate economic obstacles. Overall, the Class A market continues to be challenging, and Jayco has adjusted with new models. It has been seeing success with low-end Class A and low-end Class C. On the Entegra Coach side, the company developed the entry-level Vision SE — then it moved up to a Vision, then a Vision XL and then the Emblem.

Jayco developed the Vision SE to try to get to a price point that is nonexistent, post-COVID-19, simply because chassis prices keep increasing, according to Cory Weatherton, Jayco director of product development.

Tariffs became a factor in early fall 2025. The Vision SE has sold well, when chassis can be found. The Ford F-53 plant has cut back production significantly. Last fall, every manufacturer was struggling to get F-53 chassis. Many suppliers of other parts anticipated the effects of tariffs, so they ordered more products in advance.

"[For] the bulk of our builds, our better margins are in the higher end

versus the lower end, so we were building a lot of painted Visions, painted Vision XL — those are options," Weatherton says. "Why would we do that? Because the lowest price point is doing well, but at the same time, as a manufacturer, we have seen a lot of success with painted units. It gives the appearance of a higher-end unit. The Class A market is a tough market right now."

Weatherton also notes that aluminum and steel prices are high. Jayco tries to mitigate price increases by either switching to U.S. manufacturers when possible or sourcing from a country of origin with lower tariffs.

"Our purchasing team is doing a good job in identifying the country of origin so that we can try to address that. Obviously, China has some of the highest tariffs. We have some manufacturers of components that were building in China but have moved to Indonesia or Malaysia, or other Asian countries, in order to sidestep those tariffs."



Oversize cabinet door and drawer fronts in the Embark give the interior a cleaner look.

Embarking With Extended Range

Jayco made headlines earlier this year when it gave a peek at its innovative Embark EV. While it remains to be seen if the new model will usher in an era of electric RVs, it offers potential for market expansion.

Jayco brought the electric Embark to its homecoming event in Texas in August, as an unbranded unit, but with the knowledge it would be released as an Entegra. The unit subsequently generated considerable buzz at the Elkhart Open House. Jayco is now making revisions to the EV.

Jayco will launch production during the first quarter of 2026, exclusively for Tourism Holdings Limited (THL), a New Zealand-headquartered tourism and RV rental company with U.S. operations based in California. THL has ordered an undisclosed number of the model. The plan is for THL to use the units — in essence giving them a test run for a year — and then provide feedback from their customers. Weatherton anticipates releasing the model to the retail market in the third quarter of 2027.

Weatherton is quick to clarify that the Embark EV is an electric motorhome with range-extended power. It is not technically a hybrid, but rather an electric lithium chassis with a range extender, one of the first electric models in the RV industry with such an extender.

"The way it functions is the range extender is a gas-powered generator. The first choice of the motorhome, it can run off of the lithium power. You are going to get about a 105-mile range when you put it in what most folks would understand as a hybrid mode, where it is running off both gas and electricity. But it is different, because it is technically not running on gas; the generator is constantly, slowly charging the lithium battery, so it is always running off of lithium. If I use the generator, I go from a 105-mile range to a 450-mile range, depending on the terrain."

Jayco's parent company, THOR Industries, has a U.S. innovation lab that gives Jayco an advantage in product development. There was a sorting out of chassis under consideration before Harbinger was selected. THOR brought a couple of different chassis to the Jayco campus to try. Jayco tested them and found the range was lacking.

"There was one company that would not allow us to tap into the battery system, to use it for the house portion of the electricity," Weatherton recalls. "We knew right away that with limited range, and not being able to fully utilize the battery packs, those were not good options."

At the 2024 Elkhart Open House, THOR brought a concept vehicle it had built, and at that point, it was just on lithium power. It did not yet have the range extender.

"From THOR interacting with Harbinger, they agreed one of the biggest issues is range. The average RV customer is going to want to drive more than 105 miles in a day. Harbinger then developed the range extender, and THOR presented us with the opportunity to build on that chassis in October 2024."

Development took about 10 months. As Jayco was creating the house part, Harbinger was developing the range extender.

"We knew we were going to build this motorhome; we just did not know on what chassis. As a team, we had started to meet in July of 2024, identifying components, sourcing



The Embark's interior features flat panels with no hinges or handles visible.

those components, developing the layout and dealing with possible obstacles. We knew we wanted a flush floor and a walk-in shower, which we don't do on our gas series."

With redesigns in progress and furniture changes being made, Jayco doesn't have a final cost of the new units yet, but Weatherton estimates it will be in the $400,000 range.

"With that, customers need to understand that compared to the F-53 chassis, this chassis is significantly more expensive," he explains. "Here at Entegra, we build vans and Class Cs that have just standard lead acid batteries in them. As soon as you place a 9-kilowatt-hour battery in it, the price goes up $20,000. This lithium battery is significantly even larger than that, 100 kilowatt hours, so that is going to take the price up a lot more. We designed the unit a lot cleaner and sleeker, something a former pusher customer or a first-time customer would recognize as a higher-end unit."

The Future of EVs

Weatherton says whether Jayco and THOR continue building other electric vehicles depends on the chassis manufacturers. It helps that Harbinger is a relatively new startup company that has already worked with the major names in the automotive industries. He notes that the current cost of electric RVs is prohibitive for many RVers.

"I believe the typical combustion engine is going to be around for as long as the government allows it," he says. "However, as regulations gradually change, we will see more of these chassis come into the market. It will be up to the chassis manufacturer, and also the RV manufacturer, to figure out how to make it affordable to RVers. The price is likely to come down as the technology evolves."

Jayco has had many online inquiries asking how individuals can rent the new Embark. Jayco directs them to THL, which is placing names on a waiting list to be contacted as soon as units are available to rent. THL tends to keep its rental units for about 12 months, so he anticipates used units will be available by the spring of 2027.

"There may be dealers who scratch their heads over the EV motorhome and wonder how it makes sense, but many will be excited about what the future holds for the RV industry and will understand how the chassis and the lithium batteries affect the cost," Weatherton says. "The dealers who have seen it absolutely love the housing portion of the unit."

A More Modern Feel Inside

Weatherton observes that some diesel pusher customers are moving to gas vehicles, which are at a lower price point, but still seeking the amenities of a pusher.

"The hard thing about that is, a lot of pushers have the diesel Aqua-Hot system in them, in-floor heat, etc.," he says. "A gas chassis obviously is not a diesel chassis, so some of the components are limited. The size of the chassis was maxing out at a 20,000 pounds, which limits the amount of weight it can carry, so some of the things we have in our pushers, such as a porcelain tile floor, we just can't do."

Jayco is opting for residential vinyl plank flooring for a sleeker, integrated look. Valences were removed, and windows with integrated blinds were installed in some models.

Jayco is also making the move to tankless water heaters across all of its models. New interiors are featured.

"We have tweaked some this year for the next model year. We will be releasing new interiors as far as cabinet styles, and new colors to give the units a more modern feel. Trends we are seeing in the RV industry are generally years behind the residential housing industry, but we are moving to more painted cabinetry, as wood tones are starting to disappear. We have oversized all our cabinet door and drawer fronts, in order to give it a cleaner look, such as in a real home," Weatherton says.

"[In] the Embark, if you look at the pictures, you will see no Shaker-style doors or Colonial-style doors. These are all flat panel doors with no hinges or handles visible. You will start to see more of this in the coming years. The product has been pretty dialed in, so we are only doing small tweaks. We have been doing well as a manufacturer in gaining market share, but we are not resting on our laurels by any means." RVP

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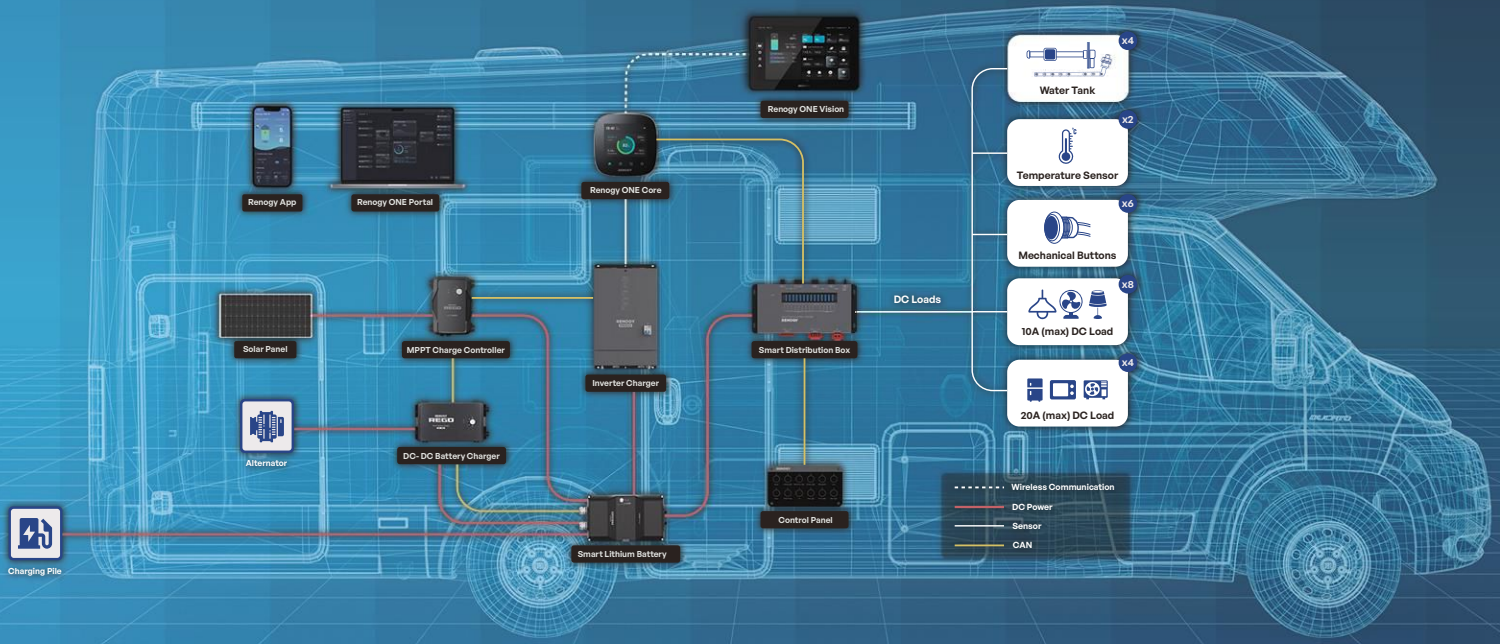
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Forest River *Raises the Bar* in Motorhome Living

The company's FR3 bridges the gap between Class C practicality and Class A luxury with innovative design, premium features and flexible layouts.



BY RONNIE WENDT

PHOTOS COURTESY OF FOREST RIVER

A decade after its debut, Forest River's FR3 lineup is hitting a new stride with bold upgrades and fresh configurations that speak directly to today's travelers.

The all-new FR3 Plus brings full-body paint, solid-surface countertops and power theater seating to a coach already known for value, while a nimble, smaller-chassis FR3 joins the family to deliver the same FR3 spirit with improved maneuverability at a more accessible price point.

Forest River introduced the FR3 in 2014 as an entry-level Class A motorhome. Today, it's known as a coach that bridges the gap between luxury and practicality. The FR3 blends spacious Class A living, smart storage and use-every-inch design to make it a favorite among first-time buyers and seasoned RVers alike.

"When we moved the FR3 into a bigger chassis, it became more of a mainstream product," says Jay Cavitt, product sales manager at Forest River. "In fact, the FR3 has been in the Top 5 gas-powered Class As for nearly a decade. It's an affordable product that offers the bells and whistles customers want."

From Entry-Level to Mainstream Appeal

Forest River first introduced the FR3 as a stand-alone offering. But it quickly grew into more than an entry-level motorhome, according to Cavitt.

He explains that Forest River initially aimed the FR3 at first-time Class A buyers, but it didn't take long for the FR3 to gain traction and expand into a more mainstream market. This led Forest River to increase its chassis size, incorporate additional features and ultimately create the FR3 Plus two years ago to appeal to customers seeking a higher-end experience without leaving the FR3 family.



"The FR3 Plus offers full body paint, solid-surface countertops and power theater seats as standard," he says. "It was designed for customers who owned an FR3 already but wanted to move up in product. At that time, the FR3 had nothing that would allow them to do that, so we risked losing them to something else."

With the space and styling of a Class A, the FR3 Plus also offers the easy drivability of a Class C motorhome, making it ideal for families and adventurers, he adds.

With the FR3 Plus in the fold, dealers now have five different FR3 floorplans to offer customers: three standard FR3 layouts and two FR3 Plus layouts.



The FR3 Plus floorplans include the:

- FR3 33Z — 35-foot, 1-inch Class A with easy handling; a king bed, washer/dryer prep, a 15-cubic-foot fridge, solid-surface counters and a convertible dinette.
- FR3 Plus 35G — Offers a bath-and-a-half layout on a Ford F53 chassis; a residential kitchen with 15-cubic-foot fridge and hidden pantry; theater seats and a convertible dinette.

The standard FR3 layouts include the:

- FR3 30DS — This coach offers a wraparound dinette, hide-a-bed sofa, 15-cubic-foot fridge, a pantry, king bed, washer/dryer prep and a split bath.
- FR3 34DS — Features a bath and a half; a king bed slide with washer/dryer prep; theater seating, a fireplace, hidden pantry; booth dinette and a full kitchen.
- FR3 31DS — Shorter than the 34DS, this coach offers a full bath, king-bed slide, jackknife sofa, a booth dinette and an electric overhead bunk.



"This flexibility allows buyers to find a motorhome that fits their specific needs, from first-time buyers to seasoned RV enthusiasts," he says. Cavitt adds Forest River prices the FR3 lineup to appeal to a broad range of buyers, with models ranging from $170,000 to $190,000.

One of the FR3's most compelling aspects is its positioning between Class C and Class A motorhomes, he adds.

"It comes entry level to mid-level coaches," Cavitt says. "It is a step above the Class C. With its longer chassis and larger dimensions than most Class C models, the FR3 provides buyers a bridge to Class A comfort without the bulk or expense of full-size models."

Cavitt notes that the FR3 Class As also offer a visibility advantage. He explains that with a Class C, RVers walk down into a cab. "But with a Class A, you just walk straight into the cockpit, so you got a lot of view," he says. "It has a huge windshield and expansive side windows to give a lot more visibility."

Maximized Storage

Forest River emphasizes storage in every FR3, something Cavitt says is often overlooked in the Class A segment where storage is still an important commodity.

In the FR3, every compartment is thoughtfully designed for maximum usability, from rotocast washable, passthrough storage to clever cabinetry and pantry layouts.

Cavitt underscores the importance of storage for the FR3's target audience, saying: "A lot of these people are not just traveling 50 miles. They are taking two-week trips, month-long trips and extended seasonal trips."

More Amenities for Longer Trips

While the Class A market was traditionally dominated by buyers



55 and older, the pandemic and the rise of remote work have shifted the landscape.

"We now see a lot of younger families, travel nurses and travel doctors, insurance adjusters and more. It's a great product for people who want to extend their travel season," he says. "These buyers often use their FR3 as both a home and a workplace, staying in the motorhome for weeks or months at a time. The result is a demand for durable, functional and comfortable interiors that provide a home-away-from-home experience."

The FR3 delivers with high-value amenities, he adds.

Forest River equips the FR3 with features typically reserved for higher-priced Class A models. Every FR3 includes solid hardwood cabinets, which Cavitt says is a rarity at this price point.

"We do all solid hardwoods. We don't use any wrapped woods," Cavitt explains. "Solid hardwood ensures longevity, quality and a premium feel for buyers seeking aesthetics and durability."

The FR3 also includes residential refrigerators, stainless steel sinks, power theater seating and smart TVs depending on the floorplan. All bathrooms are spacious, featuring large showers, porcelain toilets and dual exhaust fans. There is a 6,000-kilowatt generator on every unit, and dual air-conditioning units with a "race-track plenum" ducting system allowing for separate climate zones between the front and rear of the coach.

"You can turn the front air on and turn the rear air off in the bedroom, and if you close the vents, it all runs into the bedroom," Cavitt says. "So, you don't have to have the air blowing directly down on you while it cools the coach off."

The FR3 also caters to modern RVers with solar power, lithium batteries and Wi-Fi connectivity.

"The FR3 has a lithium battery and comes with 200 watts of solar, while the FR3 Plus has two lithium batteries and 400 watts of solar," he says. "All FR3s come Wi-Fi ready. These features allow buyers to stay connected off-grid, whether at campgrounds, Walmart parking lots or in remote locations."

In response to market demand and competition, Forest River has introduced an FR3 model on a smaller chassis.

This motorhome uses an 18,000-pound chassis with a 190-inch wheelbase, while the rest of the FR3s are built on a 22,000-pound chassis with a 228-inch wheelbase. This motorhome keeps all the features the FR3 is known for but is easier to drive and fits into smaller campsites. "This makes it a practical, cost-effective option for price-conscious buyers," he says.

Top-Tier Construction & Quality

The FR3's build quality is a point of pride, according to Cavitt.

The FR3 motorhome's sidewalls and roof are constructed with aluminum and steel framing. Vacuum-bonded laminated walls and roofs, paired with rigorous quality control checks, ensure that every FR3 leaving the factory meets Forest River's exacting standards.

Exterior options include gel-coated fiberglass with graphics for the standard FR3 and full-body paint for the FR3 Plus. Cavitt points out that the combination of sturdy construction and smart design means buyers get a dependable, attractive motorhome.

Dealer Support & Customer Satisfaction

A strong dealer network underpins the FR3's success, Cavitt adds.

"The FR3 has been a Top 5 gas Class A for many years. That doesn't happen without quality dealers representing and selling the product," Cavitt says.

Forest River selects top dealers and trains them on the FR3's features, construction and advantages over competitors to help them guide buyers through the purchase process confidently.

Future Trends & Innovations

Looking ahead, Forest River is attentive to evolving market trends, including increased interest in remote working from the road and the need for flexible, high-value features.

Forest River approaches FR3 upgrades by studying trends in high-end homes and premium products, drawing inspiration from the latest colors, features and innovative touches.

Cavitt shares that by translating these ideas into the motorhome, the FR3 continues to stay relevant and competitive as buyer expectations evolve.

With its clever design, premium features and versatile layouts, the FR3 makes stepping into a Class A motorhome effortless and fun. It combines comfort, style and value without compromise, giving RVers everything they need to hit the road with confidence. RVP

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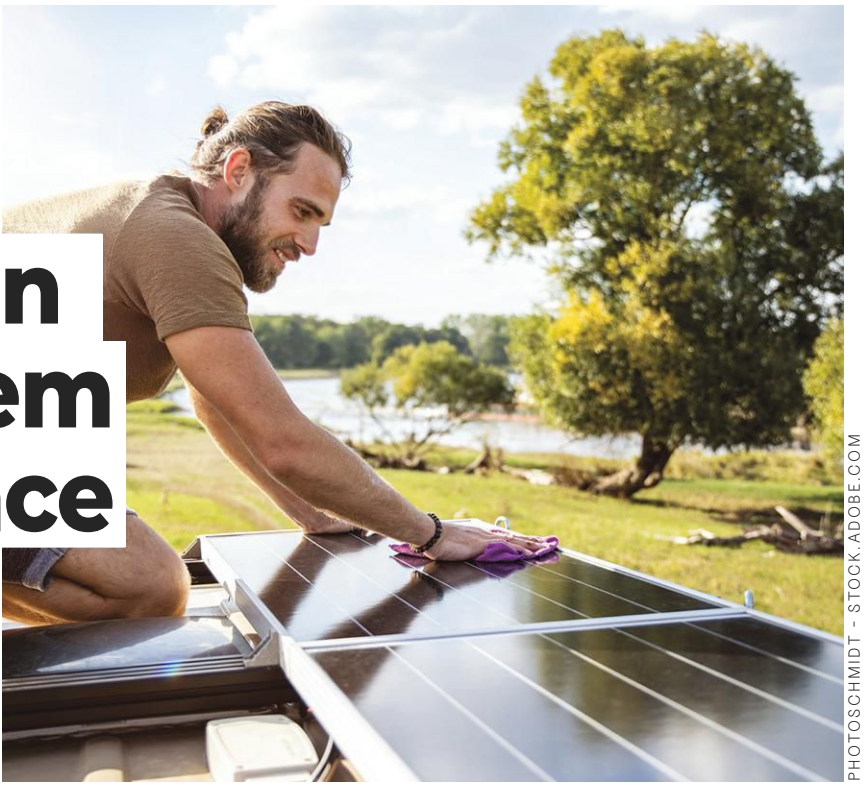


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How RV Dealers Can Explain Solar System Maintenance

A helpful checklist to keep customers' solar systems running smoothly and efficiently.

BY MAURICIO LUNA,
DIRECTOR OF PRODUCT SOLUTIONS & TECHNICAL SUPPORT, RENOGY



PHOTOSCHMIDT - STOCK.ADOBE.COM

Sunshine can feel magical when it powers an RV's adventures. But even solar-powered magic still needs a helping hand to keep running smoothly. When RV dealerships make solar maintenance part of their pitch or advice, they help customers not only avoid trouble but also get the most watt-hours out of every trip.

Why Solar System Maintenance Matters

Solar panels work best when things are clean, clear and connected. Dust, bird droppings and tree debris can affect energy production, leaving batteries less efficient and appliances underpowered. Regular maintenance means maximum efficiency and prevents power surprises on the road — plus dealers who discuss this with customers can earn a reputation for keeping RVs reliable and on the road.

Simple Ways Dealers Can Educate RVers

Dealers don't need a Ph.D. in photovoltaics to teach solar basics, but sharing these practical tips can make you a go-to resource for your customers with solar on their RV:

- **Cleaning solar panels:** Recommend a gentle touch. RVers should use a soft cloth or wet sponge in the early morning or at dusk (to avoid hot glass, which can crack). Explain to your customers that abrasive cleaners shouldn't be used, as acid or alkali damage isn't typically covered by warranties.
- **Checking connections:** Wires and connectors need a periodic inspection; loose or corroded contacts can interrupt charging. A dealer's tip: take a multimeter and show customers how to check battery voltage every month.
- **Monitoring shade and debris:** Shading by tall trees, parked RVs or even piles of leaves on top of the solar panels can create hot spots and lower output. Explain the importance of

RV DEALER'S MAINTENANCE CHECKLIST

Here's a quick dealer-made checklist to share with customers or use during service appointments:

- Inspect panels for physical damage and debris, such as leaves or bird droppings, quarterly
- Clean panels with a soft cloth and water (early or late hours preferred)
- Check battery charge levels and look for physical abnormalities monthly
- Inspect terminal connections, tighten if needed and clean corrosion
- Monitor cables for insulation damage or rodent activity
- Verify mounting hardware is secure, especially after long trips
- Encourage annual system capacity checks and inspections by professionals

Fun Facts To Win Over RV Enthusiasts

Modern lithium batteries can deliver thousands of cycles, lasting up to 10 years or more when properly cared for.

Regular solar panel cleaning can boost energy production by up to 20%.

RVs on solar systems avoid the noise and fumes of generators, making them campground favorites and quieter neighbors.

keeping panels totally unobstructed on sunny days.

- **Battery health:** Lithium batteries are robust but should still be checked for swelling, leaks and capacity. Remind customers to look for firmware updates from their product's manufacturer and run capacity tests annually.
- **Mounting and vibration:** Road bumps can loosen mounts, screws and seals, so a yearly hardware inspection is a must.
- **Seasonal changes:** After snowstorms, gently brush off panels with lukewarm water to avoid frost and cracks. Tell customers this isn't just about winter — dust storms out West or pollen in spring can also hinder performance.

How Dealers Can Be Trusted Advisers

Customers appreciate practical advice over technical jargon. Show them how preventative care means fewer emergencies, less downtime and one less thing to worry about on their next trip. Offering a solar maintenance guide or service package can give dealerships added value and make follow-ups easier.

Don't forget to mention warranties and support programs; knowing there's help if something goes wrong can make customers feel more confident in choosing solar.

Final Thoughts

For RV dealerships, talking about solar maintenance isn't just good customer service. It's a way to connect adventures and energy, make every trip more reliable and share a slice of modern innovation. RVP

Mauricio Luna is the director of product solutions and technical support at Renogy, where he leads the development of turnkey solar and power systems for the RV industry. With an engineering background and more than a decade of product management experience, he oversees technical support, dealer training and quality initiatives. For more information, visit renogy.com.





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PREDICTIONS FOR 2026

8 MEMBERS OF RV PRO'S EDITORIAL ADVISORY BOARD ANSWER QUESTIONS ABOUT WHAT LIES AHEAD THIS YEAR.

By Jennifer King

(Editor's note: All responses were collected during November 2025.)

WHAT WAS 2025 LIKE FOR YOUR COMPANY OR ORGANIZATION, AND HOW ARE YOU FEELING LOOKING AHEAD TO 2026?



Trey Miller, vice president of marketing, Jayco: 2025 was a good year for our company. However, there have been macroeconomic and other headwinds that have impacted the industry as a whole this year. Right now, it feels like you would need a crystal ball to truly predict 2026. There are so many factors that can swing things one way or the other.



Jeffrey Hunter, chairman/CEO of STO Holdings and Storyteller Overland: Ha! The real answer to that feels less like a singular monolithic answer for the whole year and more like a weekly recalibration around whatever random whiplash of news was coming out of Washington, D.C., or Wall Street, or the macroeconomy, or the global theater in that moment. Storyteller managed to post significant growth this year even through all of the turbulence. But anyone who tells you that 2025 has been easy on any front in our industry is either completely delusional or downright dishonest. 2025 has presented a steady stream of highly unique challenges and complicated mixed signals in our space. Looking forward to 2026, we're cautiously optimistic; not because we expect that the economy will be inherently any easier to navigate in the new year, but because our team has done a tremendous amount of work internally to reinforce our strengths and lessen our sensitivities to the capricious whims of the market.



Jason Nierman, chief revenue officer, Rollick: 2025 was an important year for Rollick in the RV industry. Even with softer retail trends, we saw strong growth in digital adoption as RV dealers and OEMs leaned into more efficient lead-generation and engagement strategies. Our digital retailing product, RollickEngage, became a key tool for a growing number of OEMs and dealers, improving lead quality and giving retailers clearer insights into consumer behavior. Looking toward 2026, we're very optimistic. RV buyers continue to show strong intent to use online tools, and retailers are focused on doing more with less by modernizing their digital experience. In many ways, 2025 confirmed the industry's direction, and 2026 will be about scaling the impact.



Susan Carpenter, aftermarket manager, B&B Molders: 2025 was a reset year that rewarded inventory discipline, product differentiation and service excellence. Heading into 2026, [we are] cautiously optimistic for modest growth.



Juan Tejeda, CEO, PPL Motor Homes: 2025 was a year of meaningful progress and resilience for PPL Motor Homes. Despite a challenging marketplace, our team continued to demonstrate the power of investing in people through training, leadership development and an unwavering commitment to excellence. We proudly opened our sixth dealership in Decatur, Texas, expanding our reach across the Dallas-Fort Worth metroplex and reinforcing PPL's position as the nation's largest RV consignment dealer.

Throughout the year, we strengthened our leadership pipeline, enhanced customer experience and deepened our community impact. These efforts reflect our ongoing commitment to doing business with purpose and keeping people at the center.



Stacey Harris, head of service and retail sales, Truma North America: It is safe to say that the market was down going into 2025. There were many unknowns, and soon after the new year started, talks about tariffs began. Overall, the energy around tariffs proved disruptive both financially and in terms of time and resources, ultimately diverting concentration away from logistics, supply chain and sales. All that said, we are looking forward to 2026. We believe that we have seen the bottom of the market. We saw sparks of life and recovery in all segments as some manufacturers and dealers have made fiscal changes and are adapting well to new market conditions.



Earl Hunter Jr., founder and president, The Unity Folks: 2025 has been an incredible year for The Unity Folks! We launched several new brands and rolled out fresh pilot projects to our Unity Blaze partners, all designed to increase unity in the outdoor community and beyond. Our ROI+ model is spot on (Return On Invitation + Unity = Revenue). Earlier in the year, we faced some adversity tied to our previous brand, Black Folks Camp Too. Unfortunately, the current administration mislabeled us as a "DEI company," which we are not. That mislabel caused some temporary disruption, but as always, we adjusted, stayed focused and moved forward with strategy and purpose. Today, our message is stronger than ever. Our work is rooted in unity, invitation and real data, not politics or buzzwords. And the industry is responding because unity works.

WHAT DO YOU PREDICT FOR THE RV INDUSTRY IN 2026?

Trey Miller: The launch of the first electric Class A motorhome with regenerative power this year has shown a viable way to bring electrification into the RV market for bigger units. While all-electric may not be as "hot" as it has been in years past due to various factors, this hybrid approach has true real-world applications.

Jeffrey Hunter: As cliche as it has become on corporate earnings calls this year, there is something very real about the emerging trend/truth around the bifurcation of the "K-shaped" economy. Some individuals in our combined audience have never had it so good … while others are succumbing to greater pressures than they have known or imagined in quite some time. The ripple effects of this decoupling will likely be felt and continue to play out for many years to come.

Jason Nierman: Several important trends emerged in the RV market this year, and they're reshaping how consumers shop and how dealers operate. First, the shift toward deeper online research and digital engagement accelerated. RV shoppers expect clearer pricing, easier ways to start the buying process online and more personalized follow-up — which is driving demand for solutions like RollickEngage. Dealers using these tools are capturing higher-quality leads and gaining better visibility into customer intent earlier in the journey. Second, dealers and OEMs are increasingly focused on first-party data and attribution. With marketing budgets under pressure, retailers want to know which channels are truly driving sales. Finally, the industry is seeing growing emphasis on consistent OEM-dealer alignment, especially in how leads are routed, nurtured and measured. Integrations between Aimbase and GoRollick strengthened this connection, helping brands support their dealer networks with more actionable insights. Together, these trends are pushing the RV market toward a more digital, data-driven and collaborative retail model — one that Rollick is well-positioned to support.



Tom Kline, lead consultant and founder, Better Vantage Point: More regulatory action and lawsuits against dealers.

Susan Carpenter: Over the past year, RV demand has shifted toward affordability and smaller footprints, with buyers favoring lighter towables and compact motorized as insurance, storage and financing costs rose. Off grid capability is becoming standard — lithium batteries, solar, inverters, DC air conditioners and heat pump HVAC are reducing generator reliance — while lightweight construction improves towability and durability. The used market normalized, rentals remained a key entry path and regulatory pressures plus campground policies accelerated the move to quieter, cleaner power. Winners will pair value with real energy autonomy, solid construction and quick service, while suppliers enabling 12-volt HVAC, battery systems and lightweight materials gain favor.

Juan Tejeda: Several key trends have shaped the RV market over the past year. Consumers are prioritizing transparency, affordability and trusted guidance, making relationship-driven service more vital than ever. Access to financing and overall affordability remain central as interest rates and rising costs continue to influence purchasing decisions.

Stacey Harris: Staying competitive is a trend that never goes out of style. Add an uncertain market, and staying competitive becomes even more critical. In some cases, that has meant de-contenting or reducing features and vehicle offerings. In addition, being off-grid remains a focus for campers,

and therefore battery and solar systems continue to be a focus as technology improves in these areas.

Earl Hunter Jr.: The biggest trend in the RV industry right now is simple: lack of growth. The industry continues to struggle because it has not figured out why emerging demographics and nontraditional consumers have little to no interest in the RV lifestyle. Until the industry fully understands the why, the cultural barriers, the historical context and the real consumer motivations, it will never be able to move forward to the what, when, where and how required to grow. This is exactly where our Unity Blaze strategy shines: We identify the why, deliver the how and help our partners capture new, sustainable market share.

HOW CAN THE INDUSTRY DO MORE TO ATTRACT PEOPLE TO RV INDUSTRY CAREERS?

Trey Miller: In the Elkhart, [Indiana], area for suppliers and manufacturers, I think it is vital for companies to recruit and hold on to students attending Indiana colleges (and surrounding states). For example, one of the top universities in the country is less than an hour away, and it is very rare to have a Notre Dame grad enter the RV industry. We can also do a better job of recruiting from the Chicagoland area specifically.

Jason Nierman: The RV industry has a major opportunity to attract more talent by modernizing how it presents career paths and by investing in training. Many younger job seekers want clear growth trajectories, exposure to technology and workplaces that feel forward-thinking. Dealers and OEMs that highlight opportunities in digital retailing, data analytics, customer experience and service technology will appeal to a wider pool of talent. There's also room for the industry to lean into professional development. Structured onboarding, certification programs and partnerships with technical schools or trade programs can help bring in new technicians, marketers and sales professionals. The companies we see thriving are the ones positioning the RV space as innovative and tech-enabled rather than traditional and seasonal. Finally, showcasing the lifestyle aspect of RVing — travel, outdoor recreation and community — helps differentiate this industry from others. A clear message that the RV sector is evolving, stable and full of upward mobility will go a long way in attracting and retaining the next generation of professionals.

Tom Kline: More training and consistency in their approach to treating employees as an asset.

Susan Carpenter: Make the RV industry visible, affordable to enter, skills first, tech forward and purpose-driven — and back it with paid training, modern technology and clear pathways. That combination will attract and keep the next generation. RVWA [RV Women's Alliance] is already drawing talent by spotlighting women across the industry, hosting networking and mentorship programs, and running skill-building events that make career paths visible. Through training partnerships (including all female RV technician cohorts with RVTI [RV Technical Institute]), scholarships and employer connections at industry shows, they lower entry barriers and convert interest into jobs.

Juan Tejeda: Attracting more people to build a career in the RV industry begins with creating a clear sense of purpose and opportunity. We must show that this is more than a business about RVs – it is a people-centered industry that helps families create lifelong memories. The key is investing in training, leadership development and career pathways that give employees a vision for growth. By elevating the professionalism of our workforce, improving work-life balance and highlighting the fulfillment that comes from serving others, we can inspire the next generation of talent. Culture, mentorship and a shared sense of mission will ultimately define our industry's ability to grow and thrive.

Stacey Harris: Focusing on those currently within the industry is the first step. Helping our employees achieve their career and life goals is one way to promote the industry. Keeping the industry happy from within is a great way to put forward career opportunities for the future workforce. Helping our teams to have pride in what they do and showcase their passion allows for others to see the advantages within the industry.

WHAT'S A CHALLENGE THE INDUSTRY NEEDS TO FOCUS ON IN 2026, AND WHAT DO YOU THINK COULD BE A SOLUTION?

Juan Tejeda: Rising material and component costs have impacted both manufacturers and consumers. For PPL, the effect has been more indirect, as we operate primarily within the pre-owned and consignment segments. That said, higher new RV prices have increased demand for consignment units and value-driven alternatives. We've focused on efficiency, training and operational discipline to maintain affordability and deliver strong value to our customers. Ultimately, price pressures have reinforced our mission of helping families enjoy the RV lifestyle through smarter ownership solutions and trusted service.

Tom Kline: Dealerships are continuously exposed to liabilities.

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Owners should consider a more robust risk and compliance program with focus on ensuring the dealership is protected by the best insurance program. Risks continue to rise for dealers.

Jason Nierman: Rising material and component costs have influenced the broader RV market, but the impact on Rollick has been more indirect. As OEMs and dealers manage higher production and inventory costs, they've become increasingly focused on operational efficiency and marketing ROI. This has actually driven more interest in digital retailing and first-party data solutions that help convert serious shoppers more effectively. For many RV retailers, tighter margins mean every lead has to count.

Earl Hunter Jr.: Price adjustments are always a factor, but every industry adjusts pricing year over year. That's normal. What isn't normal is expecting to grow the business without attracting new consumers with real data. The RV industry keeps trying to expand while talking to the same audience, using the same playbook and ignoring the fastest-growing segments of the American population. Growth comes from inviting, welcoming and connecting with new consumers who have historically been overlooked.

ARE THERE ANY NEW TECHNOLOGIES, REGULATIONS OR PIECES OF LEGISLATION THAT THE INDUSTRY NEEDS TO KEEP ITS EYE ON?

Trey Miller: I see companies embracing behind-the-scenes systems to help automate or streamline their processes and make a more seamless experience for their customers. I also see AI continuing to evolve and become more prevalent in all facets of our business.

Jeffrey Hunter: Constant creativity and connectivity around product innovation and exceptional experience design are at the heart of who we are and what we do here at Storyteller. We are really jazzed about some of the compelling advances being made in EV platforms, digital controls, solid state battery storage, sustainable composites, etc. But it will always be the Storyteller way to unite next level technology with a human touch to make life better for our owners, our expanded community and, Lord willing, the world at large over time.

Jason Nierman: First, the shift toward more advanced digital retailing will continue. Consumers will expect to validate price, understand payments and complete more of the buying process online. Tools like RollickEngage will evolve to support deeper deal structuring and personalized workflows. Second, first-party data and AI-driven personalization will have a major impact. Dealers and OEMs will use consumer insights to tailor marketing, automate follow-up and better predict buying intent. Finally, the industry will see progress in connected vehicle data and ownership-phase engagement, allowing OEMs and dealers to stay connected with customers beyond the initial sale. This will open new opportunities for service revenue, loyalty programs and lifecycle marketing. Together, these innovations will push the RV market toward a more digital, data-driven and customer-centric model — and Rollick plans to be a key enabler of that shift.

Susan Carpenter: Quiet, electrified, lightweight and connected RVs — paired with smarter campgrounds and EV integration — will define competitiveness, with early winners focusing on 48-volt architectures, efficient heat pump HVAC, durable composites and software.

> **"The greatest opportunity lies in leveraging technology to strengthen human connection by using digital tools to build trust, simplify transactions and help more families enjoy the RV lifestyle." – Juan Tejeda, CEO, PPL Motor Homes**

Juan Tejeda: Yes, several emerging technologies are poised to reshape the RV industry over the next five years. Advancements in digital retailing, AI-driven customer engagement and data analytics are transforming how dealers connect with and serve customers. Consumers increasingly expect a seamless and transparent experience across every stage of their journey. In addition, smart RV technology, improved energy systems and enhanced connectivity will continue to elevate the ownership experience. For PPL, the greatest opportunity lies in leveraging technology to strengthen human connection by using digital tools to build trust, simplify transactions and help more families enjoy the RV lifestyle.

Stacey Harris: Going off-grid continues to grow in popularity, and therefore battery and solar technologies will continue to impact how RVs are built. In addition, customers are demonstrating an interest in single-fuel solutions in the motorized segment. We are seeing more single-fuel appliances, such as the Truma Combi Gasoline and Truma Combi Diesel, provide RV owners with the opportunity to increase fuel efficiency and enjoy the benefits of single-fuel use. RVP



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LEAD CAPTURE
Experience for Maximum Results

RVPRO webinar



Discover how dealers are increasing conversions while saving time and money by going all-in with lead creation and nurture. Rollick will share real case studies from RV OEMs and direct-dealer partners, highlight the impact of the LeadVenture integration, and offer a first look at upcoming enhancements, including new innovations and Rollick's 2026 roadmap. Walk away with actionable insights and help shape the future of digital retail.

Learning Objectives

- Explore real case studies from RV OEMs and other partners that demonstrate measurable results.
- Understand how dealers are boosting conversions and efficiency with Rollick's lead creation and nurture solutions.
- Preview upcoming product innovations, including the LeadVenture integration and Rollick's 2026 roadmap.

Speakers:



Chris Yeloushan
VP of Dealer Solutions
Rollick



Pete Eppele
Chief Product Officer
Rollick

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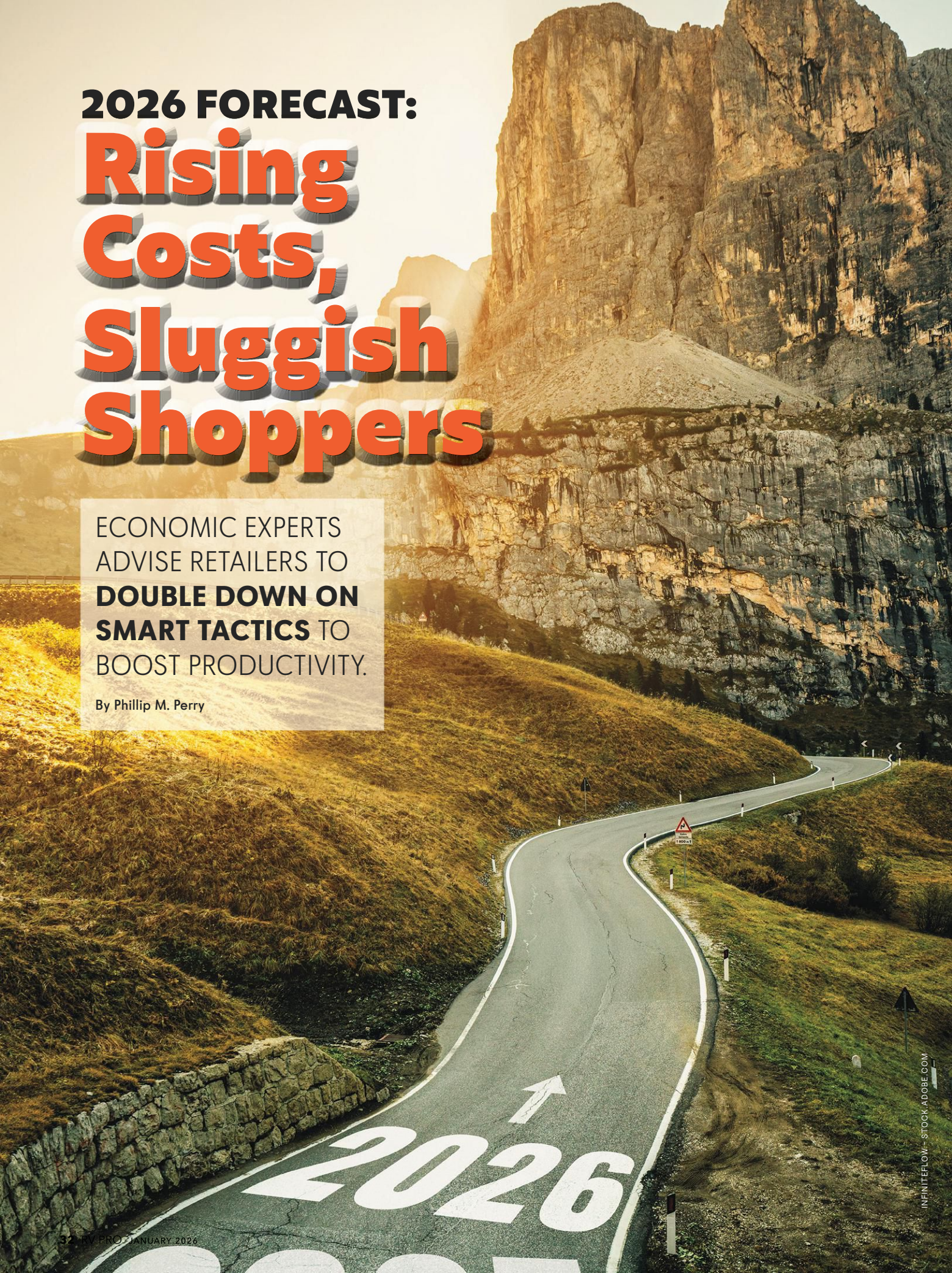
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2026 FORECAST:

Rising Costs, Sluggish Shoppers

ECONOMIC EXPERTS ADVISE RETAILERS TO **DOUBLE DOWN ON SMART TACTICS** TO BOOST PRODUCTIVITY.

By Phillip M. Perry



INFINITEFLOW - STOCK.ADOBE.COM

Retailers should prepare for a difficult operating environment in the coming months. "Our forecast for year-over-year retail sales growth is 3.8% for 2026, down from the 4.5% of 2025," says Scott Hoyt, senior director of consumer economics for Moody's Analytics (economy.com).

One reason for the expected softening in the sales picture is that low- and middle-income consumers are expected to pull back after a round of defensive spending. "Consumers [heard] that prices will be going up, so they have adopted a buy-now-instead-of-later mentality," says Hoyt. Once their cupboards are full, there is less desire to shop. "This practice is a negative for the retail outlook."

Tariffs and uncertainty have dampened consumer confidence, and that has kept retailers from raising shelf prices. "It's hard to say who is eating that, whether it's importers, retailers or wholesalers," says Hoyt, speaking of the costs of the nation's trade policy.

Upper income consumers, on the other hand, should continue their aggressive shopping. A robust stock market and a steady if unspectacular economic environment is fueling the fire. "The U.S. economy is holding up admirably well despite a major trade shock caused by tariffs," says Bernard Yaros Jr., lead U.S. economist at Oxford Economics (oxfordeconomics.com). "We look for an acceleration in growth in 2026 as stimulus from the One Big Beautiful Bill gets underway."

Oxford Economics expects real GDP to grow by 2% in 2026, up a bit from the 1.7% expected when 2025 numbers are finally tallied. Both years, among the most sluggish growth environments of the past decade, are underperforming the 2.8% increase of 2024.

(Gross domestic product, the total value of the nation's goods and services, is the most commonly utilized measure of economic growth. "Real" GDP subtracts the effects of inflation).

WEAK EMPLOYMENT

Strong employment figures are a traditional booster of consumer confidence and retail sales. The current reports, though, can be misleading. Oxford Economics forecasts an unemployment rate of 4.4% and 4.3% at the end of 2025 and 2026, respectively. That's not much higher than the 4.1% clocked at the end of 2024. It's also well within the 3.5% to 4.5% range many economists peg as the "sweet spot" that balances the dual risks of inflationary wage escalation and economic recession. (The lower the unemployment number, the greater the risk of inflation; higher numbers threaten a recession).

The nation's current immigration policy, though, casts some doubt on the traditional interpretation of those unemployment numbers. "What is happening is that job creation has come to a near standstill," says Hoyt. "In most environments, that would result in a significant increase in the unemployment rate. However, because of the restrictions on immigration, we have almost no labor force growth. So the unemployment rate is barely rising despite the fact that the number of job openings has plunged."

In other words, the labor market is much weaker than the unemployment rate would lead one to believe. Employers are reluctant to hire because of uncertainty about the economy. People are finding it tougher to find jobs than the reported numbers would suggest, putting a damper on consumer confidence and retail sales.

As a result of the general employment malaise, shoppers will have less disposable income. Moody's Analytics expects the nation's total wage and salary income to increase by 4.3% in 2026, a lower rate than the 4.9% of 2025. Both numbers are below the 5.8% in 2024.

HIGHER PROFITS

The nation's economic growth depends largely on the launch of new business initiatives. Unfortunately, companies are holding back for a number of reasons. Interest rates, while declining, are still at the highest levels since 2022. Costs for materials and supplies are increasing. There is uncertainty about the nation's future trade policy. Low- and middle-income consumers, nervous about inflation, are tapped out and closing their wallets. Against such headwinds, a host of otherwise attractive projects can look less promising.

One might also expect business profitability to suffer, yet Oxford Economics expects it to follow the same general pattern as the GDP. "We look for corporate profits to rise by 4.9% in 2026," says Yaros. "That's up substantially from the 0.5% expected when 2025 numbers are finalized." Even so, the 2026 pace remains slower than 2024's 7.9%.

The expected 2026 rebound in profitability stems from a belief that stimulus from Washington will lift all boats. "We believe the passage of the One Big Beautiful Bill, with its tax cuts for businesses and households, should help the economy regather some steam in early 2026," says Anirban Basu, chairman and CEO of Sage Policy Group (sagepolicy.com). The legislation's 100% bonus depreciation should help fuel business investment, while large tax refunds should invigorate consumer spending. Both activities are important drivers of the nation's economy.

This stimulus from Washington is arriving at the same time companies are getting a more solid footing on the nation's shifting trade policy. "There has been a bit of a shock to the system in and around tariffs over the past year, and it is taking some time for many operators to understand their impact," notes Andrew Petryk, head of



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POISED FOR A MODEST REBOUND

U.S. Gross Domestic Product (GDP) Annual % Change

2015:	2.9%
2016:	1.8%
2017:	2.5%
2018:	3.0%
2019:	2.5%
2020:	-2.2%
2021:	5.8%
2022:	1.9%
2023:	2.5%
2024:	2.8%
*2025:	1.7%
*2026:	2.0%

A subdued economy will challenge retailers in 2026.

Sources: World Bank;
* = projections by Oxford Economics

industrials at Brown Gibbons Lang & Co., an investment banker (bglco.com).

Specifically, importers have responded to China tariffs by sourcing from other countries, which has also lent succor to recent supply chain ills. "Lead times have diminished as companies have found alternative or additional suppliers," says Petryk. "Those that relied on one or two vendors now have three, four or five."

Companies should also benefit from a decline in the cost of money over the coming months, as the Federal Reserve shifts its focus from fighting inflation to bolstering employment. "We look for inflation to peak at just above 3% when 2025 numbers are finalized, and for the Fed to cut interest rates into 2026 until the federal funds rate falls to about 3%," says Yaros. That rate, while higher than rates in early 2022, is an improvement over the 4.3% of mid-2025.

HOUSING DOLDRUMS

Retailers tend to do better when the housing sector is thriving. And here, the picture is murky. "Housing is in a funk," says Yaros. "Single-family homebuilders are contending with a growing supply of unsold, completed new homes, as well as greater competition from the resale market and falling home prices in a rising number of regions."

The high cost of money is not helping. "A significant increase in interest rates since the summer of 2022 has increased the monthly payments required from buyers of new or existing homes," says Petryk. "They have also led to a significant market shortage because families who bought homes three to five-plus years ago are loath to surrender their sub-3% mortgages."

Mortgage rates have an important impact on the consumer attitudes that are vital drivers of the economy. While lower short-term rates may be coming from the Federal Reserve, it's unclear how much effect they will have on the longer-term ones that apply to the funding of new homes. "I do not forecast mortgage rates coming down enough to make a big difference in single-family construction," says Bill Conerly, principal of his own consulting firm in Lake Oswego, Oregon (conerlyconsulting.com).

Wary builders. Reluctant sellers. Sluggish buyers. It's all affecting the housing market. Oxford Economics expects starts to fall by 4.3% in 2025 and decline by another 2.3% in 2026 after dropping by 3.5% in 2024. Prices for existing homes are expected to increase only 1.5% in 2025 and 2.3% in 2026 after rising by 4.4% in 2024.

"The fact that there's not a lot of housing turnover can impact retailers, because when people buy or sell a home, they tend to purchase a lot of furniture, appliances, paint and so on," says Hoyt. "A lot of people are locked into their existing homes because they don't want to replace their low percentage mortgage with a higher one. That's reducing housing turnover."

BUSINESS CONFIDENCE

For all business sectors, money and labor are not the only production factors on the rise. "The real problem is the world has become much more expensive in the last few years," notes Basu. "Construction materials are more expensive. And of course there are tariffs on items like steel, aluminum and copper."

Little wonder the high cost of doing business is top of mind for many. "As we head into 2026, the area of most concern for companies is profit margin," says Basu. "Many operators are simultaneously experiencing an increase in costs of delivering services while demand fades."

Given the variety of business concerns, many projects are being put on hold. "It's hard to engage in cost savings when both materials and labor are becoming more expensive," says Basu. "Too often, the pro formas don't pencil out. Many companies are responding by not expanding their operations and trying to trim expenditures at the margins. They

are focusing more on cash flow preservation by slowing hiring and being less aggressive in leasing and purchasing equipment, particularly equipment impacted by tariff pricing."

This generalized business hesitation is evidenced in the numbers. "We look for business investment to increase by only 1.6% in 2026, after rising by 3% in 2025 and 3.6% in 2024," says Yaros.

LOOKING AHEAD

As we enter 2026, economists suggest watching these key economic indicators for an idea of how the year will turn out:

- **Employment:** "I would pay close attention to the unemployment rate," says Yaros. An unexpected decline in employment would spur faster interest rate cuts as the Fed seeks to reinforce economic expansion.
- **Consumer Spending:** "How is the consumer faring?" poses Basu. "Bear in mind that many low- and middle-income people are exhausted financially. Indebtedness and delinquencies are up for credit cards, mortgages and loans."
- **Inflation:** "If we get stubbornly high inflation, that will prevent further progress on interest rate," says Basu.

Oxford Economics still expects the nation to avoid a recession, and the expected 2% GDP growth is right around the level economists peg as the nation's "natural growth rate" — one that supports business activity, helps maintains full employment and avoids triggering inflation.

"Retailers are most worried about how much they are going to have to pay for the goods that they're selling and what that will do to consumers' purchasing power," says Hoyt. "They are also worried about how weakness in the labor market will weigh on aggregate income growth. And finally, they are worried that a pullback in the stock market will dampen spending by high-income consumers."

Perhaps of even greater importance, though, is a little heralded threat to productivity. "One thing that sort of permeates the whole economic picture right now is the nation's low population growth rate," says Conerly. "Immigration is down, due to the Trump administration's policy. The next generation entering their working years is about the same size as the retiring boomers, so there will be no net growth in the labor force."

Responding to this trend, retailers will look for ways to maximize their return on labor by increasing output per worker, notes Conerly. "The focus of businesses in 2026 will be increasing productivity — not by [pushing] people harder, but by providing them with better tools, better training and better first-level managers." RVP

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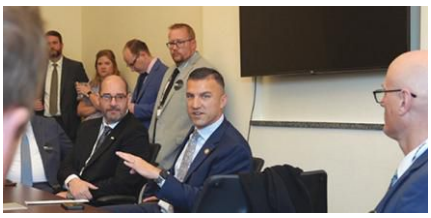


By Craig Kirby, RV Industry Association president & CEO

While 2025 was not the recovery year we had all hoped for, it was a year that reinforced the strength and unity of our industry. Despite persistent headwinds — economic uncertainty, tariff flip-flops and rising input costs — the RV Industry Association (RVIA) remained focused on its foundational mission: defending and growing the industry.

Our core programs in advocacy and standards continue to be the bedrock of our association. We recently completed our 2025 Member Survey, and the feedback confirmed strong confidence: members view the association as a trusted, effective advocate. This year, the Government Affairs team delivered significant federal advocacy successes that will have a lasting impact.

- **Tariffs and Fair Trade:** The team secured major wins on de minimis exemption reform, which phases out the loophole for all countries starting July 1, 2027. This step toward strengthening fair trade closes the de minimis loophole, leveling the playing field for American manufacturers. Our members cited tariffs as the No. 1 immediate business concern, reinforcing the necessity of this work.
- **Dealer Floorplan Fix:** Working with our dealer partners and congressional champions, we successfully secured a fix to the 2017 tax cuts, enabling all RV dealers to fully deduct the interest on floorplan loans for nonmotorized towable trailers. This is significant progress on an issue the industry has been working on since the inadvertent error removed floorplan deductibility back in 2017. This legislative fix for towable RVs, which account for 88% of all RV sales, is a massive win for the industry. Additionally, the bill extended the 2017 tax cuts.



Photos courtesy of the RV Industry Association

Our latest forecast projects the industry is on pace to ship 337,000 units by the end of 2025, a small but important gain over the 332,000 units shipped in 2024. More importantly, ITR Economics is projecting further growth in 2026. This optimism is supported by a recent Federal Reserve interest rate adjustment, which, while still high, is a move in the right direction, and one we hope will lead to stabilized and improved consumer confidence.

Further, our research continues to show that consumers are excited about living an active outdoor lifestyle, and outdoor participation is increasing. An estimated 28 million Americans, a 33% increase from last year, plan to travel by RV this winter. And unlike some of our competitive discretionary categories, RVers are getting younger. Millennials and Gen Z are driving the future of RV travel, with Gen Z (35%) and millennials (32%) showing the highest RV purchase consideration for 2026.



We conducted strategic planning, where our volunteer leadership helped us establish clear priorities for near- and long-term action. Key themes and focus for the next five years are:

- **Defend the Industry:** Continuing strong advocacy efforts on tariffs, trade and regulatory policy.
- **Prioritizing Standards:** Keeping our standards updated is vital as new technology enters the market.
- **Grow the Future:** Attracting new market entrants and improving the consumer experience across all touchpoints.

The foundation is strong, and the unity between manufacturers and dealers has never been greater. Our relationship with other important segments, like campgrounds, also continues to build. As we enter 2026, we encourage members to get involved; the association has over 30 committees that span many different areas. Your feedback and active involvement not only drive our direction but allow you to make a broader impact on our industry.

By placing members first in every decision, the RVIA is well prepared to navigate challenges and drive the industry forward into a promising 2026. RVP

RV MARKET MOMENTUM BUILDS TOWARD 2026



By Phil Ingrassia, RV Dealers Association president

Retail sales activity at the start of the fourth quarter of 2025 has fueled what could be described as "tempered optimism" for sales prospects in 2026. While inventory management and the realities of the winter sales period set in, dealer sentiment regarding current conditions and the long-term outlook is improving, according to the monthly RV dealer surveys conducted by the investment firm R.W. Baird in partnership with RVDA.

Many dealers anticipate that lower interest rates and a more stable consumer backdrop could provide the jolt needed for renewed growth. Dealers reported balanced inventory comfort levels, with a clear preference to carry leaner levels through the lower volume months. Most respondents said inventory was "about right" for both travel trailers and motorhomes. As one dealer noted, "inventory levels [are] getting in line."

RETAIL TRENDS & OUTLOOK

Looking ahead, several factors could support stronger consumer demand in 2026:

- **Lower interest rates**
- **Reduced tariff uncertainty**
- **Potential tax refund tailwinds**

Economists generally view large tax refunds as a short-term boost to discretionary spending, sometimes acting like a mini stimulus for retail and services. While many households use refunds to cover necessities or pay down debt, unusually large refunds often drive sales activity in discretionary spending categories — including RVs, boats and powersports.



TAKING TIME TO TRAIN

Service and parts remain critical profit centers for RV dealerships and help keep revenue flowing during fluctuations in new and used unit sales. Fixed operations (service, parts and accessories) are the backbone of dealership profitability, and the Mike Molino RV Learning Center's online courses and certification programs are available to help develop top performers in these consumer-facing roles at the dealership. The RV Technical Institute (RVTI) continues to provide accessible online and in person training for RV service techs.

Financing and insurance (F&I) programs are also essential profit drivers for RV dealerships and critical to overall financial health and customer satisfaction. As we saw during the recent RVDA Convention/Expo, insurance agents, lenders and trainers are available and eager to help improve this area of dealership operations.

As we look ahead, dealers are balancing lean inventories, disciplined operations and cautious optimism with an eye toward the opportunities that 2026 may bring. With fixed operations and F&I programs providing steady profitability, and macroeconomic factors such as lower interest rates and potential tax refund boosts on the horizon, the industry is positioning itself for renewed momentum. While challenges tied to affordability and consumer confidence remain, dealers are demonstrating resilience and readiness, laying the groundwork for a brighter, more stable RV market. RVP

OH, WHAT A YEAR: RV WOMEN'S ALLIANCE POWERS UP THE RV INDUSTRY



By Susan Carpenter, RV Women's Alliance president

Six short years ago, the RV Women's Alliance (RVWA) was an ambitious idea: create a space where women in the RV industry can THRIVE. Today, that idea has become a reality. With more than 3,100 members representing over 500 companies, RVWA is reshaping what opportunity, community, and professional growth look like in the RV industry — and 2025 has been one of our biggest years yet.

From hands-on technical training to high-energy campouts, mentorship and education, RVWA is proving that when women connect with purpose, everyone wins.

RV TECH/SYSTEMS TRAINING FOR WOMEN

Technical confidence can be a game changer. That's why RVWA partnered with the RV Technical Institute (RVTI) in 2022 to launch a women's-only RV systems class. The program started strong, graduating 22 Level 1 technicians in its first year.

Since then, 170 students have completed Level 1 or Level 2 classes, learning from a female master-certified technician in an environment built for questions, confidence and real-world skills. RVWA even took the program international, hosting a class in Canada.

Beginning in 2025, the program evolved beyond technician training alone. The focus: helping all women in the industry, regardless of job title, better understand RV systems, broaden their skill sets and feel more empowered in their roles.

MENTORSHIP THAT MOVES CAREERS FORWARD

From day one, mentorship has been one of the most requested offerings from RVWA members. In 2022, RVWA tested the waters with a six-month pilot program supporting five mentor-mentee pairs. The feedback was loud and clear: women wanted more.

So, in 2023, RVWA launched a full-scale mentorship initiative matching new pairs every quarter in a 12-month program. Since then, more than 65 mentor-mentee pairs — spanning sectors, job types and experience levels — have gone through the program.

These aren't just casual connections. They're intentional relationships designed to help women navigate leadership opportunities, career transitions and the unique challenges of the RV industry. And the plan for 2026? Expand it even more.

RISE WITH RVWA: CELEBRATING WOMEN'S HISTORY MONTH

In 2024, RVWA launched the RISE with RVWA campaign to celebrate Women's History Month, spotlighting women making an impact in the RV industry and beyond.

In 2025, the initiative took a big leap forward with a weekly panel discussion series. Each week featured four experts from a different sector of the RV industry (OEM, campgrounds, dealerships and aftermarket), sharing how they've navigated challenges, pushed through barriers and risen as leaders in an evolving industry.

The message is clear: Women are not just part of the RV story — they're shaping its future.

SPRING CAMPOUT & CONNECTIONS

Of course, not everything happens in a conference room or classroom. RVWA knows that sometimes the best networking happens around a campfire.

The first Spring Campout launched in 2023, inviting members to Indiana the first weekend in May for a weekend of camping, community and fun.

Members enjoyed paint 'n' sip, '80s Olympics, trivia, bingo, karaoke, food trucks, yoga, hiking and the wildly popular campout crawl. It's quickly become a member favorite — part retreat, part reunion, part networking in camp chairs.

A CHARITABLE FOUNDATION FOR LASTING IMPACT

In 2025, RVWA launched the RVWA Charitable Foundation, a 501(c)(3) designed to expand the organization's ability to fund educational programs and industry initiatives. The foundation gives donors the opportunity to support women in the RV industry while benefiting from tax-deductible contributions.

The RVWA Charitable Foundation is now the home for scholarship efforts and educational programming that will fuel the next generation of leaders.

SUMMER DISCUSSION SERIES

What started in 2020 as a "Lunch and Learn" series has evolved



Photo courtesy of the RV Women's Alliance

into the Summer Discussion Series, launched in 2023. These one-hour monthly webinars give members a chance to learn from experts on topics that matter to their lives and careers.

In 2025, more than 200 attendees joined a three-part series covering:

- An Introduction to A.I.
- Debt to Wealth Financial Strategies
- How To Find and Refine Your Elevator Pitch

The series is targeted, practical and designed to make professional development accessible — no travel required.

GOLF, GIVING & GROWING

To support its new charitable foundation, RVWACF hosted its inaugural golf scramble in June 2025 at Meadow Valley Golf Club in Middlebury, Indiana. Over 80 participants hit the course for a day packed with golfing, catered dinner, 50/50 raffle, silent auction and door prizes.

The event was a resounding success and is set to grow in coming years, blending fundraising with fun and connections.

READY, HITCH, TOW, CAMP!

RVWA heard a common refrain from members: "I don't feel confident towing."

In response, the organization launched the "Ready, Hitch, Tow, Camp!" program in 2024, with an expanded class in 2025.

It's about safety, independence and confidence — at work, on the road and at the campground.

SIGNATURE EVENTS THAT KEEP GETTING BIGGER

Several flagship events have become can't-miss dates on the RV industry calendar:

OPEN HOUSE BREAKFAST

Another one of RVWA's most popular events, this complimentary breakfast kicks off the annual Elkhart Open House Expo with networking and expert-led discussions. This event has been a staple of RVWA since its inception.

EDUCATIONAL SYMPOSIUM

Since 2022, the Educational Symposium has become a cornerstone representing RVWA's impact on the RV industry that continues to surpass expectations every year. 2025 saw a record turnout. Attendees gathered in Chicago for networking, education and industry awards to recognize those championing women across all sectors, promoting the benefits of RVWA and leading the charge to create the next generation of outstanding leaders.

LOOKING AHEAD: WHAT 2026 WILL BRING

RVWA isn't slowing down. The 2026 vision is organized around three pillars: Elevate, Educate and Promote.

Elevate:

- 4th Annual Spring Campout
- 6th Annual Open House Breakfast
- An expanded mentorship program
- More RISE with RVWA panel discussions featuring women leading across the RV industry

Educate:

- Multiple RV systems tech classes plus an online "helper" launch
- 5th Annual Educational Symposium
- Additional Ready, Hitch, Tow, Camp! sessions
- More Summer Discussion Series topics

Promote:

- More member spotlights celebrating women's achievements
- Enhanced value for members and partners
- Scholarships for member education through the launch of the Bill Stewart Scholarship
- Deeper community support through volunteering and Charitable Foundation events

Thank you to the generous support of our partner sponsors. Because of them, RVWA membership remains free to all:

- Diamond: THOR Industries, Camping World
- Gold: Patrick
- Silver: Forest River, Winnebago
- Bronze: GE Appliances
- Advocate: Jayco, Global Link, RVIA, Lippert, Valterra, Valley Screen Printing, RV Business and RV PRO

The RV Women's Alliance has come a long way in six years, but if 2025 is any indication, the road ahead is wide open. And for thousands of women across the RV industry, RVWA is making sure they're ready to THRIVE and drive the future forward.

If you're not a member yet, join today, and keep an eye on your inbox for 2026 dates for all our programs and events. RVP

RVTI: TRAINING THE NEXT GENERATION TO FUTURE-PROOF OUR INDUSTRY



By Sharonne Lee, RV Technical Institute vice president

The RV industry continues to face a tremendous demand for skilled technicians who can keep rigs rolling. That's where the RV Technical Institute (RVTI) comes in. While the need for skilled labor is a persistent challenge, 2025 has been a year of tremendous growth, innovation and real impact for the RVTI. Our mission — to train the next generation of technicians, elevate the profession and promote career opportunities — has never been more important.

As newer, and often younger, RVers enter the market, our ability to provide quality, timely service is more critical than ever to delivering exceptional customer experiences. The boards of both the RV Industry Association (RVIA) and the RV Dealers Association (RVDA) remain as committed as ever to RVTI and its mission to improve training and move techs through the certification levels.

We are thrilled to report that our efforts are producing measurable results. We have now surpassed 7,500 certified technicians nationwide, and nearly 1,000 dealerships have at least one RVTI-certified technician on staff.

These aren't just numbers; each certification tells a story: someone building a career, gaining confidence and taking pride in their craft. We've witnessed graduates stepping into roles with confidence, employers praising our preparation and entire communities recognizing the value of the RV technician profession. This success is a testament to our dedicated RVTI team and the partners who believe in this vision.

RVTI spent 2025 strategically expanding our model to connect with diverse populations and new sources of talent, a major focus for future-proofing the industry.

- **Community College Partnership:** We celebrated the launch of a first-of-its-kind RV technician training partnership with Navarro College in Texas. Developed in collaboration with Fun Town RV and with the support of Lippert Components, this program is designed to meet the growing demand in the field. The first class kicked off in October, and we are excited for the future of this program.
- **High School Precedent:** We didn't stop there. We expanded our model to high schools, collaborating with Littleton Public Schools' EPIC Campus. Starting in January 2026, EPIC Campus will be the first high school in the country to offer the RV Tech Level 1 certification course, setting a national precedent for vocational training. We thank partners like Windish RV and Grand Design, who have donated equipment and provided real-world opportunities for these students.
- **Inclusivity Through Language:** Recognizing the importance of accessibility and inclusivity, we took a big step this year by offering Level 1 and 2 study guides and tests in Spanish.

The skilled trades offer unmatched opportunities, and are essential for future-proofing our industry. With so many retirees leaving the field, and with evolving technology in electrical systems, automation and off-grid capability, having a training institute that stays ahead of the curve is critical to the RV industry. By providing a curriculum that aligns with real-world needs, offering industry-recognized certification and opening doors for diverse populations, we are giving students and employers the tools they need to succeed.

As we look to 2026, the commitment to RVTI from the boards of the RVIA and the RVDA remains steadfast. The RVTI board will hold strategic planning in early 2026 to ensure we are aligned to meet the growing demands. We will continue to build on this success, ensuring that our curriculum is aligned with real-world needs and that we are giving students and employers the tools they need. Together, we're not just training technicians, we're shaping careers, strengthening our industry and ensuring the next generation of RVers stays confidently on the road. RVP



Photo courtesy of RV Technical Institute

GO RVING: SELLING THE DREAM, DRIVEN BY DATA & AMPLIFIED BY EXPERIENCE



By Karen Redfern, Go RVing senior vice president and chief marketing officer

At Go RVing, our mission is simple: We are the collective voice that inspires the next generation of RVers. Go RVing is not just a marketing campaign; we are the awareness-building engine for this industry. We don't sell units — our partners do. We sell the dream. We create the desire. We are the driving force that shifts a consumer's mind from "I might want an RV" to "I need an RV," ensuring a strong pipeline of buyers for our industry. By pooling the industry's resources, Go RVing remains one unified, powerful voice, reaching millions of prospects.

In 2025, our strategy was twofold: deepen the emotion-driven storytelling and meet the consumer where they are, while simultaneously showcasing the unparalleled freedom and comfort of the RV lifestyle.

Our team completed a successful strategic planning session earlier this year and is as focused as ever on bringing new, younger and more diverse buyers into the purchase funnel.

In May, we launched the new campaign "Just Beyond Your Door," positioning the RV as the limitless doorway to adventure, the means to a deeper connection with family and nature, and the ultimate escape. Crucially, a first for a Go RVing national ad, we highlighted not just what is outside your door, but the incredible features, amenities and memories made on the inside of RVs as well.

Our interim campaign, "Don't Go There," which launched in late 2024, continued to see success. These travel reality ads contrast the hassles of traditional travel — think flight delays and cramped hotel rooms — with the convenience of an RV. With the recent airline turmoil, we quickly pivoted to increase the run of this campaign, reminding travelers about the benefits of RVing as they were questioning the reliability of air travel.

Our advertising reached diverse and emerging buyer segments across major national platforms like Hulu, Netflix and Paramount+, as well as trusted voices like National Geographic and Outside magazine. We also made significant investments in social media, striving to build cultural currency for RVing and reaching people on the most popular social media platforms. This included partnering with dozens of non-RVing influencers, including a partnership with Gronk (former NFL player Rob Gronkowski), to authentically share their first RV experiences. These strategic placements ensure we are connecting with the younger, more diverse families who represent the future of RV ownership.

Beyond the screens, our strategy in 2025 was significantly amplified by our commitment to experiential marketing. This strategy involves putting RVs directly in front of consumers in unexpected, high-impact venues. Across 15 successful events this year — from a college tailgating tour to major air shows and festivals and even the nationally broadcast American Century Championship celebrity golf tournament — we achieved crucial hands-on engagement — over 70,000 individuals toured RVs on-site.

Putting RVs in high-impact venues is where the emotional desire becomes a tangible reality. We thank our dealer and manufacturer partners who provided units for these displays.

Crucially, our work is guided by data, published in the 2025 RV Owner Demographic Profile. This research shows a growing audience and is the blueprint for our marketing strategy. The data confirms demand is robust:

- The median owner age continues to fall, now at 49 years old.
- A staggering 16.9 million households express strong intent to purchase an RV in the next five years.
- The profile of the new buyer is younger and more diverse, with Gen Z (35%) and millennials (32%) showing the highest RV purchase consideration for 2026.

The data shows demand is strong, and Go RVing is working to keep the RV dream alive. We recognize there's lots of noise swirling around consumers for their discretionary dollars in the leisure travel space — we see big-name hotel chains offering RV experiences, and VRBO's offering full experiential packages in nature. The travel industry recognizes what the RV industry has always known — there are incredible benefits of spending time outdoors.

Our goal is to champion how RVs are the best route to the healing powers of nature. The collective opportunity for the RV lifestyle is truly "Just Beyond Our Door," and Go RVing thanks the entire industry for their continued commitment to this program. RVP

P.O.P. & PACKAGING



MIX & MATCH PRODUCT DISPLAY

Bio-Kleen Products, Kalamazoo, Michigan, offers its M39000 and M01425 3-Tier Display With Mix N Match Product. This three-tier branded display rack (M39000) comes free with purchase of a M01420 (Marine) or M01425 (Mix N Match), or other qualifying purchase. These Mix N Match combinations come with a variety of Bio-Kleen's top-selling products. Bio-Kleen also provides customer service and tech support to answer questions.

biokleen.com



RV ACCESSORIES KITS

Camco, Greensboro, North Carolina, presents its Camco Day of Delivery RV Accessories Kits. With three tiers of essential products from trusted brands like FasTen, Power Grip, Rhino and Tastepure, Camco's Day of Delivery Accessories Kits provide everything new RVers need for leveling, sanitation, electrical and freshwater management. Stand out by offering solutions that ensure an easy, stress-free start. Help customers feel prepared to hit the road confidently.

camco.net



CLEANING & DEODORIZING TREATMENT

Century Chemical Corp., Elkhart, Indiana, offers its Travel Jon Blue Max Glitter Glamping Edition. Stock something different with Travel Jon's Blue Max Glitter Glamping Edition, now available in a value-driven 15-pack of 1-oz pods. This upgraded format delivers odor control and waste-digestion performance at a more efficient cost per use. A budget-friendly option that sets your shelves up for stronger engagement and higher satisfaction.

centurychemical.com



RUST INHIBITOR COATING

GDR Administration, Russells Point, Ohio, presents its RVxPRO. Water based, nontoxic, nonflammable and mess-free. Made in the USA. Prevents premature rust on new units and renews the new look to your current RV/travel trailer. May be applied over existing rust, and prevents future rust. Simple and easy installation. Five-year limited warranty.

gdradmin.com



EXTERIOR LIGHTING PLANOGRAM

RV Designer, Wheeling, Illinois, offers its Exterior Lighting Planogram. Turn an often over-assorted, cluttered category into a clean, organized section. Complete with 35 key movers in exterior lighting. Snap-closure packaging allows for easy access. Includes hooks, scanner tags and signage. Measures 48 inches wide by 53 inches high. Part number KIT-ELT.

rvdesigner.com

FIFTH WHEEL DISPLAY STAND

GEN-Y Hitch, Nappanee, Indiana, offers its GEN-Y Fifth Wheel Display Stand. Perfect for any showroom, the GEN-Y Fifth Wheel Display Stand is designed to showcase the full range of GEN-Y fifth wheel innovation. Fitting both the Executive and Nomad pin boxes, this display stand allows customers to get up close and personal with GEN-Y products. The sleek, heavy-duty design of GEN-Y pin boxes extends to this display stand and will enhance your retail presentation.

genyhitch.com







TOWING & HITCHES DISPLAY

Blue Ox, Pender, Nebraska, presents its Flat Towing & Hitches #84-0267. This display includes the most popular Blue Ox products for flat towing and trailer towing: locks, fifth wheel lube plates, coiled cables, trailer levelers, flat towing accessory kits and drop receivers.

blueox.com



AIR-CONDITIONING SOFT STARTER DISPLAY

Micro-Air, Hamilton, New Jersey, presents its Micro-Air EasyStart Breeze Soft Starter. The EasyStart Breeze will sell itself with Micro-Air's floor-standing product display. Increase sales and enhance your retail space. The lightweight display offers functionality and full-color graphics, making it a great addition to any showroom, rally event or expo.

micro-air.com

SEWER HOSE PLANOGRAM

Valterra Products, Mission Hills, California, offers its Silverback Sewer Hose Planogram. Valterra's hoses, including sewer hose kits, extension hoses and compartment hoses, simplify waste management. The Dual Drain System handles rigs with two separated drain valves with ease. Valterra's display, complete with a dedicated bracket and informative sign, makes it easy for customers to select the products that best suit their needs.

valterra.com





RV APPLIANCE DISPLAYS

Fogatti, Elkhart, Indiana, offers its Fogatti RV Appliance Displays. Showcase Fogatti's premium water heaters, furnaces and AC systems with its in-store display cabinets — designed not just to attract attention, but to sell for you. Built for visual impact and hands-on engagement, these displays draw customers in and help convert interest into sales. Available in limited quantities for select dealers demonstrating strong sales performance and brand commitment.

fogattiliving.com



BATTERY DISPLAY RACK

Go Power! | Dometic, Victoria, British Columbia, Canada, presents its Battery Display Rack. This interactive showroom display is available with fully functional components, allowing customers to experience real-time performance and integration. Ideal for dealer showrooms, this working display creates an engaging touchpoint for your customers. This rack can be used to showcase your dealership's batteries or turned into an all-in-one working display to showcase solar, inverters and batteries. Minimum purchase required.

gopowersolar.com



PRODUCT PACKAGING

Ultra-Fab Products, Elkhart, Indiana, offers its packaging. Ultra-Fab packaging features bold graphics, sharp contrast and clean layouts that grab attention faster than free donuts at a trade show. Every package features an easy-to-scan QR code because customers always want to know a little more about a product. The warranty is displayed front and center. Ultra-Fab packaging is part billboard, part instruction manual and part stand-up comedian.

ultra-fab.com



BANISTER RAIL DISPLAY

Stromberg Carlson, Traverse City, Michigan, presents its Banister Rail Display. Stromberg's Banister Rail DISP-ARRAIL display is designed for easy setup. This sturdy rail clamps securely shut for transport — no tools, pins or hassle required. The display not only showcases the rail but also provides clear, detailed information on product sizes and dimensions. This stand-alone display can be placed over a 48-inch high shelf unit or clipped into a wall slot, offering flexible setup options.

strombergcarlson.com



SANITATION PLANOGRAM

Walex Products Co., Leland, North Carolina, offers its Walex Premium Sanitation Planogram, which offers a complete solution in odor control and sanitation. Featuring a combination of drop-ins and liquid products — including Porta-Pak, Bio-Pak, Citra-Fresh, Bio-Fresh, Elemonate and Commando — this planogram delivers performance, brand recognition and eye-catching packaging. Scientifically formulated and made in the USA, Walex products provide a full sanitation system that ensures strong consumer loyalty and repeat sales.

walex.com







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To be featured in Product Highlights, contact:

Rebecca Tittel
(rtittel@cahabamedia.com)

or Caroline Fugler
(cfugler@cahabamedia.com)

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Pit Stop



THE NEW SOCIAL NETWORK

A new Campspot report reveals a shift in how Americans plan to travel in 2026, naming the "Together-Trip" as the defining trend for the year ahead: **a camping-powered movement where the goal isn't escape — it's connection.**

"The Together-Trip reframes camping as a cultural response to rising disconnection, persistent stress and record-breaking loneliness," Campspot said. Based on a survey of over 1,600 U.S. travelers, the report shows **people are turning to campgrounds to recharge and rejoin the human experience.**

Key findings include:

- 82% of travelers say a desire for connection will shape their 2026 travel plans.
- 75% wish for a stronger sense of community in their daily lives.
- 85% report regularly meeting new people while camping, with an average of 4 new friends made from camping alone.
- 73% have experienced an act of kindness from a fellow camper, and 92% then paid it forward.
- 83% say they feel like a better version of themselves at a campground.

In a companion survey of Campspot campground owners and operators:

- 85% say they actively create opportunities for guest interaction.
- 78% offer features such as communal fire pits, holiday celebrations or community dinners to encourage connection.
- 44% have noticed increased guest interest in community-focused experiences over the past 18 months.



SIMONA - STOCK.ADOBE.COM

OCTOBER 2025 SHIPMENTS

30,243 (units)
total RV shipments

1.2% decline
compared to Oct. 2024 (30,595 units)

To date, shipments are up 3.6% with 267,477 units

"This latest shipment report shows that overall, the RV industry continues to make moderate, steady gains for the year and we are on track to surpass last year's shipment totals," said RVIA President and CEO Craig Kirby. "RVing is one of the most affordable travel option available. In fact, RVing is expected to be more popular than ever this holiday season, with a recent survey showing 28 million Americans are planning to hit the road and share the joys of time together with family and friends."

Chasing Snowflakes

Tripadvisor's Winter Travel Index revealed robust winter travel demand, with 60% of travelers planning trips and 45% traveling more this winter than 2024.

- 83% of travelers are organizing 1-2 trips this season, with **54% committed to extended stays of 5 nights or more.** Cost remains the primary consideration.
- Travelers seek both cold urban experiences and warm weather escapes. U.S. travelers show a clear divide, favoring New York City or warm spots like Las Vegas, Orlando and Key West.
- Travelers are prioritizing activities and experiences — **93% agree that experiences are an important part of their budget.** Cultural sightseeing is the dominant preference at 38%, followed by **nature sightseeing (37%)** and **road trips (28%).**
- This year's data revealed travelers seek both familiar favorites and emerging hotspots, with **66% returning to known destinations while 34% venture to new locations.**

Popular destinations globally for domestic travelers:

- New York City
- Las Vegas
- London, England
- Key West, Florida



PIMPORN - STOCK.ADOBE.COM

Good Signs Ahead

The **Winter 2025 edition of RV RoadSigns** reaffirmed the projection for 2026 wholesale shipments to reach the mid-300,000-unit level and slightly boosted the year-end 2025 estimate to nearly 340,000 units.

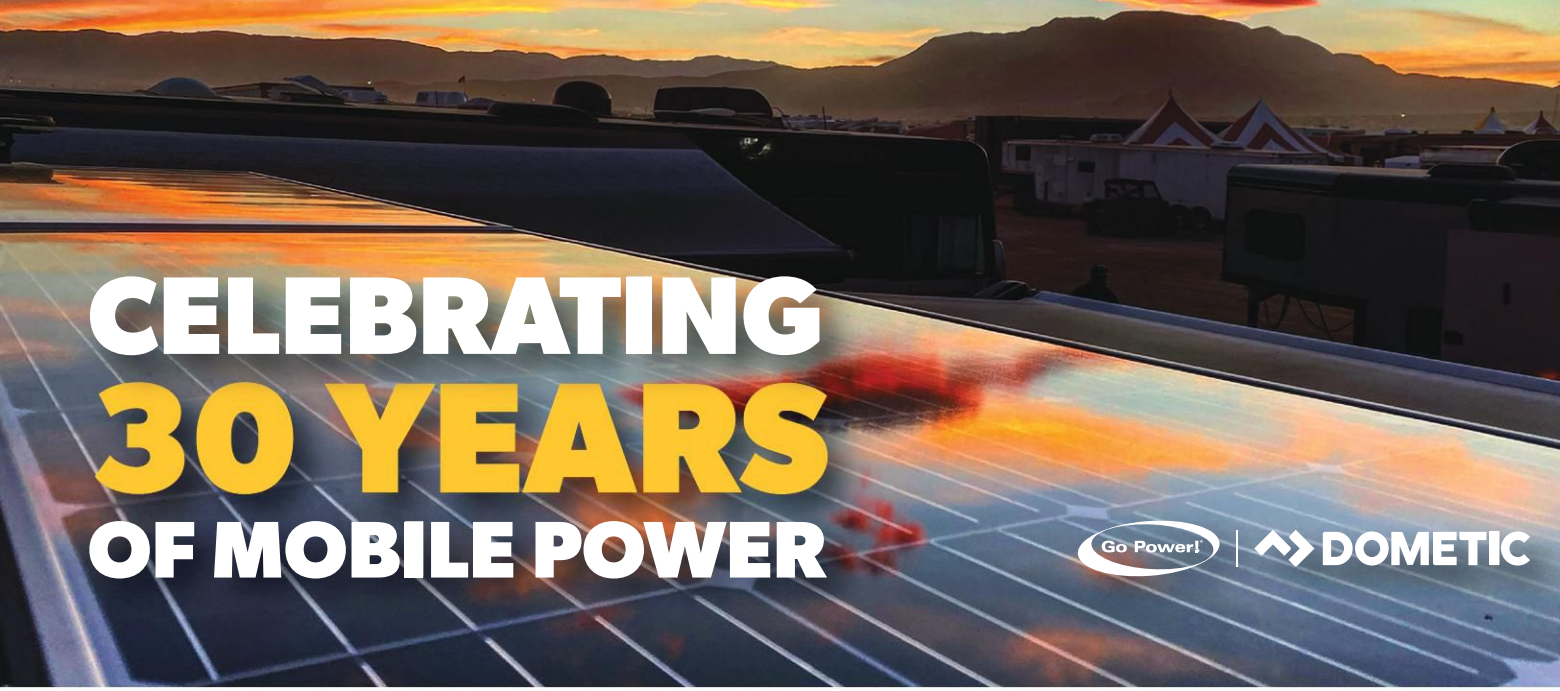
The new forecast projects 2025 RV shipments to range between 334,000 and 345,400 units with a median of 339,700 units. **Looking at 2026, shipments are expected to range between 332,100 and 366,000 units with a median of 349,300 units in 2026, a 2.8% rise over the expected 2025 year-end total.**



California's **San Francisco North/ Petaluma KOA Resort,** owned and operated by Chris and Pauline Wood and family, was named Kampgrounds of America's **2026 Campground of the Year.**

Celebrating more than 50 years of continuous family ownership, the resort has evolved from an 84-site campground to 312 sites and is among KOA's top-performing resorts, renowned for its amenities, multigenerational legacy and scenic location near Sonoma and Napa wine country.

PHOTO CREDIT: KOA

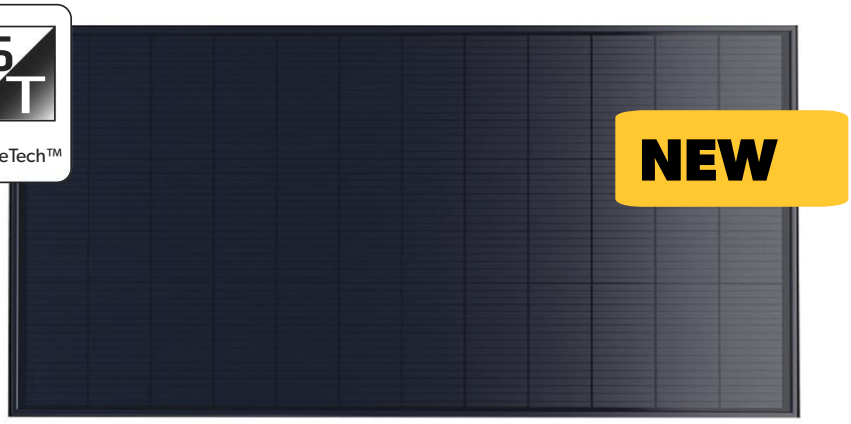


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