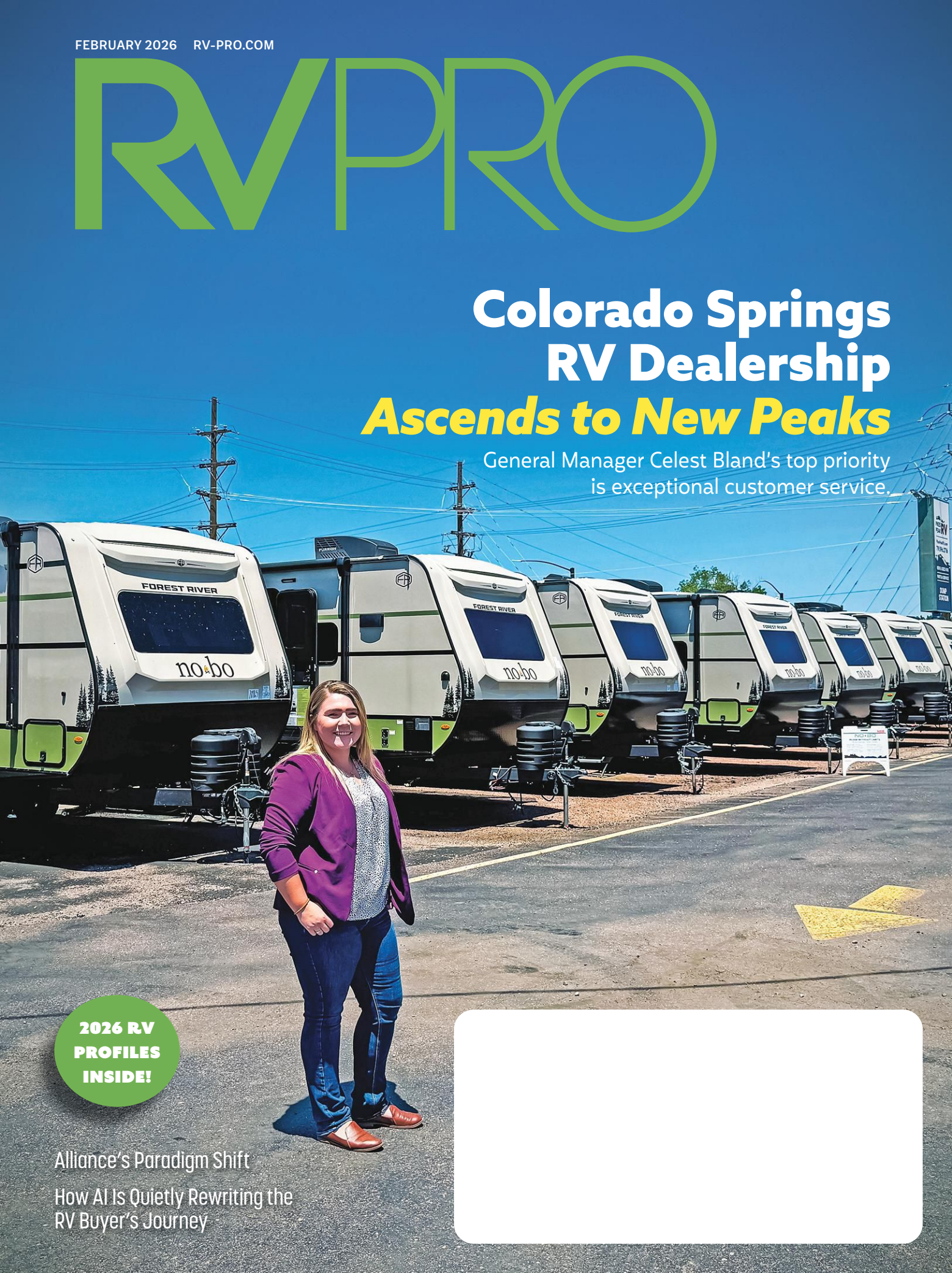
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RVPRO

Colorado Springs RV Dealership *Ascends to New Peaks*

General Manager Celest Bland's top priority is exceptional customer service.



2026 RV PROFILES INSIDE!

Alliance's Paradigm Shift

How AI Is Quietly Rewriting the RV Buyer's Journey

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Photo courtesy of Pikes Peak RV.

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Jennifer King

One thing I have admired about the RV industry since becoming executive editor of RV PRO in 2022 is the relationships between different segments. Suppliers diligently explore new innovations to make RVing easier for customers — and easier for dealers to sell. OEMs unearth their creativity with floorplans and other add-ons that make dealers and customers say "Wow." Association representatives passionately advocate for the RV lifestyle and push for fairness in regulations that apply to the industry. Every segment adds something to the mix that makes this industry special, and each individual contributes her or his own talents, pushing us forward.

These are the observations I walk away with whenever I head home from an industry event, such as the RV Dealers Association Con/Expo in November. As I write this, I am prepping to go to the NTP-STAG Expo in Orlando, Florida, and I know that sense of camaraderie and excitement awaits me on the show floor.

Whether you're new to the industry or you want to keep up with what companies are coming out with next, we have a chance for you to share in that excitement even if you're not traveling to a show soon, thanks to our RV PROfiles section starting on page 19. On these pages, you can learn more about products coming to the market and what drives the people behind those innovations. We have an impressive mix of companies in this issue — 32 in all — who jumped at the chance to get before our readers and connect with you in a deeper way.

Also, make sure you check out our feature story on Pikes Peak RV of Colorado Springs (page 10). General Manager Celest Bland explains how the dealership's mix of products appeals to customers and why truck campers are a top offering. That article is followed by a spotlight on Alliance's new Paradigm 388SP on page 13. I can say from personal experience that the side patio on this unit is something to see — I sure wish I could tailgate with one next fall!

And finally, our Running the Business section is chock-full of great insights from InteractRV on how to assist buyers who are using AI for research; our parts department specialist Mel Selway with advice on P.O.P. displays; and Linda Cahan with ways to humanize the shopping experience at your dealership, plus more.

We hope you are continuing to cultivate those special RV industry relationships that are so beneficial to us all, and that this issue gives you new products to explore and ideas to make this a successful year.

As always, thanks for reading!

Jennifer King

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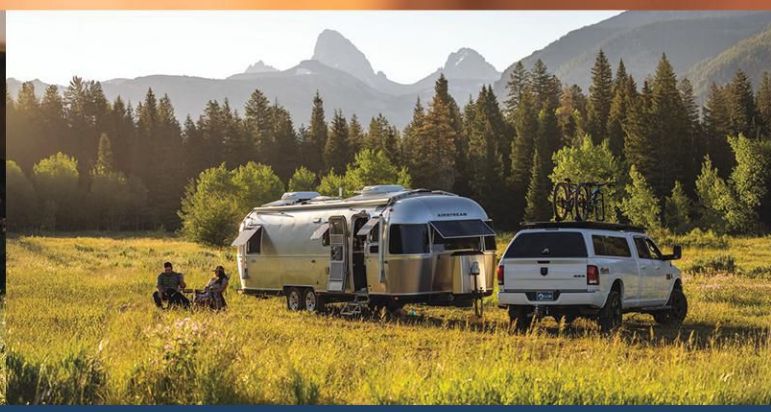
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HIRES & PROMOTIONS



Matthew Wagner
Camping World

Matthew Wagner, the company's president, succeeded Marcus Lemonis as CEO upon his retirement on Jan. 1. Wagner also joined the Camping World board of directors at that time. Lemonis continues to serve as co-founder and special adviser to the company.



Kennedy Solomon
RV Industry Association

The RV Industry Association (RVIA) welcomed Kennedy Solomon as its new manager of state affairs. Solomon collaborates with industry stakeholders, educates lawmakers about industry issues and works with RVIA members to advocate for legislation nationwide that will help the RV industry continue to grow and thrive.



Michelle Coleman
Airxcel

Airxcel appointed Michelle Coleman as business development manager for the company, effective November 2025. Coleman joined the Airxcel team in Elkhart, Indiana, with a proven track record in RV product line growth and a reputation for building strong client relationships and driving results.



Amber Dillard
General RV Center

Amber Dillard, former chief operations officer at Lazydays RV, joined General RV Center as a sales director within the Corporate Sales team. Dillard will help shape strategic sales and market share initiatives. For the past 13 years, Dillard has overseen teams in accounting, supply chain, vehicle purchasing, inventory management and dealership operations.



Matthew Filer
Patrick Industries

Patrick Industries announced the appointment of Matthew Filer as executive vice president of finance, chief financial officer and treasurer, in alignment with the company's executive succession plan. Filer succeeds Andrew Roeder.

GIVING BACK

Keystone RV announced in December that its partnership with the **Wounded Warrior Project** has generated $470,000 in donations to date, directly funding programs that support wounded veterans and their families nationwide. The milestone was shared during an employee-focused event in December at Keystone's Goshen, Indiana, campus celebrating the impact of the partnership and outlining its continued expansion through 2026.

In December, **Blue Compass RV** announced its $100,000 donation to the **Intrepid Fallen Heroes Fund,** brought together by a portion of every RV sold throughout the month of November. With this latest contribution, total donations to the Intrepid Fallen Heroes Fund surpass $800,000 from Blue Compass RV and Motor Home Specialist. The Intrepid Fallen Heroes Fund serves United States military personnel and veterans who have experienced traumatic brain injury and other severe injuries while serving the U.S.

RV DEALERS

Octane has partnered with **Camping World Holdings Inc.** to launch a financing solution under the Good Sam Powered by Octane brand. This Captive-as-a-Service agreement enables Camping World dealers to offer competitive rates and flexible terms to a full spectrum of customers under the Good Sam Powered by Octane brand.

AWARDS & RECOGNITION

Idaho-based **Leisureland RV Center** has once again been recognized by the U.S. Department of Labor with the 2025 HIRE Vets Medallion Gold Award, marking the third time in five years the company has earned the nation's highest federal honor for veteran employment.

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

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EVENTS

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

NJCOA Campground Conference & Trade Show
March 2-4
Lake Buena Vista, FL
campgroundconference.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

FRVA's 112th International Convention & RV Expo
March 18-21
Perry, GA
frva.com/frva-perry-2026-learn-more

OHI Connect
March 31-April 1
Louden, TN
ohi.org/event/ohiconnect

Overland Expo West
May 15-17
Flagstaff, AZ
overlandexpo.com/west



WEBINARS

Register and find on-demand webinars from RV PRO at rv-pro.com/media/webinars.

SUPPLIERS & AFTERMARKET

Demco Products launched the Recon Stealth Gooseball-Mounted Fifth Wheel Hitch, a foldable fifth wheel hitch and the newest evolution in the Recon lineup. The Recon Stealth features a patent-pending folding base that collapses into a small movable package with a simple motion, allowing operators to keep their truck bed open and reclaim their space back when the hitch isn't in use.

RV MANUFACTURING



Alliance RV celebrated its sixth anniversary in December, marking six years of steady growth driven by a commitment to "Do the right thing." This anniversary is also marked by the announcement of a significant expansion: Alliance RV will be opening Plant 5, a new production facility scheduled to come online in the second quarter of 2026.

In December, **Tiffin Motorhomes** announced the launch of a new website (tiffinadventure.com) dedicated exclusively to the company's adventure-focused RV product lines. The new digital platform reflects Tiffin's strategic decision to separate its adventure offerings from its luxury motorhomes.

Rossmönster announced a new dealer partnership with **Rogue Vehicle Company** (formerly Rogue Van Company), expanding Rossmönster's footprint in southern California. As an authorized dealer, Rogue Van Company will represent Rossmönster's lineup of adventure trucks and vans while providing local expertise, customer support and access to the San Diego adventure community.

MERGERS & ACQUISITIONS

Patrick Industries completed the acquisitions of **Quality Engineered Services** (QES) and **Egis Group.** QES, located in Syracuse, Indiana, manufactures wire harnesses and electrical systems for the marine and RV industries. Egis, based in Bellingham, Washington, develops engineered electrical components and system-level solutions for marine and specialty vehicle applications, offering products such as terminal blocks, battery fuses, circuit breakers, flex relays and power distribution modules.

Kunes Auto & RV Group announced the acquisition of **Quietwoods RV** and **Scenic RV,** including store locations in Wisconsin's Sturgeon Bay, Fox Valley, Slinger, Wisconsin Dells and Janesville. As part of the acquisition, Quietwoods RV locations will become known as Kunes Quietwoods RV, and Scenic RV locations will transition to Kunes Scenic RV, with some locations merging with existing Kunes RV sites. In both cases, Kunes will retain all existing staff.

Protective Life Corporation, a U.S. subsidiary of Dai-ichi Life Holdings Inc., has completed the acquisition of **Portfolio Holding Inc.** and its subsidiaries from Abry Partners. "By integrating Portfolio's specialized expertise with Protective's scale and capabilities, we are positioned to set the standard in our industry," said Scott Karchunas, president of Protective's Asset Protection division.

In December 2025, **Alamo Auto Supply** sold its wholesale distribution business to **Meyer Distributing.** Meyer Distributing assumed responsibility for serving Alamo's wholesale distribution customers on Dec. 15, with a planned transition designed to minimize disruption to ordering, inventory availability and customer service. Alamo Auto Supply will continue to operate its retail, fleet and car dealer upfitting businesses.

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COLORADO SPRINGS RV DEALERSHIP ASCENDS TO NEW PEAKS

General Manager Celest Bland leads with customer service as a top priority.

BY JOHN MCCURRY

PHOTOS COURTESY OF PIKES PEAK RV



Celest Bland is passionate about truck campers. They have come a long way in recent years, offering optimum durability and flexibility, she says. Pikes Peak RV, where Bland serves as general manager, is banking on a bright future for this RV niche.

"We are going in the direction of featuring truck campers because they are intriguing, first of all," says Bland, who is also a co-owner at the Colorado Springs, Colorado-based dealership. "They have a lot of versatility to allow the customer to go anywhere without having to worry about towing. If your vehicle breaks down, you can move the camper onto another vehicle, and you are good to go."

Truck campers, both new and used, account for about 20% of Pike's Peak RV's sales. Bland expects that percentage to increase in the coming years as the dealership adds more lines. The overarching goal is to become the leading truck camper dealer in the region.

"We want to try and find something able to go into even more remote areas," says

Bland, a member of RV PRO's 2025 40 Under 40 class. "We have found that the Toyota pickup trucks need something a bit more compact and lightweight. We have talked to some manufacturers, trying to see what we can accomplish for 2026. We plan to hit the ground running in the new year, with one or two new truck camper lines. We are hoping to increase truck campers to at least 50% of our overall sales."

Bland notes that the compactness of truck campers makes them easily moveable. For example, she suggests that fifth wheel owners, once their kids are grown, could trade in their fifth wheel for a truck camper and be able to fit in everything they need, but with the flexibility to explore areas inaccessible with a triple-axle. She says truck campers have come a long way from pop-ups to the ability to just slide the unit in and go.

"They are building them lighter and definitely smarter, with a better composite material, and aluminum frame, instead of the traditional wood framing. These factors make the camper more durable. A lighter camper makes less payload, allowing more cargo space and more water to be carried, and off-grid systems."



Pikes Peak RV's president **Jeff Taylor** purchased the dealership in 2024. The name was changed from Pikes Peak Traveland RV to Pikes Peak RV. He was previously founder and owner of Hwy34 RV in Greeley, Colorado, where Bland served as service manager. She says the move to the Colorado Springs area has been advantageous because it is more of a destination location than the Front Range, and is a better location to attract customers.

"We measure our success not only with sales, but with service and the customer experience," Bland explains. "All of it together is what keeps a healthy business running. We help customers understand how to build value in their campers, and make sure they have the proper accessories in their campers to enhance their camping experience."

Truck camper offerings include Travel Lite, a lightweight compact unit typically sold to customers with smaller pickups. Palomino Real-Lite truck campers and Lance truck campers are also sold. Bland says the dealership has gained a strong following with Lance customers due to the good reputation of its service department.

Pikes Peak also sells Canada-produced Citation truck campers and has a new relationship with Adventurer truck campers as well.

"When you get into the Citation, those come with a more sophisticated system," she says. "They have the inverter with solar power. It is prepared to be equipped with the EcoFlow system, allowing you to be off-grid for several weeks without having to plug in, because you have enough battery power. It is stronger and more rugged."

Pikes Peak RV also carries several Forest River products: the Avenger, Tracer and No Boundaries. The No Boundaries Beast Mode travel trailers are the dealership's top seller.

"A lot of people are enjoying those, with the independent suspension and the solar panels, and the inverter already comes with it. It all just makes sense for them," Bland says.

Pikes Peak recently started carrying fifth wheels, including the Forest River Columbus. It also carries motorhomes, including Thor Motor Coach Four Winds and Forest River Leprechauns.

"We would like to expand into Sprinter vans. Right now, we only sell used ones," she says. "I will see what that looks like, to see if Pike's Peak RV has an opportunity to sell a good quality brand to serve that line of customer."

Pike's Peak RV typically has about 75 new units on the lot. That surges to about 100 during the summer.

"Going into winter, we try to liquidate, just so we can be ready for the new model year coming up, and not start the year with too much of the previous model year," Bland says. "We don't want to miss out on changes or any new additions."

Among current trends is a preference for on-demand tankless water heaters, independent suspension and anything related to solar power.

"Basically, anything that can help them go as far off the grid as possible, such as bigger capacity water tanks, more upgraded features," she says. "A lot of families want bunk beds to increase sleeping spaces. The move toward tankless water heaters is huge. Being able to wash dishes and take a shower and not have to wait 10 or 15 minutes is helping drive that, as it is especially popular with the women."

Pikes Peak RV's robust customer relations initiatives include using a media platform that enables it to contact customers over 30, 60 and 90 days to ensure everything is going well with their unit, and to offer help if needed.

"We also send email mailers every 120 days with updates and notices of new specials," Bland says. "We try to plan regular events at the dealership to get old and new customers to come in and take the opportunity to talk to technicians and [the] service team to get insights and new information that might help them."

Pikes Peak RV emphasizes customer service. Bland says that is a key differentiator from other dealerships.

"We strive to make every time they come in a positive experience. We build on that relationship each time, and continue to develop rapport with our customers," she says. "We have had several customers from the Front Range who have come down to see us, because of our customer service standards. They like to know what to expect when their trailer is getting repaired. The quality of the repairs is worth their time to come here."

Bland, 29, started her RV career as a teenager, detailing units for a dealership in Loveland, Colorado. She rapidly worked her way up through the ranks, and says she enjoys everything about the industry.

"I appreciate where I started and where I have ended up, what I have gone

"WE STRIVE TO MAKE EVERY TIME THEY COME IN A POSITIVE EXPERIENCE."
—CELEST BLAND, GM





through and experienced, and what I have been able to achieve in the industry," she says. "I started out in detail at age 18. It was a unique opportunity to join a small dealership and work up through different departments, and learn the responsibilities and rules. At the end of the day, it does not matter if you are the detailer or the janitorial staff or the receptionist or the sales manager. Every position is a key position. It is not just a paycheck. Every role is a key role, and without each person, the dealership will not run smoothly."

The move to Colorado Springs offered a chance to craft a new legacy. The location has a long history under several owners, dating back about 70 years.

"Making it a place of consistent leadership and excellent service the community can trust, and years of showing up for our customers, is how we can build a big dealership without being a corporation," Bland says. "What was attractive about coming to this location was that it was already a successful dealership. It seemed like a great foundation with great bones, and we have a chance to build on that, being able to have clients in a larger area, where people buy campers every single day. We are one of the larger dealers in the area now."

After a challenging 2025, Bland is optimistic about the new year.

"I am hoping that it takes off in 2026. We want people to embrace the opportunity to go out and explore the open world. With flights the way they are now, I can see more people turning to RV travel." RVP





the paradigm shift

Inspired by customer requests, Alliance RV's new side patio concept aims to break the fifth wheel cookie-cutter mold.

BY JOHN MCCURRY

PHOTOS COURTESY OF ALLIANCE RV

Alliance RV's Paradigm 388SP fifth wheel has been drawing plenty of accolades since the manufacturer offered sneak peeks during the fall. The new floorplan focuses on an innovative new side patio.

"Having that side patio with the outdoor kitchen incorporates the indoor/outdoor space, and a nice concession-style window that really invites conversation inside and out, while people are out on the deck," says Jeremiah Dumka, Alliance RV's vice president of sales. "Then, with the drop-down TV, it is our first and only standard side patio as well as being our first standard outdoor kitchen."

Alliance began developing the 388SP at the start of 2025, after massaging the concept for a few years. The inspiration can be traced to the young company's first rally in 2021. Alliance credits Dumka with being the brains behind the innovation.

"Our customers were already asking for something like this," Dumka explains.

"We did not want to sacrifice the floorplan to incorporate a side patio, which we felt that other people who have done something similar to this had done. When the sun deck came out, we saw an opportunity to get creative, using the indoor/outdoor space as one and making it an inviting kitchen. We put it in the traditional rear living room floorplan … and I think we knocked it out of the park with what we have going."

Dumka says for customers seeking an outdoor kitchen, this model is the best way to work it in to a floorplan.

"You literally walk out from your main living area to the



Alliance began developing the 388SP at the start of 2025, after working on the idea for a few years.



Dumka says RVers are taking RVing more seriously these days and desire all of the new upgrades.

kitchen right on out to the patio, and there you have a grill, a griddle and a refrigerator. The patio has its own radio and drop-down TV. Those customers who are looking for space to entertain and be the host, this is a great floorplan for them. You are not sacrificing anything inside for the design layout."

Alliance showcased the model, which has an MSRP of around $150,000, at the Big Ten Football Championship in Indianapolis on Dec. 6, 2025. It was also featured at Pennsylvania's Hershey show in September, with a second prototype shown at the Elkhart Open House.

"From the dealer and consumer events, it showed extremely well. We had a nonstop line going into it at the Hershey RV show. Even with a crowd of people inside of it, it still felt very open with the ergonomics of the floorplan. We are already seeing good retail activity out in the field. At the Big 10, like at any sporting event, while it is good for exposure, there are less serious customers than at an RV show. But it gets our name out there, and for a fairly young company, that helps."

"WE WANT TO BE WILLING TO TAKE RISKS, BUT TO DO IT IN A THOUGHTFUL WAY ."

—JEREMIAH DUMKA, ALLIANCE RV VICE PRESIDENT OF SALES

The floorplan's road show continues in 2026 with stops including the Florida RV SuperShow in Tampa, a venue that has been particularly successful for Alliance.

"Tampa is an exceptional show. Last year, we set a record there with sales — we sold around 138 units at that show. It truly is the best time for the consumer to buy. It is a great opportunity for the consumer to take advantage of a great deal. We will have 24 units on display at the Florida RV SuperShow and we couldn't be more excited to continue to grow the Alliance brand."

Dumka notes that the traditional demographic for a model like this would be 55-plus, but the demographic is ever-changing. It keeps getting younger, with more late-20s and early-30s buyers starting to get into tiny homes and full-time RV living. They want to be able to stay mobile and travel. The gradual expansion of the demographic is good for the future success of the company, he says.

Engineering Driven by Sales

The models began hitting dealer lots in November. Dumka believes the floorplan will be popular enough to



generate sales of 300 to 350 units in the first year. Retail orders were streaming in by the end of 2025.

"We are very happy with the showing, and the retail views and the retail sales we have had already," Dumka says. "The dealers have been ecstatic about the floorplan and the innovation. They are so used to the cookie-cutter floorplan, where everyone is doing a traditional layout."

Relentless improvement is Alliance's goal. Dumka refers to that as a core value, and as a small company, Alliance is nimble enough to move rapidly with an idea.

"We aren't just here to build trailers; we are here to engineer the ideas that redefine the standard and compel people to step inside," Dumka says. "So far, this one has been a pretty flawless design. We want to be willing to take risks, but to do it in a thoughtful way that will reap rewards both for us and for our dealer partners. Even if you didn't use the patio, it would still be a unique and viable floorplan design."

While the fifth wheel market is down, Dumka says 2025 was overall a growth year for Alliance. Years of heavy investment in research and development and engineering have come to fruition.

"Our service and quality and marketing have always been top-notch. The coming together of all of these components have really propelled us in ways that are paying off in a major way. We are up 30% this year," says Dumka, who was interviewed in December 2025, "and there is really no reason why we couldn't outperform this year by next year, based on our total lineup, with new products coming out."

Dumka says RVers are taking RVing more seriously these days, and desire all of the new upgrades. They want quality, and they want to be able to use their unit year-round.

"Prior to 2021, RVs stayed within the same cost structure for many years. But now we are seeing pricing go up, in a major way that I have never seen before. People are adding content. Customers still want more. When you look at it, you have a fully loaded Paradigm that may be $150,000, but it has a TCS suspension, it has triple AC, fully furnished with sofas and TVs. The value proposition for the consumer is still high."

Alliance RV has 235 dealers in its network, a number Dumka says is just right. He describes Alliance as a flagship brand, with just one dealer in each market.

"We want to make sure that our dealers are able to maintain margin and service their customers to the best of their ability," he says. "I think our dealers have been doing that. They want to drive products that will keep the lights on and the employees happy, and the consumers happy. So, it is a win-win for everyone."

Alliance constantly solicits customer feedback. The company works social media, consumer shows and organizes owners rallies — all of which are major sources of input. Customers are interviewed, and the company is quick to adapt and change in response.

"We are building the RV for them, not for us," Dumka says. "It is so important to get that feedback. At our rally, when we did the 3D walk-through of our proposed new unit, they came back to us with some great nuggets, and we ended up implementing some of those because they made sense." RVP



CompoCloset's urine-diverting dry flush sealing toilet helps conserve fresh water. Photo courtesy of CompoCloset

KEEPING THINGS *FRESH*

Four RV industry experts weigh in on new products, off-grid demands and more for fresh water and sanitation.

BY MICHELE MOORE

"RELIABLE, LOW-MAINTENANCE SANITATION SOLUTIONS [ARE] MORE IMPORTANT THAN EVER."

—TONY BUTLER, SALES MANAGER, WALEX

Whether it's washing dishes, doing laundry, flushing the toilet or simply staying hydrated, clean water is at the core of daily life. This is even more true in an RV, where water resources can be limited — especially if you're going off-grid. RV PRO spoke with several industry experts for insight into RV fresh water and sanitation.

What's new & innovative in RV fresh water & sanitation products?



Tony Butler, sales manager, Walex: Innovation in RV sanitation continues to center around cleaner chemistry, easier maintenance and smarter system performance. Walex's new Commando 32-ounce Liquid Holding Tank & Sensor Cleaner combines powerful cleaning agents and advanced enzyme technology to break down waste and paper buildup that causes clogs and inaccurate sensor readings.



Jordan Martindale, marketing manager, Icon Technologies Limited: We're really excited about our expanded aftermarket offerings in both fresh and waste tanks that have direct configurations for many OEM applications. We're trying to make it easier for RV dealers and

owners to find the specific configuration for a replacement tank so they don't have to fuss about too much with changing plumbing out and reconfiguring a tank.



Tim Kowalski, founder, president & chemist, Bio-Kleen Products: Based on feedback, we have identified a recurring issue regarding holding tank odors. Our dealers have consistently reported that when Kleen Waste is not used in sanitation systems, the gases from the gray water tank sometimes trigger the O2 sensor, indicating a false problem. One ounce of Kleen Waste poured down each sink has proved to be an effective solution by helping to eliminate odors that trigger the O2 sensor.



Richard Peter, co-founder & CEO, CompoCloset: The biggest innovation is the shift away from traditional black tank systems toward alternative toilet solutions. For decades, RVers have been tied to dump stations, but new technology is finally breaking that chain. For example, we're introducing the S1, a urine-diverting dry flush sealing toilet. By combining the hygiene of a sealing system with the efficiency of urine diversion, we solve the two biggest problems in RV sanitation: water usage and waste volume. It allows travelers to conserve their fresh water and eliminates the need for black tanks entirely.

What have customers been asking for most regarding fresh water & sanitation?

Butler: RV owners and service technicians alike have been asking for an easier, more effective way to solve the recurring issues of sensor errors, tank buildup and stubborn odors. The new Commando 32-ounce Liquid Holding Tank & Sensor Cleaner is designed to tackle the toughest problems — residual odors, paper and waste "pyramids," and clogs that lead to inaccurate sensor readings. Commando Liquid restores full system function with a simple pour-and-go formula. It's become a trusted maintenance essential in service centers and among RV owners who want to keep their holding tanks performing like new and avoid costly repairs down the road.

Martindale: The newer generation of RV owners wants peace of mind in using their fresh water and waste systems. In the past, many owners avoided using their tanks for waste storage, but we're really seeing that trend change. RV builders and parts suppliers are making it easier to approach without anxiety. Education and access to the information on how to do things properly has also really improved.

Kowalski: Customers have been asking for a solution that effectively controls odors and excels at breaking down materials in both black water and gray water tanks. We have consistently received positive feedback from our dealers and customers at trade shows regarding the performance of our holding tank treatment, Kleen Waste.

Peter: Our customers are asking for freedom. They want to extend their time off-grid without the constant stress of finding a dump station. They are asking for solutions that conserve their fresh water supply and eliminate the "yuck factor" and odors associated with traditional RV toilets. They want sanitation systems that feel as modern and clean as the rest of their RV interior.

What impact has the increased popularity of off-grid camping & full-time RVing had on RV sanitation? What should dealers be doing to best meet their customers' needs?

Butler: The rise in off-grid camping and full-time RV living has made reliable, low-maintenance sanitation solutions more important than ever. With limited access to dump stations and fresh water, RVers need products that work efficiently in every situation — from extended boondocking to full hookups. For dealers, recommending Commando gives customers a powerful, maintenance-free option that prevents the most common sanitation issues before they start.



(Top to bottom) Bio-Kleen's Kleen Waste; a holding tank from Icon Technologies Ltd.; Walex's Commando Liquid Holding Tank & Sensor Cleaner. Photos courtesy of respective companies

Martindale: Regarding tanks, there have been more considerations around capacity, weight and haulability. When a dealer is replacing a tank, they should have a conversation with the owner about their specific waste-hauling needs. A typical RV tank can hold waste to the dump site at the end of the campground, but off-grid applications require hauling of waste much farther, and an installation often needs to be beefed up to accommodate. Proper support of the tank belly and flanges can make all the difference to those types of RV situations.



Urine-diverting toilets can help customers stay off-grid longer.



Photos this page courtesy of CompoCloset

Kowalski: The growing popularity of off-grid camping and RVing has created a consistent need for effective RV sanitation products nationwide. Bio-Kleen's Kleen Waste has proved to be an economical and environmentally friendly solution for these expanded sanitation requirements. Due to the increase in RVing, demand for Kleen Waste has expanded across the country.

Peter: The explosion in off-grid camping has changed the requirements for onboard sanitation. Standard RV toilets rely on water to flush, which depletes fresh water reserves and fills waste tanks quickly — the exact opposite of what a boondocker needs. For dealers, this means a "one-size-fits-all" approach no longer works. Dealers need to identify if a customer plans to stay in full-hookup parks or explore public lands. To meet the needs of the latter, dealers should be offering waterless or urine-diverting sanitation options as a standard upgrade or aftermarket install.

What do dealers need to be aware of or educate their customers about regarding RV sanitation products?

Butler: Dealers should remind customers that not all sanitation products are created equally. The chemistry behind the product makes all the difference in performance, odor control and tank health. Walex, a family-owned company since 1987, has earned its reputation as an industry leader in odor control and sanitation by focusing on real science and proven results. Walex employs two full-time Ph.D. scientists — one in chemistry and one in molecular biology — who develop and test every formulation in-house to ensure maximum effectiveness and safety. Science truly matters to us, and it's what sets Walex apart. If our products can keep a tank clean and odor-free on a construction site used by 20 workers every day, imagine how well they perform for a few people in an RV. By helping customers understand this difference, dealers can confidently recommend Walex products that deliver lasting performance, cleaner systems and peace of mind.

Martindale: Proper flushing techniques and dumping procedures can make all the difference to customers wanting to get the most out of their waste systems. Combatting anxiety around the use of their waste tanks starts with the dealer and the education aspect.

Kowalski: There is a difference in the manufacturing of holding tank treatments [and] the efficacy of these products … more expensive does not always work better. Kleen Waste RV holding tank treatment deodorizes, cleans sensors, lubricates the valves, maintains clean lines and breaks down waste and real toilet tissue not only in your RV but also boats and portable restrooms. [It is] a holding tank deodorant that is effective and formaldehyde free [and it] leaves a holding tank or head clean and smelling like fresh, wild Michigan cherries.

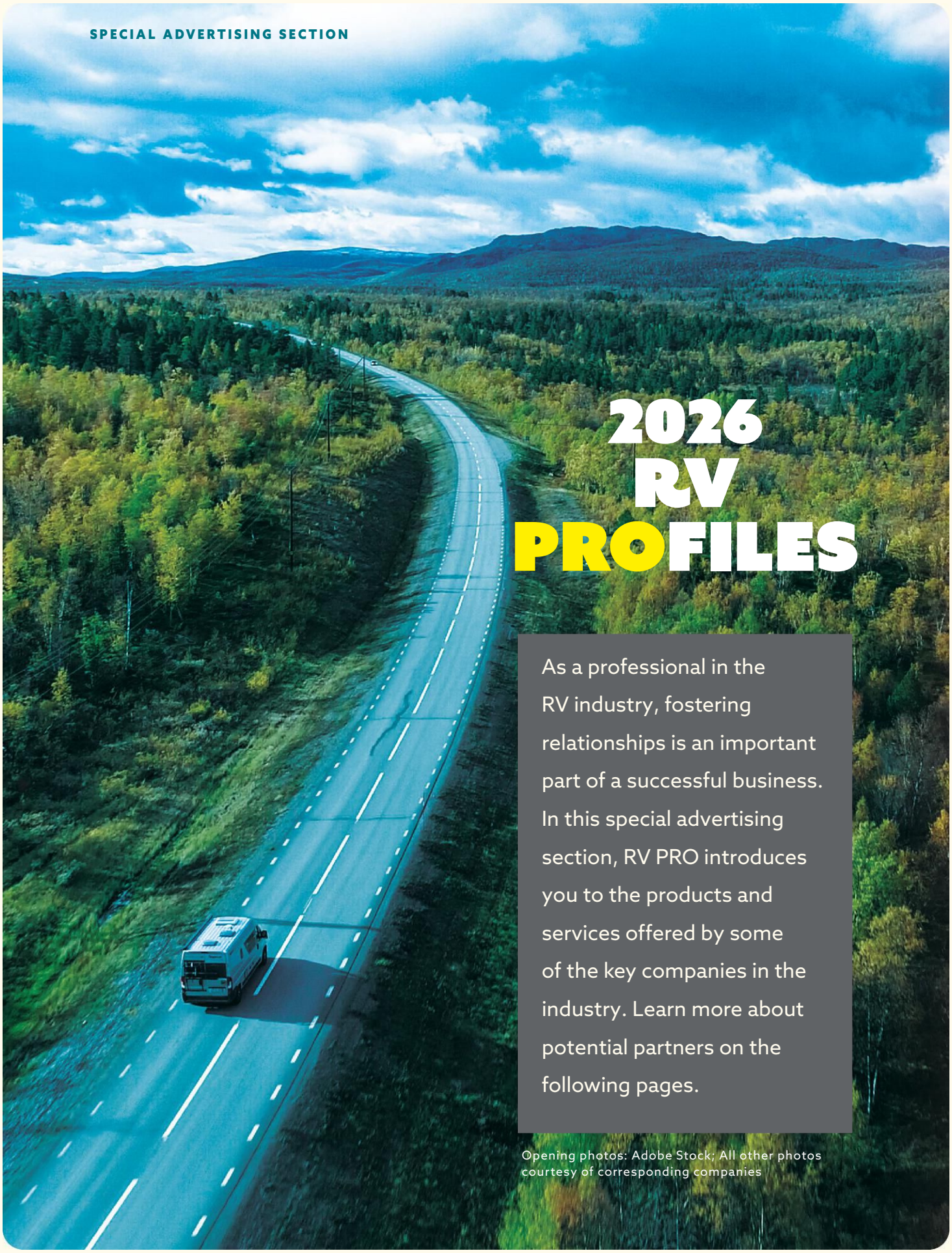
Peter: Dealers need to educate customers that the "sewage smell" comes from mixing urine and solids. Once you separate them, that chemical reaction never happens, and the odor issue disappears. Dealers should be prepared to demystify dry sanitation. It isn't "gross" or "primitive"; it's actually more hygienic and environmentally friendly. Educating the customer on how easy the maintenance is — often easier than dealing with a sewer hose — is key to adoption. For products like the S1, dealers can highlight the cost savings. Because we divert the liquid (which is 80% of waste volume), the sealing liner bags last five times longer.

What else should our readers know about RV fresh water & sanitation products?

Butler: Readers should know that Walex is one of the few suppliers in the RV industry solely dedicated to odor control and sanitation — it's not just part of what we do; it's all we do. That singular focus drives us to continually refine and improve every formula we make, ensuring our products perform at the highest level in every environment. We take tremendous pride in providing our dealer partners with dependable, science-driven products that deliver real results for the end user.

Kowalski: We wanted to highlight the key differences that set Kleen Waste apart from other holding tank treatments on the market. Product consistency and quality are critical. Furthermore, some treatments can develop an unfavorable odor even before being opened. Kleen Waste maintains quality for at least two years; is highly concentrated; and is a biodegradable, nonaerosol solution that is not immediately harmful to skin, making it a safe and effective choice.

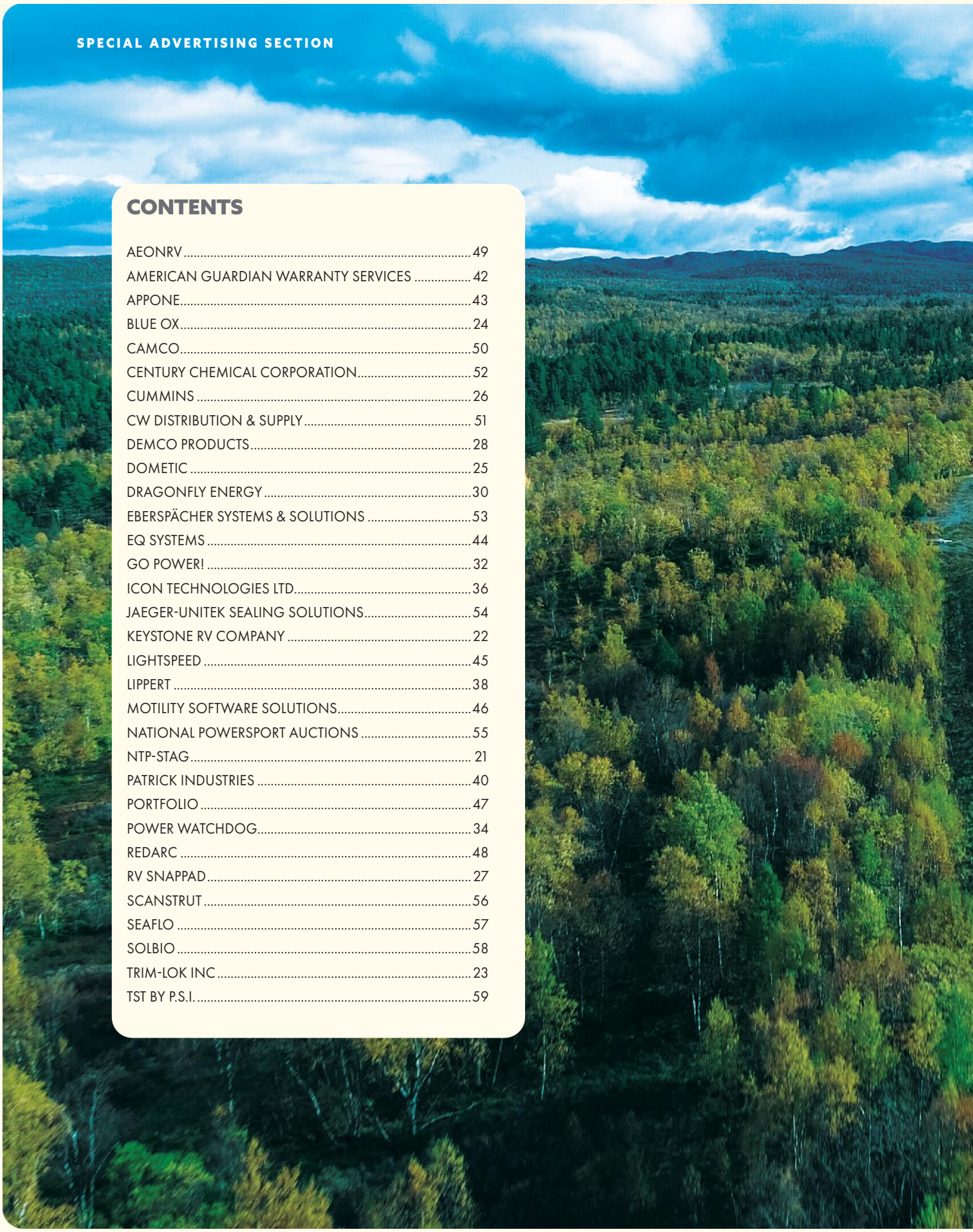
Peter: Sanitation is usually the last thing people want to think about, but it's the first thing that forces them off the road. If we can solve the "toilet problem" — by removing the need for water and dump stations — we unlock true freedom for the RVer. That is the goal of CompoCloset. RVP



2026 RV PROFILES

As a professional in the RV industry, fostering relationships is an important part of a successful business. In this special advertising section, RV PRO introduces you to the products and services offered by some of the key companies in the industry. Learn more about potential partners on the following pages.

Opening photos: Adobe Stock; All other photos courtesy of corresponding companies



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Husky Towing Products





Husky Towing Products is a trusted name in the towing industry, known for its precision-engineered products that deliver unmatched performance, safety and value. With a complete line of hitches, brake assemblies, jacks, sway control solutions and essential towing accessories, Husky Towing Products has become the go-to choice for both professionals and consumers seeking reliable, durable solutions for their towing needs.

At the core of Husky's offering is its extensive range of hitches. Husky offers a wide range of hitch options, including Class III receivers, gooseneck, fifth wheel hitches and weight distribution hitches. Each of these products is designed to provide exceptional towing performance while ensuring that towables are secure and stable on the road.

The high-quality construction and precision engineering of Husky hitches offer peace of mind to customers, knowing that their vehicles and trailers are properly connected and ready for safe travel. In addition to hitches, Husky also offers a full range of towing accessories, such as hitch balls, shanks, locks and more. These accessories allow users to complete their towing setup with confidence, knowing they are using compatible and high-performance products that work seamlessly together.

Beyond hitches and accessories, Husky Towing Products offers a variety of other essential towing equipment that contributes to a safer and more convenient towing experience. Its electric tongue jacks, for instance, make hitching and unhitching trailers easier, particularly for larger or heavier towables. Husky also provides electrical products, brake assemblies and cargo carriers that help ensure a smooth and secure journey. Each product in Husky's diverse lineup is carefully crafted with high-quality materials, rigorously tested to meet the highest safety standards and built to withstand the rigors of both everyday use and more demanding adventures.

With a commitment to continuous Husky Towing Products is proud to have its research and development (R&D) team based in Elkhart, Indiana, the heart of the RV industry. This team is always looking for ways to improve, whether that's developing new products or enhancing existing ones. They rigorously test each one to ensure it meets the highest standards of safety, quality and performance. Products are pushed to their limits in real-world conditions to ensure they can withstand the toughest towing challenges. Whether you're a professional dealer or a DIY enthusiast, Husky's R&D team ensures that their products are always improving, offering new and better solutions to make towing as simple and safe as possible.

Husky Towing Products is proud to provide towing solutions that combine the best of quality, safety and value. The Husky team is dedicated to continuously developing innovative products that meet the evolving needs of the towing industry. Husky's goal is simple: to make every towing experience safer, easier and more reliable, all while developing new products that exemplify the phrase "RUGGED IS STANDARD EQUIPMENT." With an unwavering commitment to excellence, Husky Towing Products continues to lead the way in providing towing solutions that customers can depend on for years to come. Whether you're towing for business or leisure, Husky ensures that you have the right equipment to get the job done efficiently and safely.

huskytow.com

Keystone RV Company

Keystone RV Company – Proven in the Wild

Since 1996, Keystone RV Company has been building RVs that earn their stripes on the road, in the elements and through years of real-world use. Every Keystone RV is designed to be durable, dependable and ready for adventure — tested by the people who travel with them and maintain them. That's what it means to be Proven in the Wild.

From the mountains to the desert, from weekend getaways to full-time travels, Keystone RVs are engineered with strength and practicality in mind. Reinforced structures, smart storage and accessible systems make life on the road easier — and service simpler for the people who keep the company's RVs moving. Every detail reflects real-world experience and proven performance.

Keystone's full lineup includes Montana, Cougar, Sprinter, Bullet, Passport, Springdale, Outback, Coleman, Alpine, Arcadia, Hideout, Reign, Sprout, Walkabout, Fuzion and Raptor — offering something for every traveler, whether it's a first adventure or a lifetime of exploration. Across every model, the promise is the same: reliability you can trust, built to withstand the road ahead.

Keystone's focus is on what matters most: building RVs that owners can depend on and supporting the people who sell and service them. The company listens, learns and improves from field feedback, turning real-world challenges into stronger, smarter, more resilient RVs. Every Keystone RV carries that proof — tested, rugged and ready for the journey.

Being Proven in the Wild isn't just about the RVs themselves — it's about the people who make them part of their lives. Keystone stands behind its products and its partners, helping owners, dealers and technicians get the most out of every adventure. It's grit. It's durability. It's reliability earned in the field.

For those who demand RVs that work as hard as they play, Keystone RV Company delivers experience you can trust, built for the road, proven by the people who know it best.

When Cole Davis founded Keystone RV in 1996, his vision was clear: Build RVs that deliver real value, focus on what matters most to campers and keep the process simple and smart. To do that, he built a strong team, trimmed the excess and empowered the people closest to the customer to lead the charge.

Today, Keystone has over a million owners, 5,000 team members and more than a million square feet of manufacturing in Goshen, Indiana, and Pendleton, Oregon, where the company is built to last and backed by experience.

The road has changed, but Keystone's purpose has not. The company builds practical, proven RVs for people who use them the way they're meant to be used — in the real world, in the wild, wherever the trail leads.

From the beginning, Keystone RV was built differently — focused, agile and driven to deliver greater value to its owners.

keystonerv.com



Trim-Lok

Trim-Lok Inc. is a leader in manufacturing extruded rubber and plastic trims, seals and gaskets with over 50 years of experience, particularly serving the recreational vehicle (RV) industry. Known for its high-quality, durable products, Trim-Lok is a trusted partner to RV OEMs, providing innovative solutions that enhance performance and ease of installation.

Core Capabilities

Trims, Seals and Gaskets: Thousands of parts in stock, ready to ship same or next-day, offering fast, reliable solutions for a wide range of applications.

Custom Manufacturing: Trim-Lok specializes in cutting-edge design, producing custom extruded profiles tailored to customer needs, using high-performance materials for durability in tough environments.

Innovative Product Design: Trim-Lok creates all-in-one solutions, such as the patented All-in-One Wipe Seal, which simplifies installation and enhances water management in RV slideouts. Other products consolidate multipart systems into integrated components, like flush floor bottom pans with wear bars.

Co-Extrusion and Dual Durometer Extrusion: Advanced processes allow for the creation of seals with multiple materials or varying hardness levels, offering flexibility, durability and cost-effective solutions.

In-Line and Off-Line Operations: In-line services include pressure-sensitive tape application, slip coating and more, while off-line services provide cut-to-length processing, O-ring creation and frame assemblies to improve product performance and reduce costs.

Engineering Excellence

Trim-Lok's engineering team combines high-level mechanical design, material expertise and robust manufacturing capabilities. Using 3D CAD (computer-aided design), FEA (finite element analysis), reverse engineering, rapid prototyping and on-site fit trials, Trim-Lok ensures that parts meet exact specifications with extreme accuracy and precision.

Product Portfolio

Trim-Lok offers a broad range of standard and custom products designed to meet client needs.

Edge Trims: Cover rough edges for safety, aesthetic appeal and surface protection.

Rubber Seals: Provide protection against water, dust and vibration, available with HT or BT (3M) tape.

Trim Seals: A combination of edge trim and rubber seals, offering a secure fit.

RV Seals: Includes slideout seals, the All-in-One Wipe Seal and bottom pans.

Locking Gaskets: Secure installation of stationary glass and panels.

Screw Cap Covers: Easy-to-install, durable covers for screws.

Fender Flare: Peel-and-stick design with edge trim and 3M automotive-grade tape, eliminating drilling and bolting while preventing rust and corrosion.

Competitive Advantages

Trim-Lok stands out in the competitive market through:

Quality and Reliability: Certified to IATF 16949 and ISO 9001 standards, Trim-Lok adheres to rigorous quality management systems and complies with industry standards such as RoHS (Restriction of Hazardous Substances), REACH (Registration, Evaluation, Authorization and Restriction of Chemicals) and UL (Underwriters Laboratories).

Customer-Centric Solutions: Trim-Lok works closely with clients to address specific challenges, like reducing parts or improving water management systems in RV applications.





Trim-Lok, a family-owned business since 1971, is proud to have manufacturing facilities in Buena Park, California, and Elkhart, Indiana, the heart of RV manufacturing. Its strong ties to these communities reflect its commitment to employees and customers.

With operations in two key locations, it ensures faster delivery, enhanced service and innovative, high-quality parts. The company looks forward to continuing its legacy of care and craftsmanship while supporting the RV industry.

If you'd like to visit Trim-Lok's manufacturing plants, reach out to its offices or your local sales rep. The company takes pride in having real people answering the phone, ready to assist you with a personal touch.

trimlok.com

Blue Ox



Chances are you've seen Blue Ox on the road. Blue Ox designs and manufactures some of the best towing products in the industry. But don't just take the company's word for it — look around. You'll find Blue Ox on highways, in campgrounds and wherever people journey through life in the great outdoors.

A fourth-generation, family-owned business since 1925, Blue Ox began manufacturing agricultural products such as cattle oilers, grain roller mills and agricultural sprayers on the family farm in Pender, Nebraska. Blue Ox designed one of the first tow bars that did not require a ball connection. Later, the company designed a removable tab baseplate that made towing with a tow bar even easier and retained the OEM look of the towed vehicle.

Blue Ox provides solutions for everything you want to tow, from award-winning tow bars and innovative baseplates to a complete line of sway control and weight-distributing hitches, fifth wheel hitches, ball mounts, custom receiver hitches and accessories for every category.

Blue Ox began manufacturing towing products in the 1980s beginning with the KarTote trailer built to tow cars behind motorhomes. Blue Ox became synonymous with flat-towing vehicles behind motorhomes — ranging from 6,500 to 15,000 pounds towing capacity, its Apollo, Avail, Alpha, Acclaim and Adventurer products, plus the new pintle-mount Apollo, make Blue Ox the preeminent manufacturer of recreational tow bars in the industry. The motorized segment is only a fraction of the overall RV market.

After years of development, Blue Ox moved into the weight-distribution trailer-hitch market in 2007 with the introduction of the SwayPro. With SwayPro (and the later TrackPro), the company builds positive caster into the hitch head. When there is tension on those spring bars along with the geometry built into the hitch head, the downward pressure created won't allow for the trailer to sway giving the travel trailer active suspension when going down the road, providing premium sway prevention while eliminating much of the noise from conventional friction hitches.

With state-of-the-art automation and engineering, intuitive designs and straightforward installations, Blue Ox's towing solutions empower seasoned adventurers and newcomers alike. Its leading-edge E-coating paint line exemplifies the company's commitment to excellence, setting a new industry standard for durability and finish: An E-coat finish to protect its products from rain and snow, with a powder-coat finish on top to making its products UV stable.

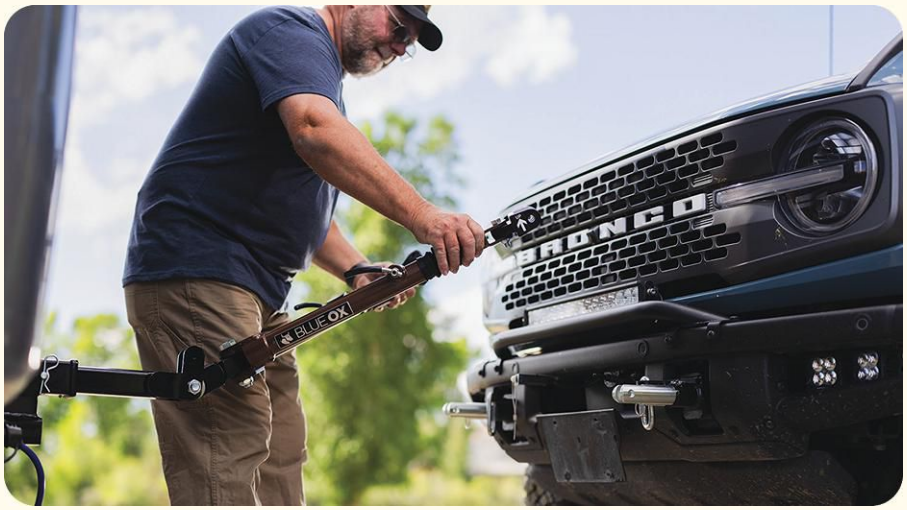
Blue Ox has also introduced a fifth wheel hitch using an innovative funnel-shaped hitch head that guides the kingpin into place, reducing false hookups and drops.

Reinforcing its commitment to its customers, Blue Ox has two teams crisscrossing the county to train dealers and customers in the use of its products. At home, the company has an award-winning customer service team to help customers find what they need to tow as well as handling any problems the customer may come across.

Blue Ox creates all its products to make towing more accessible so you can focus on the road ahead, not what's behind you.

Discover why so many people choose Blue Ox for their travels by visiting blueox.com or following the company on Facebook, Instagram, YouTube, social platform X and TikTok.

blueox.com



Dometic

A Unified Powerhouse for Mobile Living



Dometic is a global outdoor technology company and a market leader in the mobile living industry. Among others, the company serves as the primary technology partner for the world's leading RV manufacturers and a vital resource for the aftermarket. With its American dominance anchored in Elkhart, Indiana, Dometic's Land Vehicle segment has evolved beyond the role of a component manufacturer into a holistic solutions provider. In 2025, the segment reinforced its position as an integrated partner capable of equipping a recreational vehicle from the chassis up, driven by a strategy that prioritizes local manufacturing, speed and reliability.

Dometic's market strength lies in its ability to unify diverse, essential technologies into a single, cohesive ecosystem. Through strategic acquisitions and internal innovation, the company has harmonized a vast portfolio of brands into a streamlined offering.

- **Dometic Mobile Power Solutions:** Formerly operating as independent powerhouses Go Power! and Zamp Solar, these brands have been successfully unified under Dometic Mobile Power Solutions. This division stands as a premier provider of off-grid energy, delivering complete power independence. Key innovations include the new ShadeTech high-efficiency solar panels and fully integrated power management systems — featuring inverters, controllers and lithium battery solutions — that communicate seamlessly with the RV's central network.
- **Valterra & Sanitation:** The integration of Valterra has solidified Dometic's dominance in essential RV maintenance and fluid management. Valterra brings an expansive catalog of hundreds of daily necessities to the portfolio, ranging from heavy-duty sewer and drinking water hoses to vital consumables like treatment chemicals and toilet paper, alongside their industry-standard valves and fittings. When paired with Dometic's advanced sanitation technology — such as the new space-saving 400 Series toilets — this segment offers a comprehensive, end-to-end solution for water and waste systems..
- **Climate & Comfort:** Dometic's Land Vehicle segment remains the industry standard for total on-board comfort. The portfolio provides a comprehensive suite of solutions designed to create a true home-away-from-home environment. This includes industry-leading air conditioners and ventilation systems for precise climate control, robust water heaters and advanced furnaces for year-round usability. Beyond temperature regulation, Dometic enhances the mobile lifestyle with premium refrigeration solutions and durable awnings that expand the living space, proving the value of a single source for comfort and convenience.

The opening of Dometic's new distribution center in Bristol, Indiana, underscores its commitment to the RV industry. Equipped with 20 docks and holding multimillions in inventory, this facility is designed to strengthen logistical capabilities and responsiveness. By consolidating key operations within the manufacturing heart of the industry, Dometic has positioned itself to optimize lead times and provide more efficient support to its partners across the region.

Heading into 2026, Dometic is defined by a culture of intentional partnership and education. The company has moved beyond traditional transaction models to prioritize value-added engagement. The annual OEM Product Showcase in Elkhart now serves as a collaborative engineering summit for future model years, while the Service & Aftermarket (SAM) Product Showcase and Dometic Product Academy have revolutionized dealer support with targeted technical education.

By combining a unified portfolio of powerful brands with a listening-first approach to partnership, Dometic stands ready for 2026 as a responsive, integrated ally to the RV industry.

dometic.com



Cummins

Cummins: Powering the Journey for RVers

For more than a century, Cummins has been a global leader in power solutions, engineering products known for exceptional performance, reliability and longevity. Within the RV industry, Cummins is best known for the legendary Onan brand — generators that have powered motorhomes and travel trailers for generations. Today, Cummins continues to build on that legacy with a renewed focus on innovation, efficiency and dealer support as it ushers in the next era of Onan RV generators.

Generators, however, are only part of the story. Cummins is also a long-standing leader in RV propulsion, supplying diesel engines that serve as the backbone of many Class A and Super C motorhomes. Renowned for durability, torque, fuel efficiency and quiet operation, these engines enable manufacturers to design larger floorplans, support heavier towing and deliver a smooth, confident driving experience that RVers expect from premium coaches.

At the center of Cummins' RV power offering is the Onan QG i DF generator family. Built on decades of engineering expertise, these dual-fuel inverter generators deliver quiet, dependable and clean power for both motorized and towable RVs. Designed and tested specifically for the demands of real-world RV use — from weekend getaways to long-haul travel — these generators give end users the confidence to explore without compromise while helping manufacturers elevate their platforms.

The newest addition to the lineup, the Onan QG 7000i DF, represents a major advancement in RV power technology. This high-output, dual-fuel inverter generator is ideal for fifth wheels and motorhomes, offering quieter operation, improved load-handling and cleaner performance. Integrated digital controls simplify diagnostics and serviceability, while the inverter design delivers the stable, high-quality power required for today's sensitive electronics and luxury amenities.

Looking ahead, Cummins will expand the lineup in summer 2026 with the launch of the Onan QG 4000i DF and QG 2800i DF. These additions complete the dual-fuel inverter family, giving RV manufacturers scalable power solutions for a broader range of floorplans and applications. From compact Class B motorhomes to midsize trailers and premium Class A coaches, builders can match the right generator to the right vehicle — without sacrificing reliability or performance.



On the propulsion side, Cummins continues to refine its proven diesel engine platforms, including the B6.7, L9, X12 and X15, with outputs ranging from 300-605 horsepower. These engines power some of the most respected Class A motorhomes on the road today and are engineered for confident performance on steep grades and under heavy towing loads. Backed by an extensive North American service network and a reputation for long engine life, Cummins engines remain a top choice for RV manufacturers focused on long-distance travel and premium ownership experiences.

Beyond products, Cummins is deeply committed to supporting its partners. The company invests heavily in dealer education, service support and hands-on training to ensure RV customers receive an exceptional ownership experience. In 2026, Cummins will continue its Unplugged Tour — a mobile training initiative that brings a dedicated trailer equipped with the full Onan generator lineup directly to RV dealerships across North America, offering in-depth training, product demonstrations and real-time technical support.

Whether powering the drive or delivering quiet, reliable electricity at camp, Cummins provides a complete RV power ecosystem built on engineering excellence. With an expanding product portfolio and an unwavering commitment to the RV industry, Cummins continues to deliver the power that keeps adventures moving.

cummins.com

RV SnapPad

Founded in 2015 by the Wilson family, RV SnapPad began with a straightforward idea: make RV leveling simpler, faster and more reliable for everyday RVers. What started as a single-product solution has since grown into a comprehensive lineup of permanent RV leveling accessories used by owners across North America and globally.

The concept behind SnapPad came from founder Gordon Wilson, who brought decades of RV industry experience to the table. After years of seeing RVers rely on temporary plastic blocks and time-consuming setups, Wilson recognized an opportunity to rethink the process. Instead of adding another accessory RVers had to carry, place and remove, the goal was to design a product that stayed permanently attached to the RV's leveling jacks. The result was a solution that reduced setup time, improved stability and simplified the overall camping experience. The first SnapPad launched as a single SKU and quickly gained traction.

As adoption grew, so did the product offering. What began as one permanent jack pad expanded into a broad catalog designed to fit nearly every major RV make, model and leveling system on the market. Today, SnapPad offers dozens of ever-growing SKUs across multiple configurations, serving motorhomes, fifth wheels, travel trailers and commercial applications. With over 1 million units sold, SnapPad products are now a common sight in campgrounds and RV parks throughout North America.

At the center of the company's growth is a clearly defined mission: to improve the RVing experience with new, innovative and high-quality leveling products, while becoming the premium RV leveling accessories brand. This mission guides product development decisions and keeps the focus on practical innovation that delivers real value to RV owners.

Manufacturing plays a critical role in SnapPad's capabilities. The company manufactures its rubber components domestically in Indiana and Alabama, using recycled tire crumb rubber sourced from North American truck tires. Since its inception, SnapPad has recycled over 5.5 million pounds of tire material that would otherwise end up in landfills, converting it into durable products designed to withstand heavy loads, harsh environments and repeated use. Sustainability is integrated directly into the materials and manufacturing process rather than treated as an add-on.

SnapPad's emphasis on material performance has supported expansion beyond traditional jack pads. Recent additions to the lineup include SnapJack feet adapters and StakPad, a modular stacking pad made from a blend of recycled rubber and recycled plastic. These products address adjacent leveling and stabilization needs while maintaining the same focus on durability, ease of use and long-term reliability.

As the product portfolio has grown, so has the business behind it. SnapPad now operates as a fully scaled, omnichannel company, serving customers through direct-to-consumer platforms, major online marketplaces and a growing network of wholesale and dealer partners. Continued investments in quality control, supply-chain resilience and operational efficiency help ensure consistent product availability and performance.

Looking forward, SnapPad plans to continue expanding its lineup with new accessories designed to improve additional aspects of the RV camping experience. Each new product builds on the same core principles that defined the original SnapPad: practical design, durable materials and solutions that make RVing easier and more enjoyable. More than a decade after its launch, RV SnapPad remains family-led, focused and committed to solving real problems for RVers.

rvsnappad.com



Demco



For more than six decades, Demco Products has been building equipment designed to keep people moving. From its agricultural roots in rural Iowa to its role today as a tenured 40-plus year manufacturer of RV towing solutions, Demco's story is built on a long-term commitment to the people who rely on its products every mile of the journey.

A Legacy of Confidence Built on Trust

Demco was founded in Boyden, Iowa, by Robert Dethmers, who began with a simple goal: build dependable equipment people could trust. What started as a small manufacturing operation serving agricultural customers grew steadily over the decades into a fourth-generation, family-owned company. Economic hardship in the agricultural sector prompted Demco to diversify, building a broad portfolio that spans agricultural equipment, semitrailers, trailer components and RV towing products. Through decades of change, Demco has remained grounded in values of quality, service and continuous improvement.

Those values are expressed in Demco's new brand tagline: Built to Move.

"Built to Move is more than a tagline — it's our promise," says Bob Koerselman, president of Demco Products. "Our customers rely on us to keep their work and their lives moving. Whether it's helping farmers bring in a faster harvest or families travel safely with confidence, Demco products are built to make that happen."

For RV dealers and consumers, Built to Move reflects Demco's long-standing focus on engineering that prioritizes safety and reliability. The company has a history of product innovation, including the first tow dolly, the KarKaddy, as well as more recent developments such as the self-latching EZ Latch ball coupler and the first folding fifth wheel hitch, the Recon Stealth. These innovations are driven by real-world needs and a commitment to making towing easier yet dependable, so RVers can move with confidence.

Built To Move RVers Forward

Demco's RV product lineup is designed to support a wide range of towing applications. The company offers a comprehensive selection of RV towing solutions, including fifth wheel hitches, tow dollies, tow bars, tow bar baseplates and supplemental braking systems for towed vehicles.

Each product is purpose-built to deliver confidently for its intended application, allowing dealers to match customers with the right solution for safe, dependable travel.

Family-Owned Values, Dealer-Focused Support

Still headquartered in Boyden, Demco remains deeply connected to its small-town roots. The company's family ownership spans four generations, and its culture emphasizes faith, integrity and community involvement. These values extend beyond the factory floor to dealer relationships and customer service.

Demco places a strong emphasis on accessible, hands-on dealer support at every step. With live, human phone support, in-person installation and sales training at the dealership or the Demco DEPOT, and custom webinars for entire teams, Demco helps dealers get answers quickly, streamline installs and build selling confidence across the operation. This hands-on approach helps Demco stand apart in a competitive marketplace and reinforces long-term partnerships across its dealer network.

Looking Ahead

As Demco looks to the future, the company continues to invest in engineering, product development and operational efficiency to better serve its markets. The goal is ongoing improvement: shorter development timelines, smarter designs and expanded offerings that meet evolving customer needs.

After more than 60 years in business, Demco remains focused on leadership through quality and innovation. For RV dealers seeking a partner with proven heritage, strong values and a complete lineup of trusted towing solutions, Demco delivers on a simple but powerful promise: products that are truly Built to Move.

demco-products.com

Have your bed and tow it too



ALL NEW RECON STEALTH™
Full bed access without lifting*

Contact your Demco Rep or call
712-725-2311 for details.

DEMCO®
BUILT TO MOVE™

Legal Notice: All trademarks are the property of their respective owners.
Registered trademarks are indicated with ®. Pre-production model shown
* Patents Pending ** Hitch does not need to be removed from truck bed.



Dragonfly Energy

Dragonfly Energy is a U.S.-based battery technology company and the maker of Battle Born, a brand widely recognized throughout the RV industry for reliability, safety and long-term performance. For more than a decade, Dragonfly Energy has supported RV OEMs, dealers, installers and aftermarket partners with lithium power solutions engineered for real-world use and backed by proven operational experience.

Founded in Reno, Nevada, Dragonfly Energy has grown from an early lithium innovator into one of the most established suppliers serving the RV market today. Hundreds of thousands of batteries are now in service across RV, marine, industrial and off-grid applications. This extensive field history provides meaningful data and insight that directly influence product design, validation and continuous improvement.

A defining strength of Dragonfly Energy is its commitment to American assembly and transparent manufacturing practices. Battery packs are assembled in the United States using carefully vetted components, supported by in-house engineering, testing and quality control. Domestic assembly enables closer collaboration with OEM partners, faster design iteration and consistent documentation and compliance across product lines.

Battle Born Batteries are built around lithium iron phosphate chemistry, selected for its inherent thermal stability, long service life and suitability for RV electrical systems. Beyond cell chemistry, Dragonfly Energy employs a layered approach to safety that includes advanced battery management systems, mechanical safeguards and extensive third-party testing. Products are engineered to integrate cleanly with modern RV platforms while supporting increasing electrical loads and owner expectations.

For B2B partners, Dragonfly Energy delivers more than batteries alone. The company provides application guidance, technical documentation, training resources and responsive U.S.-based customer support. This partner-focused model helps OEMs and dealers reduce risk, streamline installation processes and deliver a consistent ownership experience to end customers.

Long-term reliability is reinforced through disciplined quality processes and a robust warranty structure designed for professional applications. Dragonfly Energy maintains a focused product road map, ensuring continuity for OEM programs while allowing for measured innovation as RV power systems evolve.

As the RV industry continues to electrify, Dragonfly Energy remains



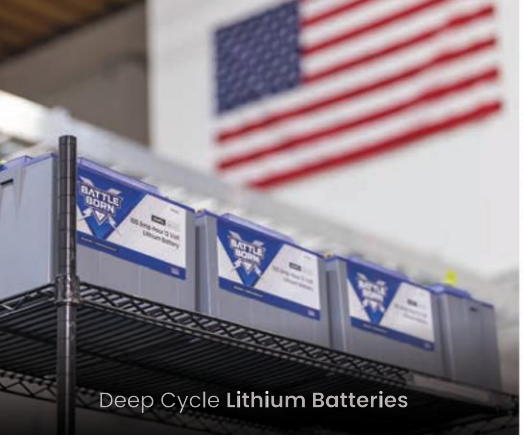
committed to practical innovation grounded in manufacturing discipline and field-proven performance. Ongoing investment in battery technology, system integration and domestic operations positions the company as a stable, long-term partner for RV manufacturers and dealers.

For RV businesses seeking a proven lithium partner with demonstrated longevity, American assembly and trusted quality, Dragonfly Energy offers the confidence that comes from experience, scale, and a commitment to doing things right.

This foundation of experience allows Dragonfly Energy to support RV partners through changing market conditions, evolving customer expectations and increasing system complexity. OEMs benefit from predictable supply, consistent specifications and long product lifecycles that reduce redesign risk. Dealers and installers gain confidence from repeatable performance and straightforward integration. By combining manufacturing discipline with practical field knowledge, Dragonfly Energy helps RV businesses deliver dependable power systems that enhance product value, protect brand reputation and support long-term customer satisfaction across applications, climates and ownership profiles common within modern recreational vehicle platforms used by manufacturers nationwide and professional upfitters everywhere today.

dragonflyenergy.com









BATTLE BORN®

Unstoppable Power Solutions

For over a decade, Battle Born has delivered durable, reliable lithium power solutions for RV applications. Today, that expertise extends beyond batteries into fully integrated power systems including lithium batteries, inverter/chargers, and solar. Each component is engineered to work together, simplifying installation, improving performance, and supported by Battle Born dealer training, technical resources, and U.S.-based support.

Want to learn more? Call **855.292.2831** or visit **Battle-Born.com**

Based In Reno, NV

Integrated Lithium Power Systems

2000W
Inverter/Charger



System-Ready Components

270Ah 12V GC3iH
Lithium Battery



Proven in RVs Nationwide

24V 375W
Solar Panel







Go Power! | Dometic

Celebrating 30 Years of Mobile Power in 2026

Everything your customers need to get reliable power, on-demand, off the grid. Go Power! | Dometic makes mobile power systems easy, safe and reliable.

Go Power! | Dometic is the top choice of RVers everywhere. Easy to install and built to withstand even the harshest conditions, these mobile power products are available preinstalled on many types of RVs, including Jayco, Forest River and Lance.



30 Years of Mobile Power

Celebrating 30-years in the mobile power business, Go Power! | Dometic knows how to build high-performance products. With millions of installations across North America, their products have a proven record of quality and reliability in harsh environments.

When you need reliable, renewable power on your adventures, you can count on Go Power! | Dometic. With a range of solar panels, power inverters and batteries designed to work together, mobile power has never been easier.

What's New

In 2026, Go Power! | Dometic introduces ShadeTech solar modules. Featuring 18 bus bars, this new line of solar panels is designed to deliver superior efficiency and performance even in partial shade conditions. Stay tuned for more exciting solar innovations coming in 2026! Go Power! | Dometic is committed to pushing boundaries and delivering solutions that make off-grid power smarter, safer and more sustainable.

Wanted by Your Customers

Go Power! | Dometic has been chosen as the RV.com Solar Consumer Choice Winner in the solar category for five consecutive years — which is every year that category has been in the running. These awards are a testament to their commitment to quality, reliability and customer satisfaction. This recognition reflects the trust RV owners place in Go Power! | Dometic to deliver the best solar solutions for their adventures.

Training & Support

Go Power! | Dometic provides unmatched dealer and technician support at every stage of the sale. Whether you're an OEM wiring unit on the factory floor or an RV tech troubleshooting at the dealership, they have training tailored to you.

The newly launched RV Technical Institute Level 3 certified online training courses give technicians advanced skills in power system installation, maintenance and troubleshooting.

Pairing this training with high-quality components and an extensive dealer network of over 1,000 partners across North America means hands-on help is always close. With Go Power! | Dometic, customers and partners can count on reliable support wherever the road takes them.

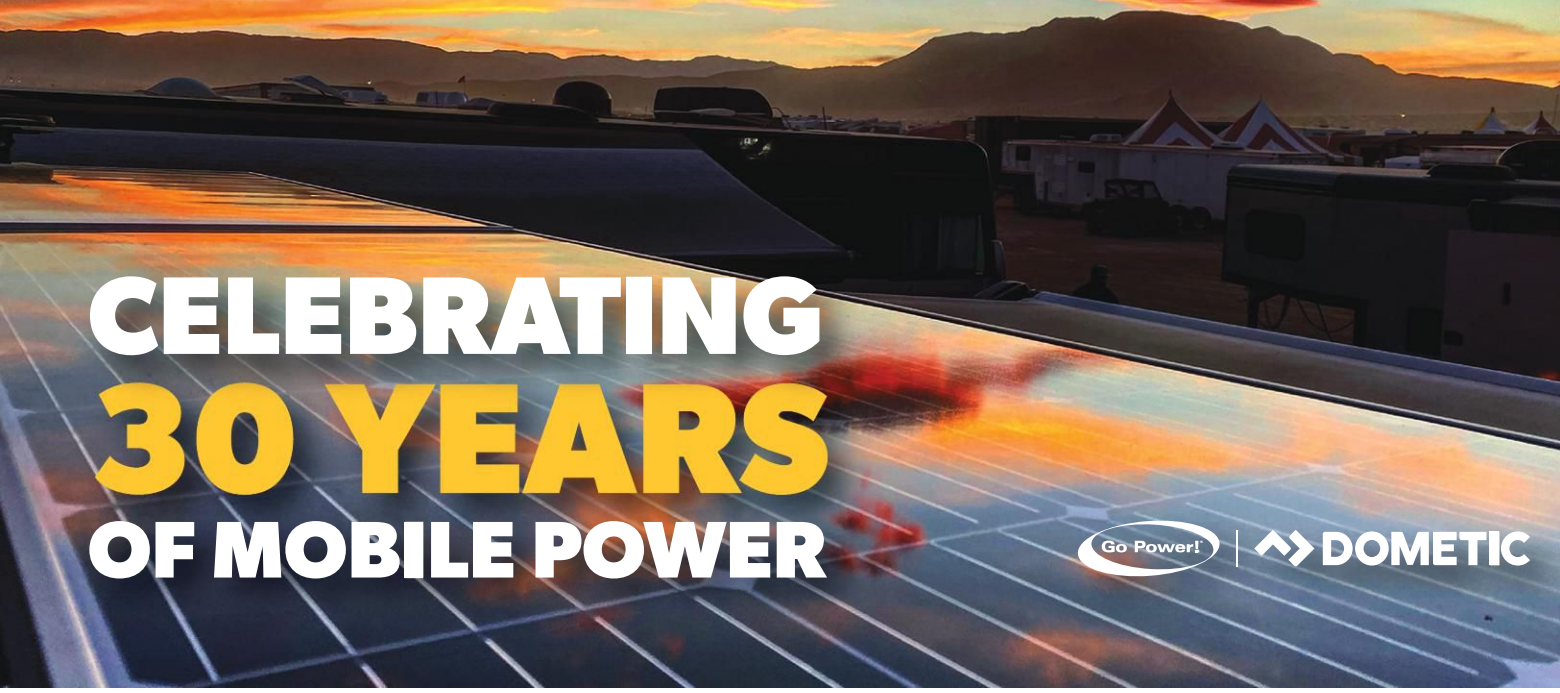
About Go Power!

Go Power! | Dometic has expanded from its humble beginnings in 1996 in Victoria, British Columbia. Since then, the company has become a favored provider of mobile power systems to North America's RV and utility vehicle markets.

Its OEM partnership programs — Solar on the Side, Wired for Solar and Solar on Board — simplify selling, installing and expanding mobile power systems easily and safely.

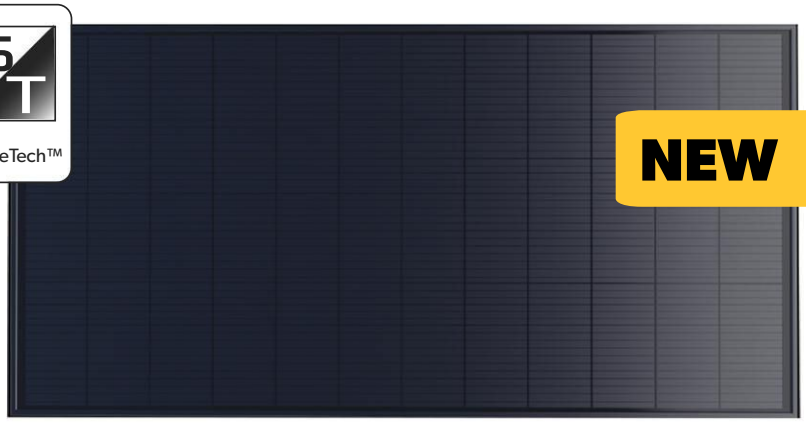
Today, Go Power! | Dometic continues to innovate, offering connectivity, quality products and industry-leading support.

gopowersolar.com



NEW FOR 2026

ShadeTech™



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

SHADETECH™ SOLAR PANELS

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

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

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

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

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

SINCE 1996
30 YEAR ANNIVERSARY
MOBILE POWER SYSTEMS

DECADES OF DRIVE. POWERED BY PASSION.

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

Go Power! | DOMETIC

GOPOWERSOLAR.COM

Power Watchdog



Power Watchdog: Innovation That Helps Dealers Sell More — & Sell Smarter

Power Watchdog — formerly Hughes Autoformers — has built its reputation on one core principle: innovate relentlessly to solve real electrical challenges for RV owners and create high-value opportunities for dealers. For more than 30 years, the company has been at the forefront of RV power protection, and today it stands as one of the most recognized and fastest-selling electrical accessory brands in the industry.

The Innovation That Started a Sales Surge

In the late 2010s, Power Watchdog introduced one of the world's first smart RV surge protectors, a patented technology that immediately redefined the category. For the first time, RV owners could connect via Bluetooth to a free mobile app and monitor their electrical conditions directly from their phones. This combination of visibility, reliability and ease of use quickly made the Power Watchdog one of the bestselling RV power protection products in the country — and a staple item for dealers looking to grow accessory sales.

A second patented innovation further strengthened its appeal: the replaceable surge module. Instead of discarding the entire surge protector after a major surge event, customers could replace an inexpensive module in minutes. This feature set Power Watchdog apart from every competitor and became a major selling point for dealers, who appreciated offering a smarter, longer-lasting solution.

A New Generation Designed for Today's Connected RVer

In 2024, Power Watchdog released the much-anticipated, second-generation Watchdog Smart Surge Protector. The new version added Wi-Fi connectivity, giving RVers the ability to monitor their power from anywhere in the world — a major leap in value and convenience for tech-oriented customers and full-timers.

The unit also introduced a new patented enclosure, featuring a side connection receptacle, lighting and a lockable receptacle door. These enhancements modernized the user experience and created new talking points that helped dealers demonstrate value instantly on the showroom floor.



Dealers nationwide report that customers often walk in already knowing the brand — thanks to strong marketing, industry visibility and widespread owner word-of-mouth — making the Power Watchdog line a powerful ready-to-sell product.

2025: The Flagship Solution Dealers Have Been Waiting For

In 2025, Power Watchdog launched its most advanced product ever: the Watchdog Power Center. This groundbreaking system combines the full capabilities of the original Hughes Voltage Booster with the intelligence of the smart surge protector — offering dealers a single, premium, all-in-one product that addresses virtually every electrical problem RV owners face.

For dealers, the Power Center represents:

- A high-value, high-margin premium accessory
- A natural upsell for customers buying surge protection
- A solution that reinforces dealer expertise and trust
- A product that reduces future electrical complaints and returns

Why Dealers Choose Power Watchdog

Power Watchdog products sell quickly, attract educated buyers and perform consistently — making them ideal for prominent placement in retail environments. The brand's well-recognized design and industry-leading features give dealers confidence that customers will understand the value immediately.

With decades of patented innovation and a clear focus on making RV ownership safer and simpler, Power Watchdog provides dealers with products that enhance customer satisfaction, drive repeat business and strengthen accessory revenue year after year.

powerwatchdog.com

SHINING ABOVE EVERYONE ELSE

MONITOR & CONTROL AN RV WORLD WIDE

POWER WATCHDOG

SMART RV SURGE PROTECTORS
2ND GENERATION

WIFI & BLUETOOTH BUILT-IN

REPLACEABLE SURGE MODULE

REMOTE POWER CONTROL

RVIA PRODUCT OF THE YEAR
BACK-TO-BACK WINNER



MONITOR ON YOUR SMARTPHONE

#1 Best Seller
RV POWER PROTECTION

YOUR STORE'S NEXT BEST SELLING PRODUCT

POWERWATCHDOG.COM

Icon Technologies Ltd.

Icon Technologies Limited, a privately held corporation, started operations in 1998. From the start, its goal has been to provide innovative custom thermoformed solutions to OEM customers. By focusing on that objective, Icon has grown consistently.

It might be said that Icon has two spirits. One is dedicated to helping its customers enhance the functionality and practicality of their OEM products through the use of thermoformed and rotational molded plastic parts. The other is dedicated to supplying quality RV products through a strong international network of RV aftermarket distributors.

The company's core competency in thermoforming and rotational molding is complemented by strong abilities in innovative design, manufacturing ideas and low-cost prototyping. This enables it to provide complete solutions that greatly simplify its customers' development processes. An efficient integration of product development capabilities, verification and advanced manufacturing methods ensure that your products will be built to last. Every aspect of the organization is regulated by the Quality Management System to ensure that you will receive top quality products and services.

Icon Technologies Limited has a very integrated marketing model, founder John Loewen says, using its website, social media and traditional distribution to build its brands. Consumers, OEMs and resellers alike use its website to source products and specifications. Many of its aftermarket products are too unique and model-specific for traditional distribution, but can be ordered at icondirect.com, and easily shipped anywhere in North America usually within five business days. If you are a new customer, you can be assured that every purchase will meet or exceed your expectation, or the company will simply and gladly refund your purchase. Guaranteed! The company's business model is to produce products in North America for North America.





RV professionals and owners alike know Icon for hard-to-find fender skirts, durable AC shrouds and skylight domes, and quality fresh and wastewater tanks. The company is dedicated to supporting RV owners' dreams in keeping their RVs ready to go on the next adventure. That is why it actively keeps parts available for retro and aged units — anything from an old Airstream chimney hood to a fender for last year's Keystone RV unit.

While what the company "does" is design and manufacture premium parts and service solutions for RVs, it's "how" it does it that really matters. It sees its work as solving problems. The company involves real people, driving real solutions, for real needs. Everything it does is in service to its customers. Why? Because they deserve a far better experience. The products Icon makes, and how it delivers them, are worth talking about. If the company can help make a better-than-expected journey on (and off) the road, it has done its job. Icon does what it does because it believes that: Your Journey Is the Experience.

icondirect.com

ICON™

PLANO GRAM

With ICONs Skylight Planogram sell peace of mind and security to RV owners in the form of quality skylight replacements, right on the end shelf.

This planogram includes all that a DIY RV owner will need to replace an existing 14 x 22 skylight.



SCAN FOR MORE INFO

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

Lippert

Lippert: Driving Innovation, Enhancing Experiences

From its humble beginnings in 1956 to its position today as an industry leader, Lippert has been synonymous with innovation, quality and a dedication to improving lives. Headquartered in Elkhart, Indiana, Lippert operates over 140 manufacturing and distribution facilities across North America and Europe, employing more than 13,000 team members globally. These efforts are unified under a single mission: to engineer superior solutions for those who love life on the road, water and beyond.

Precision Engineering Meets Innovation

Lippert's extensive product portfolio serves a variety of industries, including RV, marine, automotive and manufactured housing. Its focus on precision engineering is evident in products like the Furrion Chill Cube 18K, a high-performance rooftop air conditioner that delivers efficiency and exceptional cooling power.

For towing and RV safety, Lippert leads with innovations like the CURT Helux pin box and Touring Coil Suspension (TCS). The Helux pin box, equipped with proprietary coil-spring technology, absorbs chucking and vibrations at the truck-trailer coupling point, ensuring smoother and more controlled towing. Meanwhile, the TCS reduces road shock by 50%, extending the lifespan of RV components and enhancing passenger comfort.

Additionally, Lippert's anti-lock braking system (ABS) improves braking precision for greater control on unpredictable terrains. Together, these advancements underscore Lippert's commitment to engineering superior solutions that deliver comfort, safety and reliability.

Culture of Commitment

Lippert credits its success to its focus on its people. The company fosters a culture of innovation and collaboration, empowering employees to challenge the status quo and contribute ideas at all levels. Initiatives like the "Just Fix It" program encourage team members to propose solutions that drive efficiency and safety improvements, while the Leadership Academy ensures the development of future leaders. This collaborative environment fuels Lippert's agility, allowing it to adapt to market demands.



Sustainability & Responsibility

Lippert's commitment extends beyond manufacturing to environmental stewardship and community engagement. By integrating lean manufacturing principles, the company reduces waste and prioritizes high-quality recycled materials, ascending to Newsweek's top 500 most responsible American companies for 2025. Its community service initiative has logged over 868,000 volunteer hours, positively impacting thousands of nonprofits. These efforts underscore Lippert's belief that business can be a force for good.

Global Reach, Local Impact

While Lippert maintains a strong presence in North America, its footprint extends to European markets, especially in the caravanning and marine industries. This global reach diversifies the company's offerings and enables it to meet the unique needs of a wide customer base. Despite its expansive operations, Lippert remains deeply connected to its roots, with domestic manufacturing facilities humming with activity as skilled workers produce industry-leading products.

Driving the Future

Lippert continues to push boundaries with investments in robotics, automation and sustainability. By blending advanced technology with human expertise, the company ensures its products meet the highest standards. Lippert's unwavering dedication to innovation, quality and community positions it as more than a manufacturer — it's a brand synonymous with trust, excellence and enriching experiences for customers worldwide.

lippert.com

LIPPERT

Water. Waste. Handled.

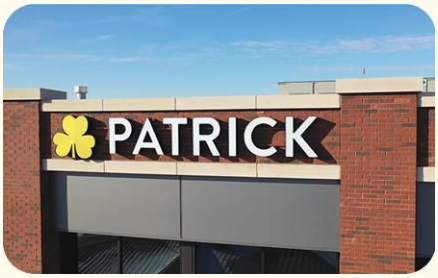
From extended plumbing lines to full tanks, Flow Max™ water pumps deliver steady, quiet pressure for any RV. Combined with Flow Max holding tank treatment, waste and odors are reduced, clogs prevented, and tanks left clean and fresh.



Easy to service, built to last, and trusted by RV pros across the country.

Scan to learn more

Patrick Industries



Empowering Enthusiasts

Founded in 1959 and headquartered in Elkhart, Indiana, Patrick Industries is a leading component solutions provider serving the RV, marine, powersports and housing markets. For more than six decades, Patrick has built a legacy rooted in expertise, innovation, empowerment and servant leadership. Today, Patrick's operations span more than 240 facilities across 25 states, powered by over 10,000 team members. Together, the company generates $3.9 billion (Q3'24 TTM) in annual revenue across its core markets.

Customer-Focused, Solution-Oriented

At the core of the business model is a customer-focused, solution-oriented approach. Each brand in the network is empowered by Patrick to strive for excellence and is dedicated to understanding and meeting the unique needs of each customer. This approach extends far beyond supplying products; it is about building long-term relationships, growing brands and providing tailored solutions that drive customer success. Patrick's commitment to customer partnership and servant leadership reflects its broader mission to enrich the lives and businesses it serves.

America's Leading Interior & Exterior Component Solutions Provider

Patrick provides one of the industry's broadest selections of interior and exterior component solutions, serving a diverse range of OEM needs. The "good, better, best" strategy ensures Patrick meets customers where they are — offering flexibility, quality and value at every price point. Through the full solutions model, Patrick streamlines complexity and empowers manufacturers to bring their visions to life efficiently and effectively.

Experience the depth of solutions in these areas and more:

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



Market-Leading Innovation

Empowering enthusiasts remains the driving force behind Patrick's innovative strategy. Whether improving the RV experience, elevating time on the water, enhancing outdoor adventures or enriching life at home, every solution is designed with both the manufacturer and end user in mind. Patrick's enthusiast-driven mindset positions it as a forward-thinking leader in the outdoor enthusiast and housing markets, continuously shaping the future of the markets it serves.

BETTER Together

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

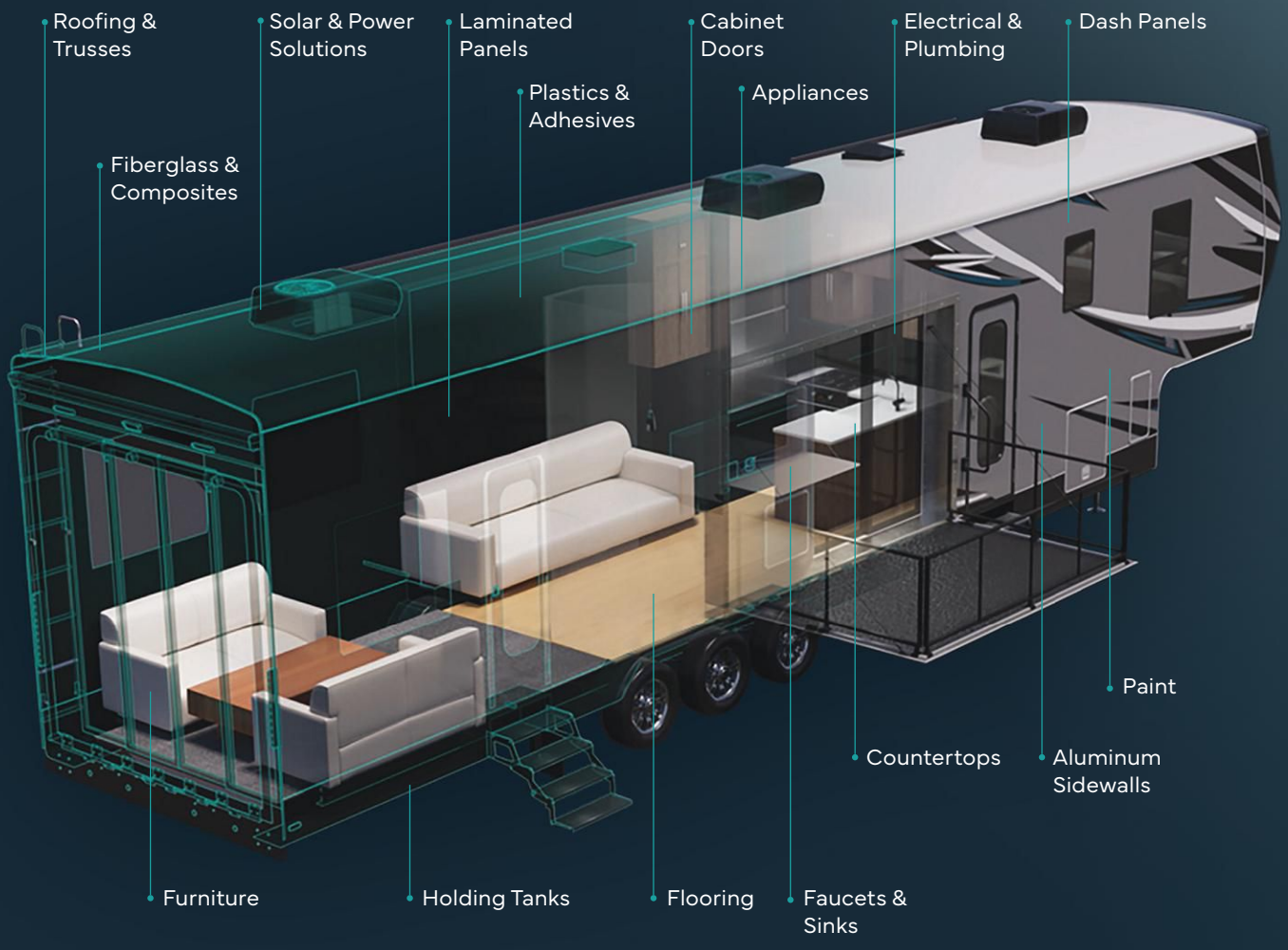
Join Patrick as it strives to ignite growth in 2026, empowering a growing community of outdoor enthusiasts to live their best life on the road, off the grid and wherever its next adventure takes them.

patrickind.com

PATRICK

DRIVING ADVENTURE

Patrick's RV brands empower the world's leading RV manufacturers with a full suite of high-quality interior and exterior component solutions, personalized customer service, expert product innovation, and design consultation.



Scan to explore Patrick's RV products and offerings

American Guardian Warranty Services



American Guardian Warranty Services Inc. (AGWS) is a nationwide leader in the administration of F&I products and dealership support programs, serving agents and dealers across automotive, RV, powersports and related industries. The company provides a comprehensive portfolio that includes service contracts, vehicle protection plans, limited warranties and a broad selection of environmental and aftermarket products designed to enhance both customer confidence and dealership performance.

AGWS is recognized for delivering innovative, flexible and dealer-focused solutions that help retailers meet evolving market demands. Its approach goes beyond traditional product offerings by incorporating profit participation structures, capital advance programs, specialized training and ongoing support that strengthens long-term profitability.

With decades of experience and a consistent track record of proven dealer results, AGWS equips its dealers with the tools necessary to grow revenue, improve operational efficiency and elevate the customer experience.

Through its commitment to service, compliance and performance, AGWS continues to help dealerships build stronger F&I departments while delivering greater value and peace of mind to their customers through reliable, forward-thinking solutions that support sustained business growth overall.

agws.com



AppOne



Give your customers a superior lending experience that offers the best financing options and reduces the chance of returned contracts and noncompliance.

AppOne is a centralized, web-based platform that connects specialty vehicle dealers with lenders to streamline the lending process.

AppOne's goal is to remove obstacles throughout the process, allowing you to complete paperwork, close deals and track lender decisions with less risk. In recent years, AppOne has added various platform enhancements, including:

- **Deal Archive:** Maintain loan documents securely beyond deal completion
- **PreCHK:** Convert prequalified loans from lenders into sales
- **QuickScan:** Detect identity fraud to protect your dealership, lenders and buyers
- **VTR50:** Title and register vehicles during the loan process
- **ReySign:** Capture electronic signatures to reduce printing and mailing costs

Headquartered in Kettering, Ohio, and servicing the entire United States, AppOne has connected over 4,500 RV dealerships with integrated lenders and other service providers to make the entire lending process more efficient.

Connect with AppOne today to learn how your RV dealership can streamline your lending workflows, improve your lender network and provide a stellar experience for your customers.

appone.net



EQ Systems



EQ Systems and EQ Logistics together provide an integrated manufacturing and logistics solution built on quality, reliability and long-term growth.

EQ Systems supplies premium hydraulic leveling systems, slideout solutions and custom wire harnesses for the RV, horse trailer, motorsports and commercial industries. With a strong commitment to performance and consistency, EQ Systems invested in in-house manufacturing by purchasing advanced machinery and building a skilled team of engineers and machinists. This strategic decision strengthened quality control, reduced supply chain risk and allowed for continuous product improvement. To support future expansion, EQ Systems acquired a 100,000-square-foot facility just north of the Indiana–Michigan border. Operational since spring 2022, this facility houses all manufacturing, production and corporate headquarters, positioning the company for controlled, sustainable growth while continuing to deliver dependable, high-quality products to its partners.

EQ Logistics complements this manufacturing expertise with industry-leading warehousing and logistics services. Its food-grade facilities are maintained to the highest standards, featuring steel construction, high-bay ceilings, sealed concrete floors, sprinkler systems and secure, monitored properties. With rail access, versatile racking systems and advanced handling equipment — including narrow-aisle trucks and high-capacity lift trucks — EQ Logistics supports a wide range of inventory needs. The team also provides value-added services such as container stuffing, export packing, kitting, light assembly, cross-docking, intermodal shipping and vendor-managed inventory, helping customers confidently move products to market while exceeding expectations.

eqsystems.us

CUSTOMER EXPERIENCE
WE MAKE IT BETTER WITH EQ SMART-LEVEL







EQ Smart-Level offers the option of automatic leveling operation via **Bluetooth**

EQ SYSTEMS®

WE'LL GET YOU LEVEL IN MINUTES
#GETLEVEL

574-264-3437 | (800) 846-9659 | EQSYSTEMS.US
19300 GRANGE STREET, CASSOPOLIS, MI 49031

MOTORHOMES CLASS A & CLASS C | FIFTH WHEELS | HORSE TRAILERS | MOTORSPORTS | CUSTOM SOLUTIONS
CLASS C INCLUDES SPRINTER* & TRANSIT* APPLICATIONS FOR SPECIFIC MODELS, CONTACT US FOR DETAILS. * PATENT PENDING

EQ HARNESS®
NOW OFFERING CUSTOM WIRE HARNESSES & BATTERY CABLES
#GETCONNECTED

Lightspeed DMS



Lightspeed DMS is an all-in-one system that connects every part of your RV dealership — sales, F&I, parts, service, rental, accounting and CRM — so your team can work faster, stay organized and see the full picture of your business. Built by dealers, for dealers, Lightspeed replaces multiple disconnected tools with one system that keeps your operation running smoothly from the showroom to the service bay.

For over 40 years, Lightspeed has supported more than 4,500 dealerships across North America, including RV dealers of all sizes. With 450-plus integration partners and strong OEM connections, Lightspeed helps RV dealers cut down on double entry, reduce mistakes and move deals through faster.

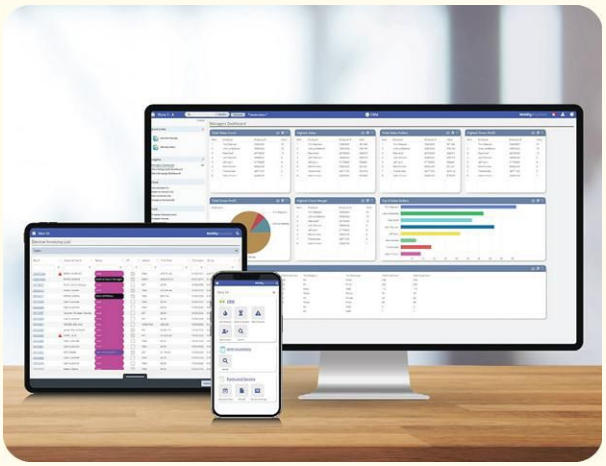
Dealers choose Lightspeed not just for the software, but for the people behind it. The company's experienced team understands the real challenges RV dealerships face and works alongside you to improve efficiency, increase profitability and support long-term growth.

With over 1.7 million units sold, 12.3 million service jobs processed and 136 million customers served through Lightspeed, the results speak for themselves. Sales close quicker, service work stays on track and customers get a better experience every time they walk through your door.

lightspeeddms.com



Motility Software Solutions



Innovation at Every Turn

For over 40 years, Motility Software Solutions has been dedicated to bringing tomorrow's technology to RV dealerships nationwide. Motility's user-friendly dealer management system (DMS) streamlines every critical function, including CRM, quoting, deal desking, parts and service, unit inventory, accounting, messaging, rental and reporting.

The company's goal is to equip dealers with the right knowledge, skills and tools necessary to achieve peak performance. That's why the Motility team works hard to deliver the most innovative DMS and unparalleled support to ensure RV dealerships operate seamlessly.

Proven Results Through Digitization

The DMS centralizes all dealership data in one place, giving teams fast access to the information they need and real-time metrics that drive more efficient operations. With Motility, RV dealers reduce manual work, simplify workflows and gain greater operational control.

What's Ahead

Motility will remain committed to helping RV dealers save time and money through advanced digital tools, powerful integrations with industry partners and exceptional customer support. By cultivating a community of collaboration and growth, Motility helps dealers provide the best service and stay competitive in an evolving market.

Connect with Motility today to see its DMS in action.

motilitysoftware.com



Portfolio



Founded in 1989 on the principle of true 100% dealer ownership, Portfolio is a recognized leader in reinsurance expertise, performance and reporting.

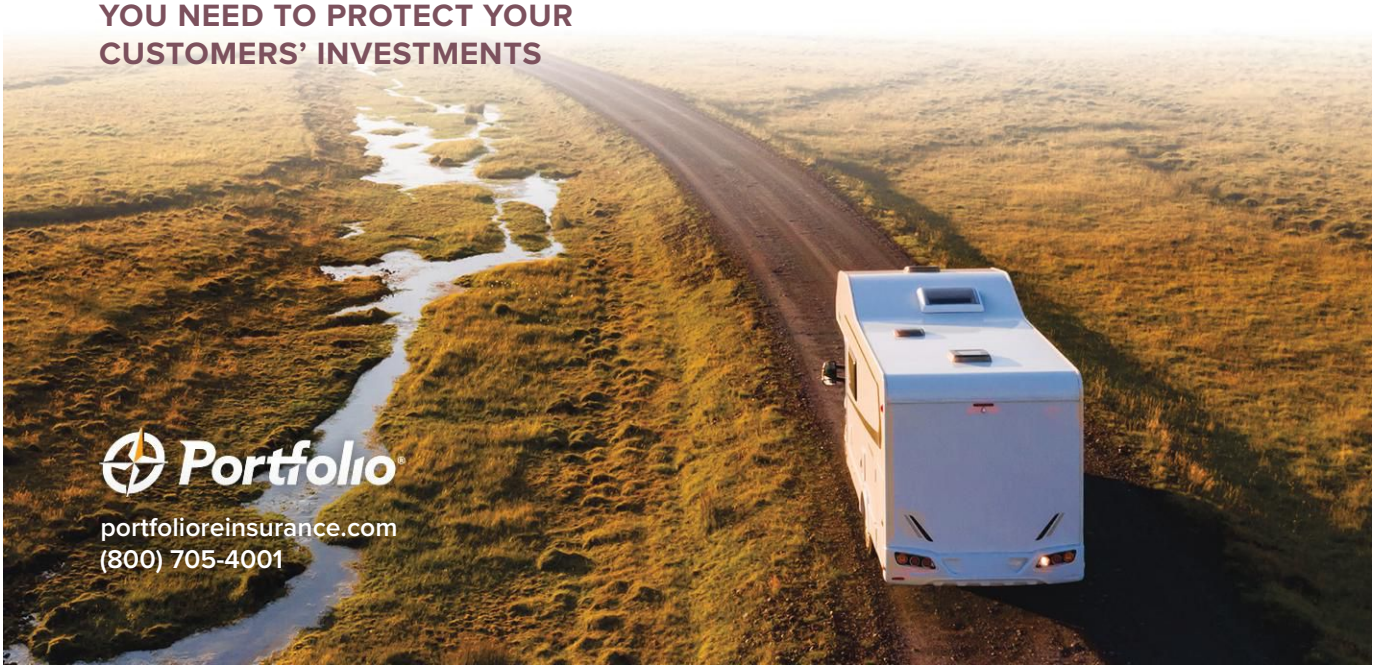
At Portfolio, dealers own their reinsurance companies and 100% of the underwriting profits and investment income they generate. This dealer-first model offers unmatched control, transparency and long-term financial benefits.

Portfolio offers a full suite of vehicle protection products, including comprehensive vehicle service contracts, commonly known as extended warranties, that help cover the cost of repairs for eligible components. These plans are available for a wide range of vehicles, including automobiles, RVs, motorcycles and powersport vehicles.

In addition to repair coverage, Portfolio offers asset protection plans, theft deterrent products and routine maintenance programs, all designed to help consumers safeguard their vehicle investment and enjoy greater peace of mind on the road.

The company's dedicated agents deliver world-class support to help maximize dealership production and reinsurance success. Portfolio's product lineup features fully customizable terms, competitive rates and professionally designed marketing materials tailored to meet the unique needs of every dealership.

portfolioreinsurance.com



REDARC

For over 45 years, REDARC has been a trusted partner in power management and towing innovation, helping RV manufacturers, upfitters and dealerships deliver reliable, modern and safe experiences on the road. Proudly engineered, tested and manufactured in South Australia, the company's systems are purpose-built to perform in the harshest conditions — from the outback to the coastline. REDARC's integrated solutions make it easy for users to manage and charge batteries via vehicle, solar or mains power and monitor power from their vehicle or mobile app. Whether customers are powering their electrical appliances, lighting, air conditioning or safety equipment, REDARC's technology gives them the freedom to travel further and stay off-grid longer.



The company supports its partners with more than just product — from fitment guides and installation training to dedicated, one-on-one technical support. Its commitment to quality and innovation ensures fewer returns, more satisfied customers and sustainable mobile power systems that stand the test of time. REDARC represents more than just dependable power — it's a reputation you can align with, a team you can count on and a product line that's trusted by industry leaders worldwide.

redarcelectronics.com/us

THE POWER OF
REDARC







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SWAY STOP TECHNOLOGY
APP OR USB CONTROL OPTIONS
PROUDLY MADE IN AUSTRALIA
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SMOOTH BRAKING PERFORMANCE



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PICTURED: TOW-PRO LINK USB PLUG-IN CONTROLLER

INTRODUCING THE [NEW] TOW-PRO LINK
The ultimate electronic brake controller from REDARC with simple setup and superior safety while you tow.

*Once mounting location has been determined. Installation times provided are estimates only and may vary depending on vehicle type, product configuration, and installer experience.

AEONrv

AEONrv is building a new category of recreational vehicle for those who want to explore with freedom. A true all-season, electric cabin, off-road, high-tech RV, AEONrv is engineered for adventure, built for all conditions and designed for people who go beyond traditional travel limits.

Unlike conventional RVs that rely on legacy construction methods, AEONrv vehicles are built with a fully insulated, thermal transfer-free cabin and marine-grade materials throughout. The result is a true four-season RV capable of performing in extreme environments, from below-zero winter conditions to high desert heat, while remaining quiet, efficient and comfortable. Each unit is purpose-built to support extended off-grid travel without sacrificing reliability or performance.

At the core of the AEONrv platform is a robust 24-volt electrical system paired with high-capacity lithium battery options, integrated solar and intelligent energy management. This modern and green technology allows owners to power essential systems, including heating, cooling, cooking and onboard technology, without relying on generators. The electrical architecture is scalable, giving customers the flexibility to configure their vehicle based on how and where they plan to travel.

Off-road capability is central to AEONrv's design philosophy. Vehicles are built on all-wheel-drive Ford Transit cutaway chassis and upgraded with lifted suspension, all-terrain tires, skid protection and recovery points. This enables confident travel on forest roads, snow-covered passes and remote terrain that would typically be inaccessible to traditional RVs.

Beyond the product itself, AEONrv places a strong emphasis on customer experience and long-term support. Operating through a direct-to-consumer model allows for closer customer relationships, transparent communication and continuous improvement driven by real-world feedback. From design and engineering through manufacturing and delivery, AEONrv maintains a hands-on approach to ensure consistency, quality and accountability.



As demand grows for more capable, efficient and thoughtfully engineered RVs, AEONrv continues to lead with innovation, delivering vehicles designed to help owners explore farther, stay longer and travel with confidence.

aeonrv.com



Camco

Camco: Helping You Get to the Fun Faster

For more than five decades, Camco has been transforming the RV experience, helping families and friends focus on what matters most — making lasting memories. By eliminating the hassles of outdoor living, Camco ensures RVers spend more time enjoying their adventures and less time dealing with challenges.

Founded in Greensboro, North Carolina, Camco is a leader in American manufacturing, with eight state-of-the-art facilities across the U.S. The company has developed over 4,000 products to address the everyday needs of RVers. With an engineering team holding more than 150 patents, Camco continues to deliver innovative, practical solutions that enhance durability, performance and ease of use. This dedication to quality manufacturing ensures every RVer is better equipped for the road ahead.

Essential Solutions for RV Living

Camco's product lineup covers every aspect of RVing, focusing on five key areas: towing, leveling and stabilizing, electrical, fresh water and sanitation. Each product is designed to be reliable, user-friendly and built for real-world demands.

Discover Camco's Hero Brands

- Eaz-Lift: Dependable towing systems that deliver a smoother, more confident drive
- FasTen: Effortless leveling solutions for quick and simple RV setups



- Power Grip: Trusted electrical connections for safe and consistent power
- Tastepure: Advanced water filtration for consistently clean, great-tasting water
- Rhino: Durable sanitation products built to handle the toughest conditions
- TST: Innovative tank treatments for easy, effective system maintenance
- Evo: Fresh water solutions designed to deliver clean water wherever you go

Trusted Solutions That Transform the RV Experience

Camco's family of brands redefines RV living with products like the Eaz-Lift R6 hitch for superior towing, TST Pro, one of the fastest-performing enzyme treatments for tanks, and FasTen Leveling Blocks, leveling blocks with convenient handles for a stable, level foundation on uneven terrain. Each product is thoughtfully designed to make RVing simpler, smoother and more rewarding.

Innovation on the Horizon

Camco is dedicated to making RVing easier, more efficient and more fulfilling. From cutting-edge towing systems to enhanced water and sanitation solutions, upcoming advancements are designed to streamline essential tasks — such as managing water, maintaining power and leveling RVs. These innovations aim to reduce the challenges of RV living, delivering a smoother and more carefree experience. With Camco, being better equipped means you get to the fun faster.

camco.net



CW Distribution & Supply

Since 1966, CW Distribution & Supply has proudly supplied the RV industry with high-quality parts and accessories. Today, it's a trusted partner for RV technicians and service centers nationwide.

With decades of specialized experience, its team has the expertise to quickly find exactly what you need. With the company's extensive inventory and ample stock, it can fulfill your orders without delay.

CW Distribution & Supply delivers competitive commercial pricing that matches or beats other distributors — plus service they can't touch. The company offers same-day shipping, extended hours (including nights and weekends) and a network of over 200 locations across the country. When your customers have an emergency, it's right in your backyard and ready to help get them back on the road fast.

For nearly 60 years, the company has provided RV technicians with specialized products, expert advice and professional service. What started as a single store in Bowling Green, Kentucky, is now one of the nation's largest retailers of RVs, RV accessories and related services.

Whether you visit one of its 200-plus stores, call its dedicated commercial team or shop its comprehensive website — featuring thousands of quality products for RVs, camping, towing and outdoor living — you'll get the convenience and reliability only an industry leader can deliver.

From essential maintenance parts to the latest camping and towing solutions, CW Distribution & Supply, backed by the Camping World family, is a premier one-stop shop for everything RV.

Wherever your customers' journeys take them, the company is committed to keeping you equipped, supported and ready with the products, service and expertise you can count on — every time.

cwds.com







Century Chemical Corp.

Century Chemical Corporation has been a trusted leader in sanitation and specialty chemical solutions since its founding in 1926. Now proudly celebrating its 100th anniversary, the company represents a rare blend of longevity, integrity and adaptability. Proof that doing business the right way still works!

Headquartered in Elkhart, Indiana, Century Chemical formulates and manufactures a comprehensive portfolio of sanitation products serving the RV, marine, aviation, charter bus, septic, portable restroom and industrial markets. Well known for its iconic Travel Jon brand, trademarked in 1967 and among the oldest holding tank deodorizers in the United States, the company has built its reputation on performance, consistency and customer trust. While markets and technologies have evolved, Century Chemical's commitment to quality, safety and regulatory compliance has remained constant.

As a woman-owned, family-led business, Century Chemical brings a people-first mindset to everything it does. The company invests in responsible manufacturing practices, environmentally conscious product development and a workplace culture grounded in accountability and respect. Just as important, Century Chemical believes success carries responsibility beyond its walls. The organization actively supports national and local initiatives, including the Care Camps Foundation, which provide medically supervised camps for children with cancer, as well as partnerships with community organizations such as the YWCA North Central Indiana. Giving back is not a campaign — it's part of the company's operating philosophy.

Today, Century Chemical is led by CEO Denyse Pontius, whose career with the company spans more than two decades. Known for her steady leadership and authentic approach, Pontius represents the next generation, guiding the business forward while honoring its legacy.

Under her leadership, Century Chemical continues to expand its capabilities, strengthen customer partnerships and position the company for sustainable, long-term growth. (No ego, just execution.)

As Century Chemical enters its second century, the mission remains clear: deliver dependable chemical solutions, operate with integrity, support the communities it serves and build relationships that last. One hundred years in, the formula still holds, and it's working just fine.

centurychemical.com



Eberspaecher



AIRTRONIC 3 & E-AIRTRONIC



HYDRONIC AQUASYSTEM



ZELIOX NEO 3600

Eberspaecher North America delivers innovative climate and energy solutions built for the freedom-driven motorhome community. With decades of global expertise in thermal management and mobile power, Eberspaecher helps travelers and OEM partners elevate comfort, independence and reliability on every journey. From advanced heating and cooling to next-generation off-grid power, the company's technologies support unforgettable adventures in every season.

Climate Solutions Built for the Road

Whether crossing snowy mountain passes or navigating sunbaked desert highways, Eberspaecher's climate products keep motorhomes comfortable and dependable. The Airtronic heaters deliver rapid, fuel-efficient warm air with whisper-quiet operation, perfect for cool nights and chilly mornings. Compact and versatile, Airtronic units turn any travel plan into a warm, welcoming experience.

For deeper thermal performance, hydronic heaters use water-based technology to provide interior warmth, engine preheat and fast defrosting for safer starts in cold weather. The ability to stabilize core components makes the heaters a trusted choice for year-round travelers.

At the top of the comfort spectrum, the Hydronic AquaSystem brings warm air and on-demand domestic hot water together in one intelligent package. Its compact footprint and seamless integration make it ideal for modern van conversions and motorhomes exploring North America's diverse terrain.

Comfort All Year Long

Beyond heating, Eberspaecher offers refined cooling and climate-control systems designed to maintain quiet, consistent interior environments. Whether parked lakeside, roadside or far off-grid, travelers enjoy a level of comfort that makes every mile feel like home.

Introducing Zeliox Neo 3600: A New Era in Mobile Power

In 2025, Eberspaecher expanded its North American portfolio with Zeliox Neo 3600, a compact, all-in-one mobile power system. With a durable LiFePO4 battery and integrated inverter, charger and solar controller, Zeliox provides reliable, off-grid energy for essential appliances and modern digital living. Multiple charging methods — solar, shore power or alternator — give travelers the flexibility to explore farther with confidence. It is power made simple, safe and built for life on the move.

Driven by Innovation & Independence

Eberspaecher North America's mission is to empower OEMs and travelers with technology that enhances comfort, sustainability and freedom. Wherever the road leads, Eberspaecher's solutions support a modern, connected and confident way to travel.

eberspaecher-motorhomes.com

A WORLD OF COMFORT

Eberspächer

POWER MADE SIMPLE FOR LIFE UNPLUGGED.





INTRODUCING ZELIOX NEO 3600

For life on the road, the Eberspächer Zeliox NEO 3600 is the ultimate all-in-one power solution. Its built-in inverter, charger, solar controller, and 2.4 kWh lithium battery keep your essentials running anywhere, from remote campsites to long travel days. Charge via solar, shore power, or your vehicle alternator, and monitor it all with ease.

www.eberspaecher-motorhomes.com

Jaeger-Unitek Sealing Solutions



Jaeger-Unitek Sealing Solutions Inc. is a trusted partner for engineered sealing solutions, providing reliable performance across a wide range of industrial and OEM applications. With a strong commitment to innovation, quality and customer service, the company supports customers in industries including automotive, industrial manufacturing, heavy truck and trailer, recreational vehicles, agriculture and wind energy.

Jaeger-Unitek specializes in the design and manufacture of custom sealing solutions engineered to meet demanding application requirements. By combining advanced German and Japanese production technologies with deep engineering expertise, the company delivers precision components designed for durability, consistency and long-term performance. From initial concept through production, Jaeger-Unitek works closely with customers to develop solutions tailored to their specific needs.

Core capabilities include design and engineering, extrusion, value-added operations and quality assurance. The engineering team collaborates closely with customers to select appropriate materials, optimize designs and ensure manufacturability. Extrusion capabilities support the production of custom profiles, while value-added operations provide secondary processing to meet exact specifications and streamline customer supply chains.

Quality is a cornerstone of Jaeger-Unitek's operations. Rigorous quality processes and testing procedures are integrated throughout production to ensure every component meets established performance standards. This focus on quality, combined with responsive customer service, allows Jaeger-Unitek to serve as a dependable partner for both high-volume and specialized applications.

As part of the global Jäger Group, Jaeger-Unitek benefits from collaboration with sister companies to offer expanded product lines and technical expertise. This global connection enables the company to deliver comprehensive sealing solutions while maintaining a strong local presence and customer-focused approach.

By blending advanced manufacturing technologies with engineering driven solutions, Jaeger-Unitek Sealing Solutions continues to help customers solve complex sealing challenges with confidence.

jaeger-unitek.com



National Powersport Auctions

A Better Road for Buying & Selling RVs

National Powersport Auctions (NPA) provides a trusted marketplace for dealers, lenders and financial institutions to monetize RVs and efficiently source inventory. Through live, simulcast and online auction formats, NPA RV and Marine helps businesses across the United States buy and sell with confidence. NPA's nationwide footprint now spans 10 locations, with its newest facility in Kansas City, enhancing service for Midwest partners.



Keeping RV Inventory Moving

NPA's dedicated RV and Marine team specializes in valuations, logistics, reconditioning and remarketing. From coast to coast, the team manages the details required to turn unwanted inventory into cash and help buyers acquire showroom-ready units. With proven processes and industry expertise, NPA serves as a one-stop solution to keep inventory moving efficiently.

A Greater Selection Nationwide

NPA facilities are seeing record levels of pre-owned RV inventory. Hundreds of RVs, campers and trailers are available nationwide through monthly dealer-only auctions. Members can preview inventory online with access to complete unit details, condition reports and photos before bidding. Visitors can see what's available online at npauctions.com/cp/npa-rv-auctions.

Flexible Ways To Buy & Sell

Dealers can preview, bid and buy virtually through the NPA website or mobile app, or attend auctions in person with on-site previews and auction-day hospitality. In addition to live and simulcast auctions, NPA offers online-only auctions, including specialty sales dedicated to RVs. Inventory can also be bought and sold between auctions through NPA's 24/7 eSale online platform. As an added perk, members can include a boat or golf car to their RV buy.

Why Businesses Partner With NPA

Partners benefit from dealer-only auctions on multiple platforms, a large network of over 12,000 specialty dealers, trusted proprietary condition reports, full reconditioning capabilities, nationwide transportation services and dedicated RV specialists at each location.

Hitch Up To Buy & Sell

From consigning to buying, the NPA RV and Marine team is ready to support your business. Contact Dealer Registration at (888) 292-5339, ext. 923301, or visit npauctions.com/register to get started — and let NPA help put you on the road to stronger returns.

npauctions.com/cp/npa-rv-auctions

RV BUSINESSES AND DEALERS

NEW YEAR NEW INVENTORY

STOCK UP FOR THE BUSY SEASON



VIEW NATIONWIDE RV INVENTORY
Inventory added daily!

HUNDREDS OF PRE-OWNED RVS AND CAMPERS
NPA has a diverse selection of pre-owned RVs nationwide to buy through weekly live and simulcast auctions.

Exclusive Coast-to-Coast
NPA RV Roundup
February 3, 2026
ONLINE ONLY AUCTION

GET SET UP TO BUY TODAY
888.292.5339 ext. 923301
npauctions.com/Register-RV.aspx



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NATIONAL POWERSPORT AUCTIONS NPA

SCANSTRUT

Ventura Series
Connecting Every Adventure

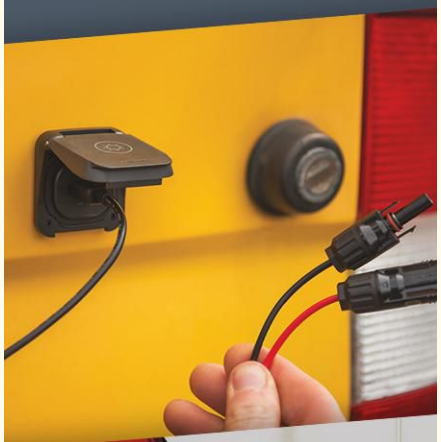
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Scanstrut



Scanstrut is bringing a new level of design, durability and engineering rigor to the RV market, marking an ambitious crossover from its 40-year heritage in the marine industry. Long trusted on ocean-going yachts and high-performance powerboats, Scanstrut has built its reputation creating products that survive relentless exposure to water, vibration, UV, salt and extreme weather, conditions far harsher than most land-based environments.

That expertise now transfers directly to life on the road.

As van-life, overlanding and RV travel accelerated post-2020, a new generation of builders and OEMs began discovering Scanstrut through its marine-grade cable seals, originally engineered to protect electronics at sea. Designed to deliver permanent waterproof integrity, these products quickly became the solution of choice for routing cables to roof-mounted solar panels, antennas, lighting and satellite systems on vans and motorhomes.

Adoption soon expanded into Scanstrut's waterproof USB chargers, wireless charging systems and award-winning ATMOS air pump, proving there was clear demand for higher-quality, better-designed RV solutions.

That momentum led Scanstrut to supply innovative components to leading RV manufacturers, including THOR Industries, Winnebago Industries and Erwin Hymer Group, accelerating its formal entry into the sector.

The launch of the Ventura Series marks Scanstrut's first purpose-built RV range. Developed over two years, Ventura delivers compact, low-profile exterior utility sockets designed specifically for vans and RVs, offering power, USB-C, solar, water, TV and mains connections. Every product is engineered to marine testing standards, including IP68 and IP69K waterproofing, UV-resistance and long-term durability, bringing true fit-and-forget reliability to the RV space.

Privately owned and design-led, Scanstrut controls every stage of development in-house across its U.K. and U.S. facilities. With a legacy of innovation and precision engineering, Scanstrut enters the RV market not as a newcomer, but as a proven innovator raising expectations for what RV hardware should be.

scanstrut.com

SEAFLO

SEAFLO offers a broad portfolio of RV and marine products designed to support comfort, safety and operational efficiency. Its lineup includes water pumps, toilets, battery switches, electric stabilizing jacks, macerator pumps and custom liquid propane hose lines, along with a wide range of additional systems and accessories. Each product is engineered to meet demanding industry standards while remaining competitively priced, making SEAFLO a preferred choice for both original equipment manufacturers and aftermarket applications.

Quality remains a core focus of SEAFLO's operations. The company backs its products with an industry-leading four-year warranty, reinforcing confidence in long-term durability and performance. This commitment ensures customers receive reliable solutions without sacrificing value. SEAFLO's emphasis on quality control and continuous improvement helps maintain consistent results across its entire product offering.

Operating from a 450,000-square-foot warehouse in South Bend, Indiana, SEAFLO maintains significant inventory levels to support efficient distribution and fast order fulfillment. This centralized operation enables short lead times and dependable service, allowing customers to keep projects and production schedules on track.

SEAFLO's experienced sourcing department further strengthens its capabilities by sourcing or manufacturing tailored solutions to meet specific customer needs. Whether addressing pricing challenges, quality requirements, lead times or inventory constraints, SEAFLO provides flexible options that extend beyond its standard catalog. Supplying components for approximately 80% of new RVs and 60% of new boats built annually, SEAFLO continues to solidify its position as a trusted leader in the marine and RV industries.

seaflodirect.com





Solbio



Solbio: A Smarter, Safer Standard in RV Care

Solbio is redefining RV sanitation with a clear purpose: to deliver powerful performance without compromising health or the environment. Developed with a deep understanding of real-world RV life, Solbio products make holding tank care and interior cleaning simpler, cleaner and safer — without the harsh chemicals traditionally associated with RV maintenance.

At the heart of the brand is Solbio Original, a truly innovative holding tank treatment. It is the only RV holding tank treatment to earn TRA Eco-Certification, independently verifying its environmental safety and effectiveness. Formulated from 100% natural, plant-derived ingredients, Solbio Original uses a biological process to break down waste, lubricate seals and eliminate odors at the source — rather than masking them with aggressive chemicals.

Unlike conventional treatments that rely on caustic ingredients, Solbio is safer to use around children, pets and sensitive environments, while delivering superior odor control and tank performance. Its highly concentrated, multipurpose formula works in both black and gray tanks, helping RVers maintain clean, efficient systems with less effort and greater peace of mind.

A Complete Approach to RV Hygiene

Solbio is more than a holding tank solution. The brand offers a growing range of natural-based RV cleaning products designed specifically for life on the road. From kitchens and bathrooms to exterior detailing, Solbio cleaners tackle grease, grime and everyday RV messes effectively — without harsh residues or fumes.

Every Solbio product is safe for septic systems and approved disposal stations, ensuring worry-free dumping and full campsite compliance. The result is a complete, easy-to-use system that supports a cleaner RV, a healthier living space and a more responsible approach to RV travel — mile after mile.

To explore partnership and distribution opportunities in the U.S., visit solbio-usa.com.

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Manufacturers of the revolutionary
100% Natural Holding Tank Treatment
Safer for people, pets and the environment
Powerful, effective natural formula
Full range of natural cleaning and sanitation products designed specifically for RVs
Already trusted by thousands of RV owners
www.solbio-USA.com

TST TPMS by P.S.I.



TST Tire Pressure Monitoring System (TPMS) delivers precise, real-time tire pressure and temperature data via a secure wireless link, ensuring confidence on every journey. Compatible with both the legacy 507 widescreen display and the advanced 770 touchscreen interface, the system guarantees accurate tire monitoring for enhanced safety and peace of mind.

Configurable alerts — audio, visual and text — notify operators of abnormal conditions, providing time to take corrective action before issues escalate. TST systems scale to monitor up to 115 tires across five trailers, including spares, making them ideal for RVs, cargo haulers, side-by-sides, ATVs, agricultural equipment and specialty trailers. This flexibility ensures comprehensive coverage for diverse applications.

For RV tire monitoring and safety, the TST line of products offers OEM-trusted quality and affordability, giving customers the absolute best tire safety systems for recreational vehicles of all types and styles, backed by proven reliability and advanced engineering.

Every TST TPMS product includes a three-year warranty, lifetime technical support and integration options for OEMs. TST's dealer training programs and U.S.-based support team ensure seamless onboarding and post-sale assistance. The new Elkhart, Indiana, facility strengthens service capabilities for OEM partners in the area, reinforcing the company's commitment to exceptional customer care.

Learn more at tsttruck.com or call (770) 889-9102.

TST by P.S.I. is a Clarience Technologies Company.

tsttruck.com/how-tpms-works



BY HAYLEY HOLLEN

How AI Is Quietly Rewriting the RV Buyer's Journey

Your next customer will be asking AI first. Here's how to show up for them.



VECTORMINE - STOCK.ADOBE.COM

For years, your first real chance to win an RV buyer started on the lot.

Now it starts on a couch at 10:47 p.m. — with an AI assistant.

Shoppers are asking questions like, "What's the best fifth wheel under $60K for remote work?" and AI is naming models, brands and sometimes even dealers. If your inventory data, reviews and site content aren't easy for AI to interpret, you don't just slide down a list. You can vanish from the conversation entirely.

Here's what's changing in RV search and discovery, where AI is already paying off inside dealerships, and what you can do this year to stay visible when the next buyer asks.

The Rise of Answer Engines

Search behavior has changed. Instead of typing a short phrase and clicking through links, buyers now ask direct, multilayered questions:

"What's the best fifth wheel for full-time remote work under $60,000 that I can tow with a three-quarter-ton truck?"

An AI assistant responds with a single synthesized answer, pulled from public listings, specs, reviews, dealer websites and OEM content. If that information is inconsistent, outdated or unclear, a dealership may not appear at all.

This isn't about chasing hacks. It's about making sure your store information doesn't contradict itself anywhere online — because if AI can't trust the details, it won't recommend them.

Practical takeaway: Your listings, hours, photos, pricing, specs and reviews need to match across every place a shopper — or AI — might look.

AI Is Shrinking the Search 'Shelf Space'

Traditional search used to give buyers a page full of choices: a map pack, organic listings, shopping results and ads.

AI-driven answer experiences don't.

In many cases, buyers see a single, summarized response with a short list of cited sources.

That means less visible real estate for traditional organic rankings — and fewer obvious places for standard paid placements to appear. The risk for dealers isn't slipping a few positions. It's being skipped entirely.

You're competing to be included in the answer, not just listed somewhere on the page.



Ads Are Becoming AI-Native

Paid visibility is shifting alongside organic discovery. New AI-influenced campaign types increasingly connect:

- Inventory signals (what you actually have)
- Creative signals (photos, descriptions, offers)
- Intent signals (what shoppers are asking across surfaces)

In plain terms, ad performance is tied more closely to inventory accuracy and merchandising discipline than many dealers expect. If your feed is incomplete, inconsistent or full of "close enough" naming, you're asking the system to guess — and it rarely guesses in your favor.

Visibility Is Still Possible, But Fundamentals Decide It

AI doesn't reward hype or clever wording; it values clarity and consistency. Dealers remain engaged when their data is reliable and their digital footprint matches. This is the value of doing the unglamorous work: maintaining accurate inventory feeds that align with OEM specs, avoiding duplicate listings or outdated prices, providing complete photos and details, and understanding which pages and questions are most visible. Clean data determines eligibility, and measurement shows where you're missing opportunities.

AI as the Buyer's Research Assistant

Shoppers are using AI to compare tow vehicles, cross-check specs across brands, break down feature differences and validate advice from peers. By the time they reach a dealership, they're often informed, but they arrive with more personal questions:

- "Will this floorplan work for two adults and a large dog?"
- "What breaks first on this model if we travel year-round?"
- "Can I realistically tow this in the mountains with my setup?"

This shifts the salesperson's role. Instead of introducing basics, the job becomes helping shoppers interpret, verify and apply what they've already learned. Dealers who recognize this shift often see faster rapport and cleaner conversations. Stores that don't may feel like buyers are arriving three steps ahead — and getting frustrated when answers aren't immediate.

Practical takeaway: Your team needs fast access to accurate specs and the confidence to explain trade-offs without scrambling for answers.

Where AI Is Already Creating Value Inside RV Dealerships

The most meaningful impact of AI inside dealerships today isn't flashy innovation, it's reducing repetitive tasks so teams can focus on customers.

Removing Repetitive Tasks From Staff Workflows

Dealership teams are using AI-assisted writing and summarization tools for tasks such as:

- Drafting first-pass descriptions for similar units
- Condensing long customer emails into quick bullet points
- Turning OEM manuals into simple checklists
- Creating internal how-to guides for new hires

Staff still review everything, but instead of starting from scratch, they start with something workable, saving hours each week. The team gets more time back for live conversations and follow-up, instead of getting buried in admin work.

Helping Staff Tell Better Inventory Stories

Specs alone rarely sell an RV. Buyers want to picture the lifestyle: weekend bunkhouse trips, remote-work setups, winter travel or long-haul retirement plans.

AI-assisted writing can help staff draft these lifestyle-focused stories, which are then refined for tone and accuracy. Your inventory listings should help shoppers imagine themselves in the unit — not just read the spec sheet.

Improving the Website Experience, Especially After Hours

Most RV research happens at night, when the store is dark. Guided search and AI chat experiences help shoppers get answers to questions such as:

- "Can my truck tow this?"
- "How many people does this model sleep?"
- "Does this floorplan support remote work?"

These systems aren't meant to sell. Their job is simple: keep the shopper engaged until your team is available. Any sign of real buying intent should escalate to a human quickly. Your site needs a way to help late-night shoppers, or they'll drift to a competitor's site.

Using Data To Guide Follow-Up & Stocking Decisions

Patterns in buyer behavior often hide in plain sight. AI-driven analytics can help highlight:

- Units with unusually high repeat views
- Email topics that consistently get clicks
- Leads who revisit the same model multiple times

Dealers use this to prioritize callbacks, rethink merchandising or adjust ordering based on what people are actually paying attention to — not what they assume. Your sales and management decisions can rely more on real behavior and less on gut feel.

Getting AI-Ready: Practical Steps Any Dealer Can Take This Year

Becoming AI-ready doesn't require a massive system overhaul. It starts with tightening fundamentals.

1. Clean up the data AI depends on.
AI relies on the same details shoppers do. When the data is clean, consistent and complete, your store has a better chance of showing up in AI answers. Focus on matching inventory specifications to OEM details, updating the Google Business Profile weekly, and keeping hours, addresses and map pins up to date across all platforms. Respond to reviews calmly and consistently, ensuring contact information remains consistent and accurate across all directories.

2. Create content that answers your customers' questions.
Your sales and service teams encounter the same questions daily, making these inquiries ideal for quick FAQ pages, simple comparison articles and seasonal ownership guides. AI typically provides clear, straightforward answers rather than marketing language, and buyers value the same directness.

3. Test your site the way buyers use it.
Mobile experience remains a crucial factor in user engagement. When testing your site on a phone using cellular data, consider whether the homepage loads quickly, if financing information can be found within 30 seconds and whether filters are simple enough for thumb navigation. Fast, mobile-friendly websites tend to gain greater visibility in AI-driven systems, but if your site frustrates shoppers, AI will take note and stop recommending it.

4. Start with low-risk AI projects.
Dealers don't need complex systems to see benefits. Simple beginner projects can include using AI to help draft listing descriptions without finalizing them, turning common email questions into a helpful FAQ, testing chat on a busy webpage or creating internal training materials. These small steps help you get comfortable with new tools without overhauling your entire process. You can start small, notice quick results and keep control of the changes.

Keeping People at the Center

AI doesn't replace the relationship-driven nature of sales; it removes friction so your team can focus on what matters most: listening, advising and guiding buyers through a major decision. Dealers who use AI well keep people firmly in the driver's seat — reviewing output, training staff, setting guardrails and protecting trust.

The dealerships that stay visible and chosen in the next era won't be the most automated — they'll be the ones that combine reliable data, faster answers and a strong human connection throughout the buying journey. RVP

Hayley Hollen develops thought leadership content that helps RV dealerships make sense of changing search behavior, digital performance and AI's growing role in how shoppers discover, compare and decide where to buy. For more information, visit interactrv.com.



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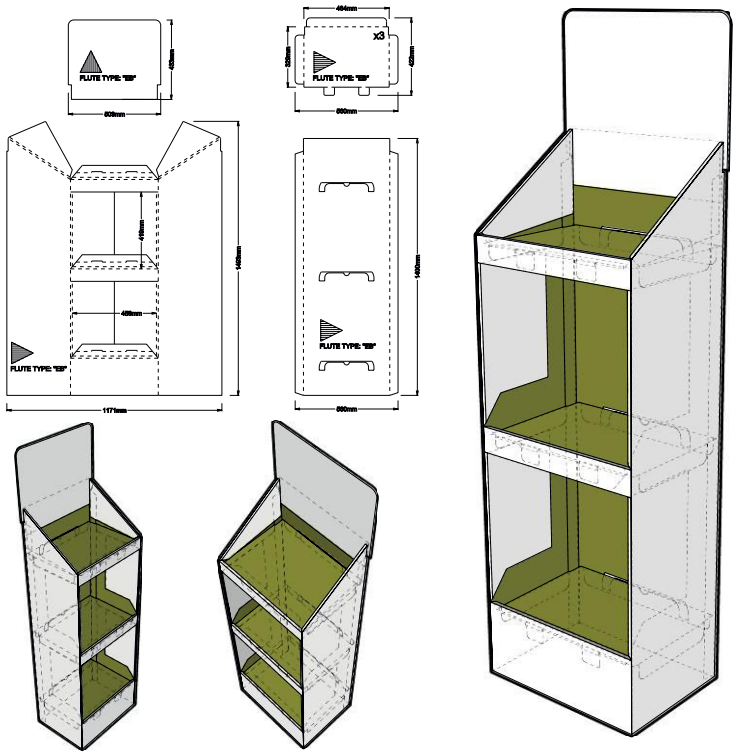
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 BY MEL SELWAY

P.O.P.-ular Display Concepts

Encourage customers to buy with strategically planned point-of-purchase displays.



HEISENBERG - STOCK.ADOBE.COM

As you are reading this issue of RV PRO, think back to your personal plans that you had to welcome in the new year. Those plans might have included dressing to the nines as you celebrated the arrival of another year.

Regarding your business plans for 2026, perhaps you might also want to dress up your surroundings and decide to refresh your retail showroom, which could include adding some P.O.P. (point of purchase) displays.

Point of Purchase, Defined

I am defining P.O.P. displays in a literal sense, which is any display features that could encourage the customer to purchase an item from the display or that is related to the display; and which might not require the assistance of a parts associate.

You might recall a line from the motion picture "A Field of Dreams": "If you build it, they will come."

This line could be applied to your P.O.P. displays, with the added phrase: "But will they buy?"

In this month's column, I have provided some thoughts on point-of-purchase displays and their contents that might encourage your shoppers to purchase those displayed items.

As noted in the following sections, these suggestions could include supplier-provided displays, in-store developed displays, maintenance reminders and suggestive selling signage such as: "Customers who bought this widget also purchased this whatchamacallit."

Supplier-Provided P.O.P.

Some of you might have recently attended a supplier show where you could have learned about new accessories. Perhaps you have ordered some of these accessories and were offered a P.O.P. display for your showroom. How much did the display cost? Or was it free, if you purchased a minimum amount (dollars or units) of the accessory(ies)? Regardless of the cost, it is important that this P.O.P. display be placed where it will be viewed by as many customers as possible.

How will you track the P.O.P.-ularity of this display? Will your parts associates ask each customer if they have seen what is included in the display? Will your parts associates offer to accompany a customer to the display if the customer expresses an interest in the product(s)? If the display doesn't seem to be attracting customers, will you discuss this with your parts associates to determine how to increase customer interest in the display?

These questions are important because I am assuming that you have purchased the accessories that are being marketed in the P.O.P. display and that you want to sell these accessories to justify your decision to purchase them. Here are some ideas to draw attention to these products.

In-Store Developed Displays

These have minimal cost associated with them; however, they should be tracked to determine if the products are being shopped and purchased. This tracking could be done with a dealership management system (DMS) report of the items in that bin location — assuming you have assigned a bin location to the display fixture(s) or area(s). By creating a report of sales by piece for this specific bin location, you can easily determine the sales volume of these items, and take appropriate action if those sales are not sufficient. This same tracking method could also be used for supplier-provided P.O.P.

I mentioned the use of bin locations, and I suggest that you have an effective bin location system so that your parts associates can place and retrieve the parts and accessories efficiently. If you are interested in my thoughts on bin locations, you might refer to my column in the April 2020 issue of RV PRO.

Sources for P.O.P.-ular Displays

In his book "Future Shock," Alvin Toffler coined the term prosumer, which states that we are each producers and consumers. When you are acting as a consumer, perhaps you might notice a display that catches your attention. Take a photo of it. Make some notes regarding what caught your attention or what aspects/features of the P.O.P. display assist you in making the decision to purchase the item.

After returning to your RV business, discuss the P.O.P. display with your associates to determine if any of the features could be adapted for use in your displays. During the discussion, you could solicit ideas for other features that could be included in your P.O.P. displays.

Maintenance Reminders

I tend to make a shopping list prior to visiting retail businesses. However, some of your customers may not have a list of stuff they plan to purchase. Why not provide them with lists of items that are related to the different reasons that have brought them into your RV business? These shopping lists could be developed for various functions of RVs or the RV lifestyle, such as:

- wastewater related goods and equipment
- exterior and interior cleaning supplies
- storage equipment and accessories for the interior and exterior storage areas of an RV
- trip preparation shopping lists
- winterization materials and processes
- campsite specific gear for leveling your rig and enjoying end-of-day activities

These shopping lists could be placed in the appropriate displays and also located at the parts associates' workstations. Speaking of parts associates, what about ...

Silent Sales Associates (SSA)

An effective P.O.P. display employs SSAs in the form of:

- application charts that might suggest the quantity of an item based on the customer's RV size (i.e., two bottles for a 20-gallon black water tank)
- a pad of how-to tear-offs or references to YouTube videos on how to install an accessory
- placement of related items in adjacent display fixtures
- signage directing the customer to the adjacent displays
- pricing that includes installation charges and the amount of time required for installation if the customer wants to have the item installed

These SSAs could increase your gross sales without increasing your personnel expenses.

How To Make Your P.O.P.s ETDBW

During the early 1990s, I was contracted by Harley-Davidson to develop and facilitate workshops for their Harley-Davidson University. When not facilitating my workshop, I attended other presentations, one of which was given by Roger Dow, who introduced the term ETDBW (easy to do business with) in reference to serving customers. Roger suggested that the easier you make it for customers to do business with your company, the greater the opportunity that you will be the supplier/merchant of choice when they are shopping for products/services that you offer.

"WHY NOT PROVIDE CUSTOMERS WITH A LIST OF ITEMS RELATED TO WHAT BROUGHT THEM INTO YOUR RV BUSINESS?"

As part of your P.O.P. planning, assume the role of the customer and see how easy it is to use your P.O.P. displays. Do the P.O.P. displays make it easy for the customer to decide to purchase the items in the display? Can the customer usually make that purchase decision without the assistance of a parts associate?

As with many of the topics of my columns, these P.O.P. display setups and maintenance could require some effort by you and your associates. But would you prefer to put in the effort and see positive results, or be out of work because the sales volume is down? RVP

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 BY LINDA CAHAN

Humanize the RV Shopping Experience

How to spotlight your employees and/or customers in a fun way that personalizes your dealership.



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Have you ever walked into a store and seen a pet brag board? It's usually filled up with fun photos of employee's pets. A few of the ones I've seen include my local hardware store; the East End Hospice Thrift Shop in Westhampton Beach on Long Island, New York; the local PetSmart; and at my chiropractor's office. If I'm not in rush mode, I always stop to check out the people and their beloved pets. It personalizes the shopping experience for me, and a trip to Ace Hardware doesn't feel like a visit to a corporate entity — it's to ask George, pet parent to Sam the German Shepard, where to find the right filter for my gas heater.

We're all in a rush today. Time is precious, and during the COVID-19 pandemic, time around strangers felt fraught with potential danger. During winter, the flu fear propels us a little more quickly through retail spaces.

As you well know, the longer someone spends in your parts and accessories areas, the more inclined they are to impulse buy or remember something they need that wasn't on their list. When you see a face you recognize from either the brag board or an email or mailer, customers may slow down for a moment. They feel like they "know" that person.

What are you doing in your dealership to introduce your staff as people, not just bodies that ring up sales? When you humanize your location, you become memorable. Hopefully, in a positive way.

One suggestion inspired by the pet brag boards is to talk with your staff about who has personal RV experiences. Introduce the idea of weekly or twice-a-month stories about that person, their personal experiences, photos of their trip (if there are any) and post a photo of that employee. The funnier or more educational the story, the better. (Ideally, both!) These stories can be posted on your website, Facebook and/or Instagram — wherever you have the most interactions. If you have a customer email list, send these fun stories twice a month. These aren't sales opportunities; they are human interest stories. Of course, you can include a coupon or a new product alert below the story if you want to monetize the mailing.

Once you've put the energy into the interviews/stories/photos, create a space on a wall or easel that's visible on your selling floor. If there is an area where people have to wait for service, they may be

entertained by the employees' stories. Please don't put it in a hallway or an entry/exit area. The hallway will be too narrow if people are passing by and, hopefully, your front door is even busier.

Print the photos and the interview. Make sure the font for the interview is at least 14 point or larger so older people don't have to pull out their readers. Print in black on white paper for the best contrast. That way, if the wall or easel isn't in a well-lit area, people will still be able to see the photos and read the copy. The photos should include a flattering photo of your employee. The layout of the photos and copy can go on a piece of posterboard, Coroplast (corrugated plastic sign board) or an actual cork bulletin board.

If you choose posterboard, use double-sided tape to attach everything so it looks neat. As posterboard is lightweight, make sure it doesn't curl when placed on an easel. If you attach it to a piece of Coroplast sign board, it will stay rigid. If you want to save some money, you can just use the Coroplast sign board as the backdrop. Check out Scotch Wall-Safe tape or 3M Removable Repositionable Double Coated Tape. The Coroplast board can be reused until it starts to look worn. Then, turn it over to the fresh side and get a few more months out of it until you need to replace it.

You want this to look genuine, homemade in-house and not manufactured. This is personal!

If this becomes something your customers notice and talk about, your next step may be to ask customers if they would like to contribute to the mailings/postings/poster with their own experiences. Give them the choice of whether to use their full names or just initials. Their privacy level must be their choice. For example, they may not want photos of their children posted online. Honor their wishes as you would want yours honored.

Taking this a few steps further, you may consider a contest for Funniest RV Story, Most Helpful Advice, Best RV Tool, Scariest Moment (and how it all worked out). Reader's Digest has stayed in business for 103 years with short funny and/or inspirational stories. This contest can be advertised (once again) on your website, social media platforms, email blasts and old-school mailers. Offer prizes for the winners. You may even make it a vote among your customers and publish all the entries. Voting makes this more interactive. Make sure you send a thank-you note to each voter and to every person who sends in a story. It can be in the form of an email, but just do it! Acknowledgment is important and makes people feel heard and appreciated. This contest could also be publicized in your local newspaper if it has decent circulation.

Don't underestimate the power of a postcard. If it's something interesting, different or seems like fun, and there's a prize, it could sit on someone's table or be stuck to the refrigerator for a while with your logo visible many times a day. That same postcard can be given to everyone who enters your location. Someone may have a friend who had an amazing RV experience and pass the card on.

Does all of this take work? Of course, but it will also create buzz, and buzz gets bodies into your dealership! You may have someone who works for you currently who is the perfect person to take on this project. Parkrose Hardware in Portland, Oregon, has the best end-cap graphics I've ever seen. They were chalk painted on blackboards by one of their employees who was a stock man — and an artist. This project requires someone who has good literacy skills and another person who can proofread whatever is going to be printed. It's fairly impossible to proof your own work. (I know all too well how important a good editor can be.) Always have someone check out the copy before it's printed online and on paper. Mistakes devalue your message and make your image seem sloppy.

If all this just seems like way too much, start with just an employee pet or RV trip brag board in a visible location. Make sure your employee photos have their names attached. It's the beginning of creating new relationships and humanizing the RV shopping experience. RVP

Linda Cahan is the president of Portland, Oregon-based Cahan & Co., a consulting firm that works with retailers of all sizes and categories to improve their bottom line through affordable and appropriate visual merchandising, store design and renovations. For more information, visit lindacahan.com.





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BY THOMAS MORIN

Product Selling vs. Relationship Selling

Focusing on relationship building can contribute to increased rapport and trust from customers, boosting sales.



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One of the ongoing questions RV salespeople face today is determining what the most successful approach to selling really is. They constantly face the age-old question of whether to build their sales approach around their product or customer relationships. In some cases, companies choose that answer for them by purchasing a "canned" selling system from one of the many companies that have them, and mandate their sales staff follow it.

Although some of these programs are generally pretty good, their biggest flaw is that they are one-dimensional, where they try to sell to every customer in the same way, when it's obvious that each customer is different. Most focus on a few fundamental things: what customers want, why they want it and the price they are willing to pay for it, and then lead them to the product that fits that prescription, using tricky words to entice them. After that, it's simply a matter of whether it's in the dealership's inventory or if they will have to order it.

It's just not that simple anymore, evidenced by the fact that even good dealerships close sales at only a 30% closing ratio, meaning that 70% of customers walk out the door without buying. However, with today's customer, affected by a staggering economy and shrinking budgets on luxury items, there's a lot more to the shopping and buying experience than just product and price.

After many years of research, the Harvard Business School determined that in the 21st century, all selling would now be relationship-based rather than product-based. They determined that the salesperson who could form a solid relationship and trust with their customers would have a much better chance of earning a sale.

Brian Tracy, a best-selling author and highly skilled trainer on how best to work with customers, makes the point that "if you think too much about the sale, rather than the relationship, you will neither have the sale nor the relationship".

When I started selling years ago, I learned through trial and error (mostly error) that relationship selling was the approach that not only worked best with my personality and approach to selling, but it also helped me achieve significantly better results. I remember going home and saying to my wife, "If I can get my customer to like me and trust me, I can sell them the state of Alaska." This approach was so successful, I could add it to our company's selling system to achieve higher sales and get more referrals, and that's exactly what I did.

Most salespeople either sell the way the dealership tells them to, or in a way they feel most comfortable with, with little or no emphasis on understanding how each customer prefers to be sold. In coaching and training salespeople now, I often say that the moment you decide to sell the way you prefer, rather than the way the customer prefers, is the moment when a potential sale is lost. It's a moment the customer will subconsciously recall when you're trying to ask for the sale and they say, "I want to go home and think about it."

Salespeople need to make it a priority in the early stages of the meet and greet with a customer to figure out how they prefer to be worked with through the shopping process, and relationship building is now the "straw that stirs the drink" in doing so. If you're paying attention to the signs and listen to them, most customers will make it obvious as to how they prefer you to lead them through

the shopping. Relationship building is best achieved with a series of small steps in succession, and that takes a few extra minutes. Yet it's an approach that many RV salespeople don't seem to have the patience for. Many can't shake the lure of rushing their customer out in the lot to see their product, often before key relationship-building steps have been established. Some dealerships even mandate a time frame, such as 15 minutes, where they need to be in front of the sales manager for product selection. This can be a big mistake, which occurs at the expense of building a relationship that the customer must have to feel comfortable buying later.

Unfortunately, relationship building doesn't run on a stopwatch, and every customer has a different amount of time, process and comfort level they require to feel at ease. It's a process that starts with relieving the anxiety they walked in with, then building comfort, rapport and finally trust. It's during this time that the customer will reveal not only the type of person they are, but most importantly, how they prefer to be sold to. Although they will never say it, they must like you and trust you before they will buy from you.

The first priority to be proficient at relationship building is to get the stopwatch out of your head. Simply put: It's not a race. Start with each customer with an "empty head" — what it took to build a relationship with the last customer doesn't matter with the next one, even if it takes an hour to help them feel comfortable liking and trusting you. They are in charge of how long this takes, not you.

Too many salespeople want so badly to dazzle their customer with their product knowledge, speaking skills and competence that they tend to focus on what they need to say, rather than what their customer needs to sense to feel a comfortable relationship is being built. In other words, slow down. Too many salespeople have their foot on the gas in those early stages, and they drag the discomfort the customer walked in with right out into the lot.

Stop babbling and listen, ask follow-up questions if you need to, write it down if necessary and then take your cues from the customer as to when they are ready to move forward ... and not a minute before. Each building step is a separate segment, one at a time. Along the way, you will discover critical information about your customer: whether they prefer a fun and joyful experience looking at RVs, or a specific, detailed, fact-based product presentation backed up with written documentation, brochures and manufacturing facts.

Most customers will not reveal how they prefer to be sold until you make it safe and comfortable for them to take that risk. This is especially true with the anxious customer who had a bad experience with the salesperson from your competitor, who may have been so determined to get a sale, they bombard them with thousands of words, before stopping long enough to hear anything the customer has to say.

Each salesperson needs to be perceptive enough to determine whether their customers' decisions to buy are based on logic or emotion, and then tailor their product presentation and closing approach to that. If not, you're trying to fit a square peg into a round hole, often with little success.

The detail-oriented, logical customer doesn't only want to hear about how much fun an RV could be. They want a fact-based, information-packed presentation, with specific details, backed up with written documentation and handouts that complement the verbal product presentation. They not only need to know "what" each feature is, but also how it's made and the nuts and bolts of how to operate it. Of course, to do this, salespeople must master product knowledge to adjust product presentations to the way their customers will relate to, trust and accept.

Salespeople who focus on adjusting presentations to the customer also contribute to increased rapport and trust. Effective selling today is relationship building, combined with a mastery of product demonstration that complements your customer's style.

The salesperson who masters technical product information and can then be enough of a chameleon to adjust presentations to each type of customer can accept is the one who becomes a respected, professional salesperson.

"RELATIONSHIP BUILDING IS BEST ACHIEVED WITH A SERIES OF SMALL STEPS IN SUCCESSION."

Here are some other reasons why relationship selling so often comes out on top:

- Helps to sell more high-profit accessories, which increases the amount of the total sale, the amount financed, as well as the salesperson's commission
- Promotes repeat purchases, because a solid relationship has already been established
- Increases the percentage of future sales at premium pricing and higher grosses
- Helps customers overcome their overall dissatisfaction if technical or service issues happen to arise with the product
- Reduces the need for objections to arise in future transactions
- Increases customer referrals, given by a satisfied customer to a trusted friend

Each customer interaction will teach us something, whether we sold to them or not, so it's important to replay and assess each customer visit from start to finish, to help identify moments where a relationship was built or lost.

In conclusion, master the knowledge of your product, but make relationship building your highest priority before deploying it with customers. RVP

Thomas Morin is a sales coach and author in North Myrtle Beach, South Carolina, who teaches salespeople in all industries how to build the rapport and trust that customers must feel to be comfortable buying. Listen to Morin's podcast "No Trust, No Sale" on Spotify, iTunes and Amazon. Contact Morin at bookauthorcoach@gmail.com.



 BY MARGARET GRAZIANO

4 Unintended Consequences of a Mis-Hire

Avoid these ramifications by mindfully hiring the right people for the right roles.



DJILE - STOCK.ADOBE.COM

Businesses are currently facing one of the most severe employee engagement crises in history. Burnout, dissatisfaction, transactional mindsets and a global political climate that leaves people either raging with anger or paralyzed by fear are colliding with a doomscroll culture fueled by social media. Add in the lingering effects of the COVID-19 pandemic on the workforce, a complex generational baton pass and shifting workforce expectations, and the challenge for leaders is clear: business-as-usual thinking no longer works.

Now more than ever, managers have to make sure you're hiring the right people, for the right reasons, for the right role, because opting out of the job and continuing to get paid for that job is easier than ever in today's world.

Most CEOs and managers understand the financial cost of a bad hire. However, the deeper, systemic damage and the effect on other employees often goes unnoticed until it's too late. In addition, outdated hiring practices can lead to the four costly consequences explained here.



VALERY ZANIMANSKI – STOCK.ADOBE.COM

1. Fragmented Customer Service

Great service begins with understanding your product or service and why customers use it. Skills and knowledge can be taught. Caring cannot.

Behavioral and performance research shows that excellent service flows from a set of values, attitudes and beliefs aligned with your service philosophy. When someone takes a customer service role for the wrong reasons, no training will overcome their lack of connection to the work. Customers feel it in the form of apathy, indifference and mechanical responses.

In today's market, expectations are higher than ever, and a single bad interaction can be broadcast instantly across social channels. When a mis-hire ends up in customer service, your brand reputation, retention and revenue all take a hit.

Hire for the "Service Centralizer" trait — people who genuinely value connection measure success by the customer's experience and recognize that products and services matter only because of the benefits they create. These individuals are loyal, mission-driven and committed to serving both customers and community.

Interview tip: Early in the process, ask candidates how they measure success, how they know customers are satisfied and how they handle challenges. Look for solution-oriented, empathetic responses that reflect a service-oriented mindset.

2. Depleted Problem-Solving

When you hire purely on résumé keywords without screening for values, conceptual thinking and adaptive problem-solving, you risk bringing in someone who doesn't want or know how to solve problems.

Instead of initiative, you get excuses. Instead of collaboration, you get finger-pointing. These are the people who see obstacles rather than opportunities, resist change and let deadlines slip because "the system" is at fault.

The truth is, problem-solving competencies are difficult to teach. That's why you must assess them before hiring. The best problem-solvers are proactive rather than reactive. They focus on what they can control, refuse to waste time blaming and look for ways to influence outcomes.

Key competencies to hire for: initiative, self-confidence and practical thinking.

Interview tip: Ask candidates to share a situation where they encountered a major obstacle. Listen for how they took ownership, generated options and followed through, not just what the result was.

3. Eroding Workforce Productivity

Rushed hiring decisions almost always lead to turnover. The wrong fit may take months to reveal itself, but by then the damage is done.

Gallup reports that only 31% of U.S. employees are actively engaged, while 17% are actively disengaged. Hybrid work, shifting generational expectations and the lasting effects of COVID-19 are reshaping productivity norms. Some employees are managing chronic health conditions, energy fluctuations and cognitive fatigue, all of which affect output and morale.

Generational differences further complicate the picture. What motivated boomers may not resonate with Gen Z. Leaders now must navigate a workplace that requires adaptability, empathy and clarity about performance expectations.

Leaders themselves are also under pressure. This year has seen a spike in C-suite terminations, hostile work environment claims and executive-level turnover. Many leadership missteps aren't new. They're simply less tolerated in today's environment.

In a world full of distractions, leaders need to behave in ways that inspires others to engage fully in their roles, and, for nonmanagers, the skills to direct their own work, avoid distractions and deliver results.

Hire for resilience, initiative and

self-direction. Look for candidates who can recover from stress, adapt to shifting demands and stay on track without constant oversight.

Interview tip: Use open-ended questions like, "How much direction do you need to get started?" or "If circumstances changed and you needed to work outside normal hours, how would you handle it?"

4. Time & Energy Losses for the Team & Leadership

You've heard the saying: 80% of a manager's time is spent with the bottom 20% of performers. The competition for talent can tempt you to hire the first decent résumé that comes across your desk. However, filling a seat quickly can result in empty seats later, or worse: full seats with no payoff.

This is also creating exhaustion for managers. In a survey done at the end of 2024, 53% of managers reported feeling burned out. Many are stuck in roles of correction, babysitting and micromanagement, which stifles creativity, erodes culture and turns leadership into damage control.

This exhaustion often stems from repeated mis-hires, a lack of coherent hiring strategy and a broken feedback loop. Too many leaders delegate "fixing people" to HR or wait too long to address performance issues, allowing disengagement to spread.

Leaders need to act as coaches, not commanders, and organizations need to be responsive, not reactive. That requires hiring systems rooted in clarity, cultural alignment and conscious decision-making.

Conscious Hiring in a Distracted, Fast-Moving World

Distractions and disruptions aren't going away. We'll be navigating generational transitions for at least the next five to six years, and AI and technological advancements will only accelerate the pace of change.

This makes clarity in hiring more critical than ever. You must know exactly who you are hiring, why you are hiring them and what you need from them. That begins with starting with the end in mind.

Ask yourself:

- If the company could talk, what would it say is the purpose of this role?
- What return on investment should this role produce?
- If the role could speak, what competencies, attitudes, beliefs and experiences would it ask for?

The first step in conscious hiring is role analysis. From there, design interview questions that reveal how a candidate thinks, acts under pressure and aligns with your mission and values.

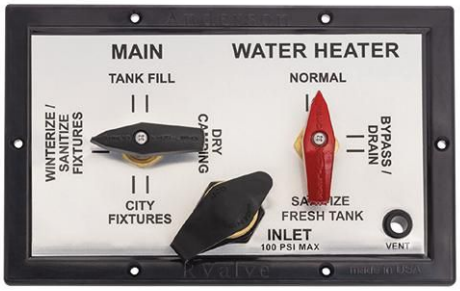
If hiring the right people for the right role matters to you (and it should), then you need to hire slowly, hire mindfully and hire with the end in mind. RVP

Margaret Graziano, known as the Evolutionist, is the founder and CEO of KeenAlignment, as well as a Wall Street Journal Best-Selling Author for her book "Ignite Culture." She has been recognized as one of Silicon Valley's Top 100 Women Leaders. Graziano's work is driven by her power to uncover and catalyze human potential. Go to keenalignment.com for more information.





FRESH WATER & SANITATION



WATER SERVICE PANEL

Anderson Brass, Hartsville, South Carolina, offers its MANRV102 RV Water Service Panel, which features an inlet four-function low-lead brass valve used for filling the holding tank, pressurizing the fixtures when you have a water supply, pumping from the tank during dry camping and helping with winterizing and sanitizing. The MANRV102 also includes a three-function low-lead brass water heater bypass valve. Normal position when the unit needs hot water, bypass position for maintenance on hot water heater and a third position for sanitizing the fresh water tank.

abcorv.com



RV WATER PRESSURE REGULATOR

Camco, Greensboro, North Carolina, presents its Camco Tastepure Adjustable 4-in-1 RV Water Pressure Regulator. The Camco Tastepure Adjustable 4-in-1 Water Pressure Regulator combines a 90-degree angled design for strain relief, pressure gauge, adjustable regulator and shut-off valve and protects your plumbing and ensures safe, consistent water flow. It's compatible with all accessories with standard garden hose fittings, including Tastepure water filters and Camco hoses.

camco.net



WATER HEATER

Aus J Hot Water Solutions, Sydney, Australia, presents its 12V/120V Gen 3 Duoetto. The 2.65-gallon Duoetto Gen 3 is for the North American and broader RV, caravan, camping and marine, yacht and powered boat markets. Gen 3 is approved to UL 174, with Intertek ETL product testing and certification. The 12V/120V water heater is also used where work vehicles, trucks and 4WDs operate in remote places in which crews want to maintain comfort and personal and workplace cleanliness. It retails for $490 delivered. Distributor price inquiries welcome.

ausj.com.au

KITCHEN & BATHROOM CLEANER

Bio-Kleen Products, Kalamazoo, Michigan, offers its Dish Kleen, Shower Magic and Kleen Waste. Bio-Kleen has the products to keep RVs clean inside and out while leaving the environment just as clean. Protect natural resources by using Dish Kleen for your kitchen, Shower Magic for your bathroom and Kleen Waste for your holding tank system. These products are designed to work with minimal effort and maximum effect. Bio-Kleen delivers high-performance, earth-friendly products backed up with technical support and customer service.

biokleen.com



HOLDING TANK TREATMENT

Century Chemical, Elkhart, Indiana, offers its Travel Jon Supreme Green, an enzyme-based RV and marine holding tank treatment engineered to clean and deodorize waste tanks. Its formula breaks down solids, controls odors and lubricates drain valves while leaving a fresh eucalyptus scent. Biodegradable and septic-safe, it's compatible with all septic and municipal systems. One dose treats a 40-gallon tank and lasts up to a week, with multiple size options to fit any use case.

centurychemical.com





DRY FLUSH SEALING TOILET

CompoCloset, Baldwin Park, California, presents its S1 Dry Flush Sealing Toilet, a waterless solution that eliminates black tanks. It offers floorplan freedom and reduced GVWR. Its urine-diversion technology uses 80% less plastic than other dry flush models, maintaining an odor-free experience. Battery-powered and winterization-friendly, the S1 simplifies assembly and reduces warranty risk. It's a sustainable, premium differentiator for the "boondocking-ready" market, offering lower long-term costs and an ultra-clean user experience.

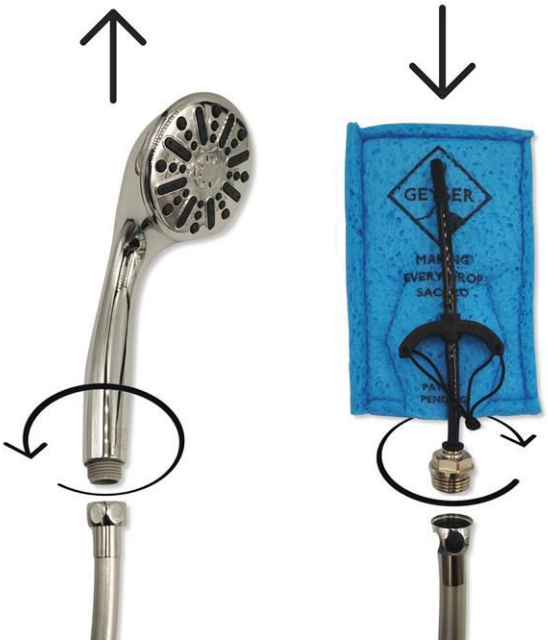
compocloset.com



RV TOILETS

Dometic, Elkhart, Indiana, offers its Dometic 400 Series Toilets. The Dometic 400 Series Toilet lineup includes three gravity-flush models: the Essential 400, Complete 410 and Platinum 420 — each engineered to deliver performance, comfort and a universal footprint. Built with a 7-5/8-inch rough-in, the 400 Series delivers a residential experience in even the tightest spaces. With plastic or porcelain bowls, round or elongated seats, and upgrade-ready compatibility, the 400 Series makes installation and replacement simple.

dometic.com



RV SHOWER SPONGE

Geyser Systems, Montrose, Colorado, presents its Geyser EcoShower. The Geyser EcoShower is ideal for those who love to boondock but hate to empty their gray water tanks. One gallon of water now lasts 15 minutes of continuous shower time without recirculating the water. It costs $40 and takes 30 seconds to install; an easy and fast way to make the most of every drop of water.

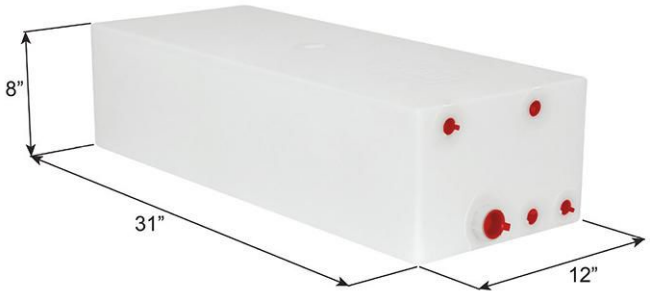
geysersystems.com



HOLDING TANK DEODORIZER

Walex Products Co., Leland, North Carolina, offers its Porta-Pak, an industry-trusted drop-in holding tank deodorizer that delivers unmatched odor control in any condition, even extreme 100°+ heat. Its powerful, fast-acting formula neutralizes odors instantly at the source. It's available in three elegant fragrances: lavender, fresh scent, and clean linen. Simple to use and effective, Porta-Pak allows RVers to enjoy their RV travels without worrying about black tank odors.

rvsanitation.com



FRESH WATER TANK

Icon Technologies Limited, Winkler, Manitoba, offers its Fresh Water Tank WT4608 — 12 gal. The ICON WT4608 is preconfigured for flexibility in usage. Along with ICON’s other fresh water tank models, it can replace a tank that may be dated, leaking or difficult to fully clean and sanitize. It can also be used to add new capacity to an RV that may not have enough (or any) fresh water storage. The tank measures 31 inches by 12 inches by 8 inches.

icondirect.com



ELECTRIC VALVE SYSTEM

Lasalle Bristol, Elkhart, Indiana, offers its Motodrain Electric Valve System. Automatically, easily and quickly drain your RV’s holding tanks with the push of a switch. Motodrain features Bristol termination valves, which are made in the USA. Modular design accepts either 1 1/2-inch or 3-inch valves to accommodate both gray and black RV water tanks. Each Motodrain valve is factory molded, assembled and tested in the USA to ensure quality assurance.

lasallebristol.com



TANKLESS WATER HEATERS

Suburban, an Airxcel brand, Dayton, Tennessee, presents its Suburban Tankless Water Heaters. Available in 42,000-Btu (ST42) and 60,000-Btu (ST60) models, they feature comprehensive safety measures, including flame-out protection, scald protection, automatic fan monitoring, active freeze protection, pressure release safety valves and voltage protection. ST Tankless Water Heaters activate burners only when hot water is required, conserving energy when not in use. Sized to fit into existing standard 6-gallon water heater side-wall cutouts.

suburbanrv.com



DISINFECTANT SOLUTION

EcoPro Products, Plainfield, Illinois, offers its MicrobeRepel, a two-part chemical that protects the interior surfaces, ventilation systems and cargo areas from the threat of microbes, including mold and mildew, and germs that cause bacteria and viruses.

ecoproproducts.com

WATER PUMPS

InVision, an Airxcel brand, Elkhart, Indiana, presents its InVision Water Pumps. InVision’s Aqua Pump (3.0 gallons per minute), Aqua Max (3.5 GPM), Aqua Pro (5.0 GPM) and Aqua 115V (3.3 GPM) deliver residential-level water pressure and long-lasting reliability. Self-priming technology, the ability to run dry without damage and freeze-tolerant performance keep water flowing in demanding conditions. Quiet operation and easy installation simplify upgrades. Backed by a best-in-class warranty.

invisionrvproducts.com



HOLDING TANK TREATMENT

Lippert, Elkhart, Indiana, presents its Lippert Flow Max Holding Tank Treatment. Specifically designed for RV and boat holding tanks, Flow Max holding tank treatment is a must-have product for outdoor enthusiasts. With a simple formula that easily breaks down the waste and toilet paper in your tanks, this boat and RV tank treatment helps prevent clogging and residue buildup while cleaning tanks and sensors. Minimizing odors that can linger in your tank, this gray and black tank treatment leaves behind a fresh rain scent.

lippert.com



RV TOILET TREATMENT

Liquified, Elkhart, Indiana, offers its Liquified RV Toilet Treatment, which turns your black tank into a smooth-flowing system instead of a science experiment. The fast-acting enzyme formula liquefies waste and toilet paper, crushes odors at the source and helps prevent clogs. Safe for all RVs, septic systems and sensors. Just add it and dump with confidence.

liquifiedrv.com





PLUMBING DOCKING STATION

RecPro, Bristol, Indiana, offers its RV Plumbing Docking Station. The RecPro RV Mini Docking Station organizes all your RV water connections in one secure, recessed wall-mounted unit. It features a city water/ tank fill switch, pump switch, tank flush inlet and built-in connection gate for use with doors closed. Designed for convenience and security, it offers a low-profile look, easy water management and protected hookups with a lockable door.

recpro.com

PORTABLE WATER SOFTENER

On the Go Portable Water Softener, Bloomington, Indiana, presents its Mixed Bed Double Standard Deionizer with Bypass, which works great in a garage, laboratory, on the road or anywhere you need deionized (DI) or spot-free water. While still compact like the Mixed Bed Standard model, this unit is the same height (22 inches) with twice the capacity. The bypass makes it easy to go between deionized and nondeionized water with the switch of two knobs, extending the life of the resin.

portablewaterdi.com



FRESH WATER PRESSURE PUMP

SEAFLO Marine & RV North America, South Bend, Indiana, presents its SEAFLO 33-Series 12V 3.0 GPM Fresh Water Pressure Pump, which provides reliable, on-demand water flow for RV, marine, cabin and off-grid systems. Delivering 3.0 GPM at 45 PSI, its 3-chamber diaphragm ensures smooth, consistent pressure with reduced cycling. Certified for potable water use, the pump features self-priming up to 6 feet, dry-run protection, an automatic pressure switch and quiet vibration-dampening mounts. Backed by a four-year limited warranty.

seaflodirect.com



SHOWER EXTENDER

Stromberg Carlson, Traverse City, Michigan, presents its EXT-3542 Extend-A-Shower. Enjoy added comfort and privacy in your RV shower with Stromberg's Extend-A-Shower. This easy-to-use shower extender creates extra room. When you're done, it folds neatly out of the way — no tools required. Can be used to drip-dry laundry over your shower basin. Fits tubs 35 inches to 40 inches wide and is available in white or satin finishes.

strombergcarlson.com

HOLDING TANK TREATMENT



Solbio, Dover, Delaware, offers its Solbio 100% Natural Holding Tank Treatment, a smarter, safer standard for RV sanitation. Developed for real-world RV use, it delivers powerful odor control and waste breakdown without harsh chemicals. Made from 100% natural, plant-derived ingredients, Solbio uses a unique biological process — containing no bacteria or enzymes — to keep black and gray tanks clean and free-flowing. Eco-certified, septic-safe and family-friendly.

solbio-usa.com



WATER TANK GAUGES

Topargee RV, Caravan & Marine Accessories, Queensland, Australia, offers its Topargee Water Tank Gauges. Topargee's digital gauges measure water usage in real time, displaying the exact liters or gallons remaining. The gauge counts down your fresh water supply so you always know how much is left in your tank. Easy to install inline and compatible with most RV setups, Topargee gauges give travelers confidence, smarter water planning and stress-free adventures.

topargee.com



SOLAR-POWERED PLUMBING VENT

Ultra-Fab Products, Elkhart, Indiana, presents its Plumbing Vent, Solar. The solar-powered vent prevents black tank odor from entering the RV. Replaces standard plumbing vent caps and fits all known RV vent pipes with no wiring or batteries required. Fresh air flow without noisy fans or moving parts. Durable, aerodynamic design that also reduces drag on the road.

ultra-fab.com

ELECTRIC WASTE VALVE

Valterra Products, Mission Hills, California, offers its E-Valve. Valterra's TEI-certified E-Valve simplifies waste management with electric control. Tested for 6,000 cycles, it ensures long-term reliability. An LED light confirms valve status. Features include manual override, circuit breaker and 100% leak testing. Durable sonic-welded motor assembly. Available in 1 ½ inch, 3 inch and combo sizes with various configurations for retail and OEM. Its three-year warranty provides users peace of mind.

valterra.com



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Pit Stop



Google's Year in Search

Google's Year in Search 2025 showed **campgrounds and state parks** were two of the top four most-searched on Google Maps. Likewise, travel itineraries were among the Food & Lifestyle category's top five most-searched. **RVshare's 2026 travel trend** report indicated similar outdoor recreation trends, noting that campgrounds and dispersed wilderness areas provide visitors with **close-to-nature stays and experiences that hotels can't match.** RVing takes this even further, offering travelers the versatility to adapt and move with their surroundings.

Google's most-searched outdoor trends also align with the RV Industry Association's recent findings that nearly **4 in 10 leisure travelers plan to take an RV trip this year** — a significant increase from 2025 — while purchase interest remains steady at 26%.

AMERICA ON THE MOVE: 2026 Travel Catalysts

This year combines once-in-a-generation events with nationwide travel triggers, creating sustained demand for road-trip-ready RVs, longer trip planning and increased campground usage.

January–February

- **Sundance Film Festival (Utah):** Winter destination travel, mountain and desert RV routes
- **Super Bowl LX (California):** Regional road trips and extended West Coast stays

March–April

- **SXSW (Texas):** Spring road trips, Texas park and campground demand
- **Coachella & spring music festivals:** Seasonal RV travel surge across the Southwest

May–September

- **U.S. Semiquincentennial (America 250):** Nationwide celebrations, heritage tourism, multistop road trips
- **Route 66 Centennial:** Cross-country RV travel along America's most iconic highway

June–July

- **FIFA World Cup 2026 (U.S. host cities):** Multicity fan travel, long-stay domestic tourism
- **Summer music & outdoor festivals:** Peak campground and RV usage



August

- **Total Solar Eclipse (international):** Event-driven road trips and destination camping

September–October

- **Historic & cultural events tied to America 250:** Regional tourism spikes and scenic fall travel

STOCK.ADOBE.COM

Class Is in Session

As the RV industry continues to prioritize elevating the customer experience, the need for "shop-ready" techs has never been more critical. The **RV Technical Institute (RVTI)** and Texas-based **Navarro College** announced the spring 2026 schedule for its intensive, two-week workforce development program.

Week One is dedicated to the RVTI Level 1 curriculum, providing the foundational knowledge on propane, electrical, plumbing and appliances that dealers rely on.

Week Two differentiates this program by focusing on the "soft skills" that drive service department profitability and safety, including:

- **Risk Management: Full OSHA 10 Certification**
- **Service Efficiency: Training on reading and writing professional repair orders**
- **Customer Retention: specialized modules on customer service and workplace communication**
- **Digital Literacy: Basic computer skills required for modern shop management software**

For a program cost of $1,200, people interested in an RV technician career can secure training that covers both technical certification and essential employee onboarding topics. Registration is currently open for the following two-week blocks:

- **Session 1: Jan. 20–Feb. 2**
- **Session 2: Feb. 16–Feb. 27**
- **Session 3: March 23–April 6**
- **Session 4: April 20–May 1**

NAVARRO COLLEGE

NOVEMBER 2025 SHIPMENTS

21,424 (units)
total RV shipments

9.1% decline
compared to Nov. 2024 (23,573 units)

To date, shipments are up 2.7% with 318,901 units

"RV shipments for the year continue to slightly outpace 2025, which aligns with the latest forecast from ITR Economics showing an expected 2.8% increase this year," said RVIA President and CEO Craig Kirby. "As we look ahead to 2026, our manufacturers are prepared to meet the continued demand with innovative and affordable products that allow families to create lifelong memories in the great outdoors."

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