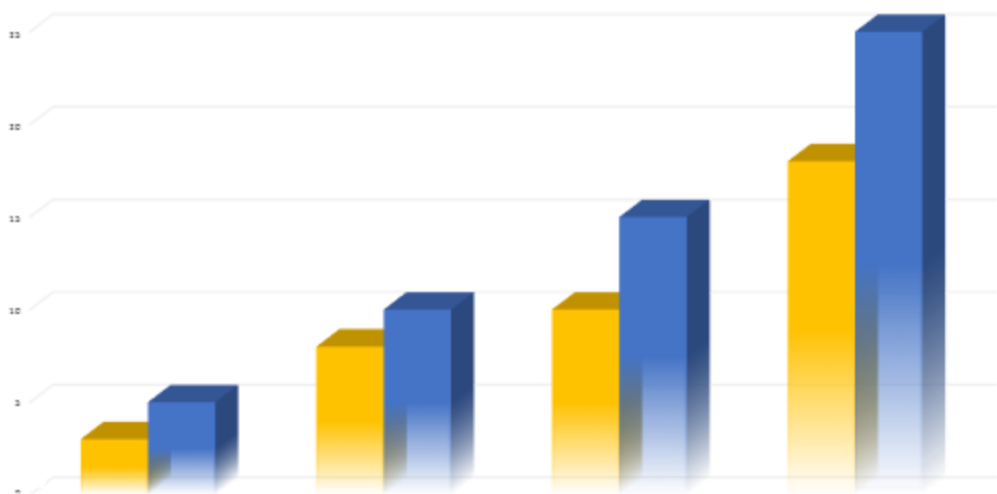


2017 Year-End Review

NADAguides **RECREATIONAL VEHICLES** **MARKET INSIGHTS**

A look at NADAguides.com consumer traffic trends, used values, dealer and financial institution focus, and more



Industry Overview

RV Market Update

2017 was a strong year for the industry. RV shipments for all segments continued to increase and break records each quarter, and web traffic was notably higher across the board. The industry's success is largely due to manufacturers acting on dealer feedback and producing models with the latest in technology and innovation, meeting customers' demands and surprising them with equipment they didn't know they needed. The industry continues to push the envelope and attract attention from existing and new customers, particularly of younger generations.

With that in mind, it was expected that the lighter and smaller segments of trailers and motorhomes would generally look healthier than the heavier segments in 2017. Starting with travel trailers, standard hitch units started out slow in the first half of the year, but picked up in the second half. Values averaged 5.8% lower year-over-year. Fifth wheel trailers experienced a slight downturn, with values in 2017 falling short of 2016 by 10.7%.

Moving over to motorhomes, class A motorhomes had a sluggish start, coming in 2.6% below 2016, although a second-half bump helped move things back in the right direction. Class C motorhomes had a very strong year, outperforming 2016 by 2.8%, essentially equaling 2015's strong performance. Looking at camping trailers and truck campers, both segments started out somewhat slow in the first quarter, but quickly ramped up to strongly outperform recent years. Camping trailers were 5.0% higher year-over-year, while truck campers were 2.4% higher.

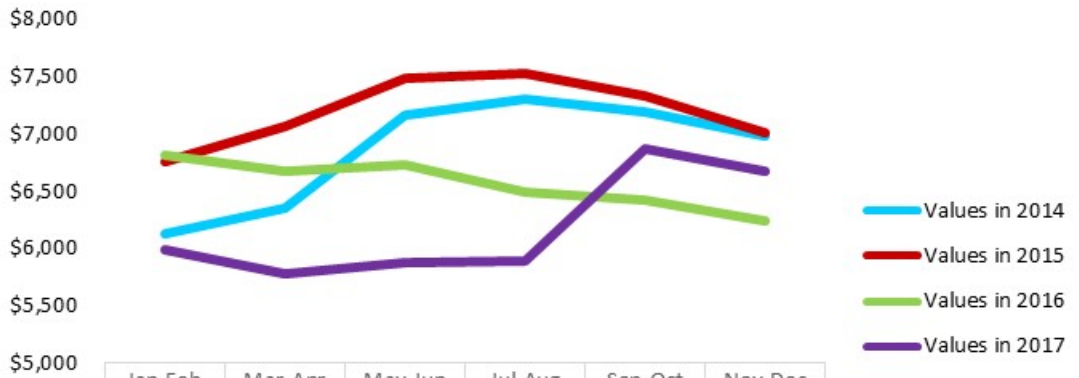
Younger buyers will continue to support demand for camping and truck trailers, and, to a lesser extent, class C motorhomes. Economic fundamentals continue to trend in the right direction, and the new tax code should further support demand in 2018.



Travel Trailer Values

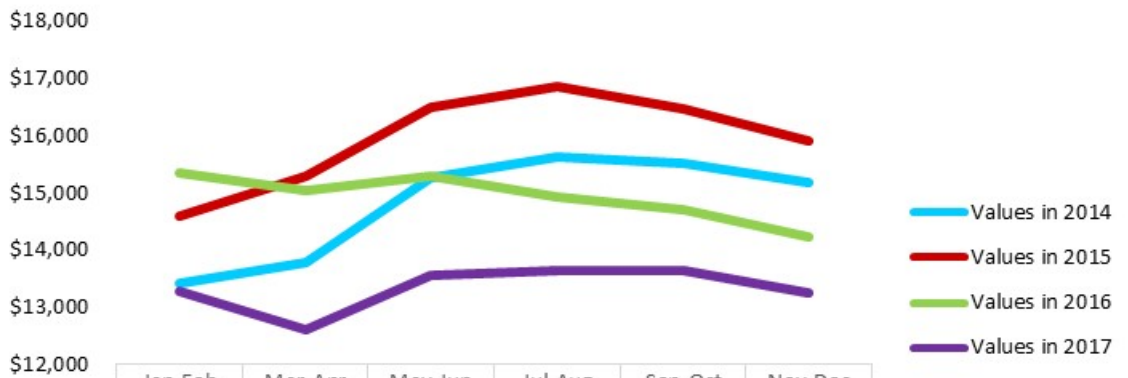
Used Retail Value by Category

Standard Hitch



	Jan-Feb	Mar-Apr	May-Jun	Jul-Aug	Sep-Oct	Nov-Dec
Values in 2014	\$6,133	\$6,359	\$7,159	\$7,306	\$7,192	\$6,986
Values in 2015	\$6,758	\$7,070	\$7,491	\$7,525	\$7,332	\$7,016
Values in 2016	\$6,814	\$6,678	\$6,732	\$6,497	\$6,419	\$6,247
Values in 2017	\$5,989	\$5,787	\$5,874	\$5,894	\$6,875	\$6,673

Fifth Wheel



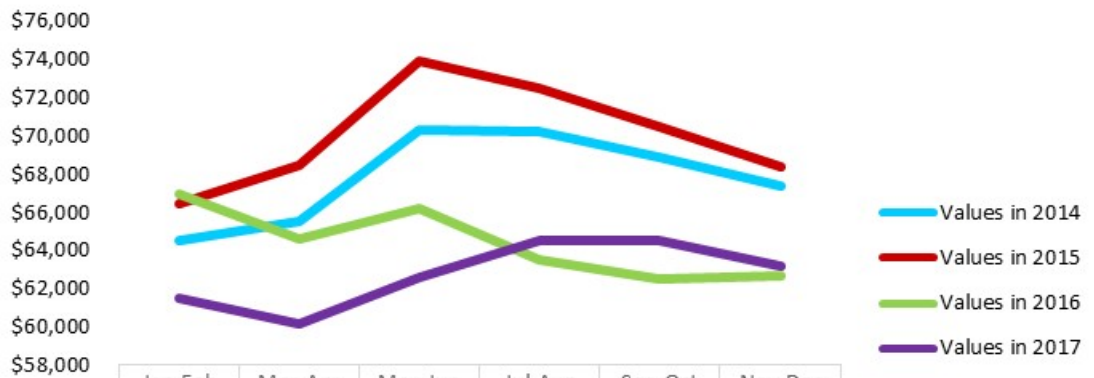
	Jan-Feb	Mar-Apr	May-Jun	Jul-Aug	Sep-Oct	Nov-Dec
Values in 2014	\$13,411	\$13,773	\$15,271	\$15,635	\$15,516	\$15,188
Values in 2015	\$14,597	\$15,305	\$16,508	\$16,854	\$16,482	\$15,925
Values in 2016	\$15,363	\$15,041	\$15,303	\$14,939	\$14,712	\$14,221
Values in 2017	\$13,279	\$12,619	\$13,559	\$13,659	\$13,645	\$13,265



Motorhome Values

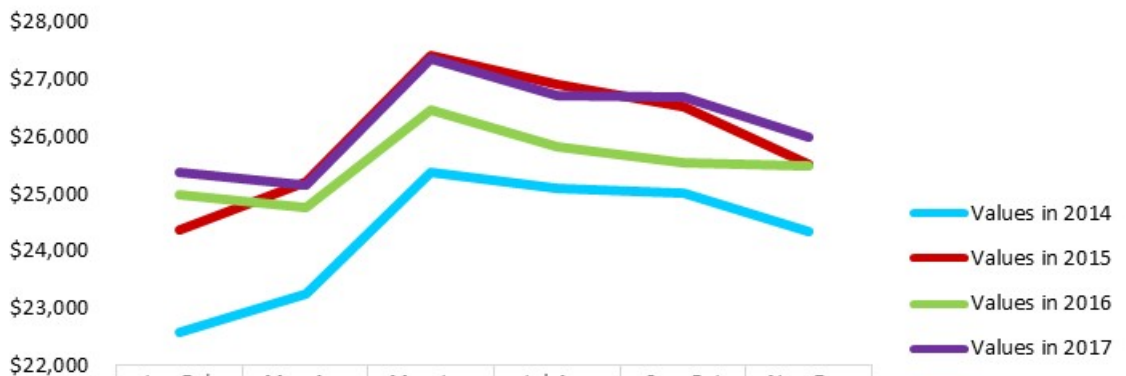
Used Retail Value by Category

Class A



	Jan-Feb	Mar-Apr	May-Jun	Jul-Aug	Sep-Oct	Nov-Dec
Values in 2014	\$64,530	\$65,504	\$70,350	\$70,202	\$68,929	\$67,379
Values in 2015	\$66,475	\$68,456	\$73,913	\$72,537	\$70,460	\$68,407
Values in 2016	\$66,953	\$64,612	\$66,193	\$63,517	\$62,523	\$62,693
Values in 2017	\$61,500	\$60,191	\$62,563	\$64,505	\$64,522	\$63,170

Class C



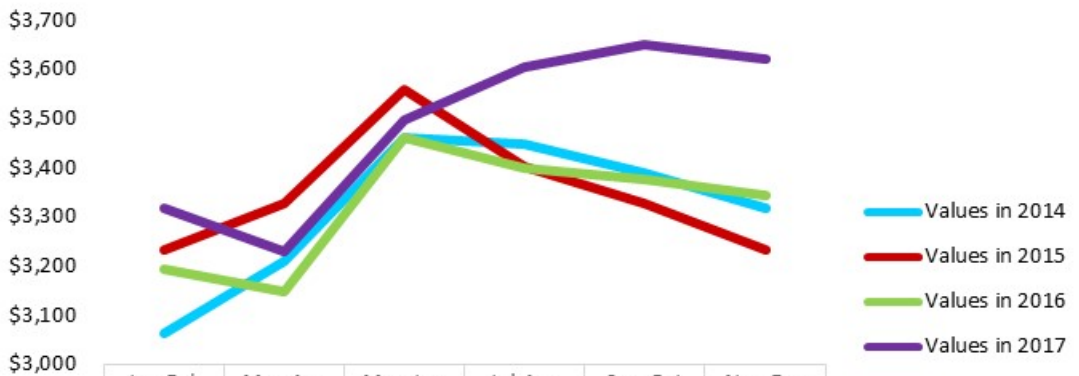
	Jan-Feb	Mar-Apr	May-Jun	Jul-Aug	Sep-Oct	Nov-Dec
Values in 2014	\$22,597	\$23,258	\$25,367	\$25,101	\$25,005	\$24,333
Values in 2015	\$24,363	\$25,199	\$27,414	\$26,927	\$26,518	\$25,515
Values in 2016	\$24,984	\$24,774	\$26,463	\$25,824	\$25,561	\$25,481
Values in 2017	\$25,377	\$25,143	\$27,371	\$26,727	\$26,703	\$25,999



Camping Trailer & Truck Camper Values

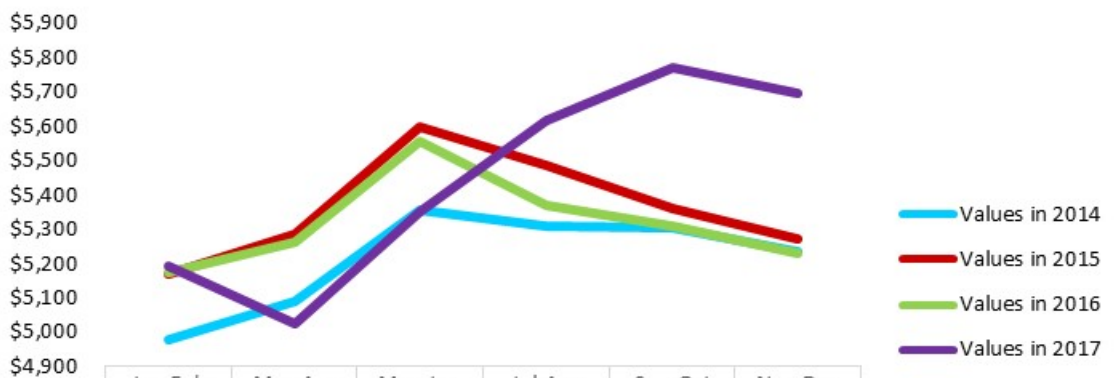
Used Retail Value by Category

Camping Trailer



	Jan-Feb	Mar-Apr	May-Jun	Jul-Aug	Sep-Oct	Nov-Dec
Values in 2014	\$3,064	\$3,209	\$3,462	\$3,447	\$3,388	\$3,318
Values in 2015	\$3,234	\$3,328	\$3,557	\$3,402	\$3,326	\$3,233
Values in 2016	\$3,192	\$3,146	\$3,459	\$3,398	\$3,375	\$3,342
Values in 2017	\$3,316	\$3,228	\$3,495	\$3,604	\$3,651	\$3,620

Truck Camper



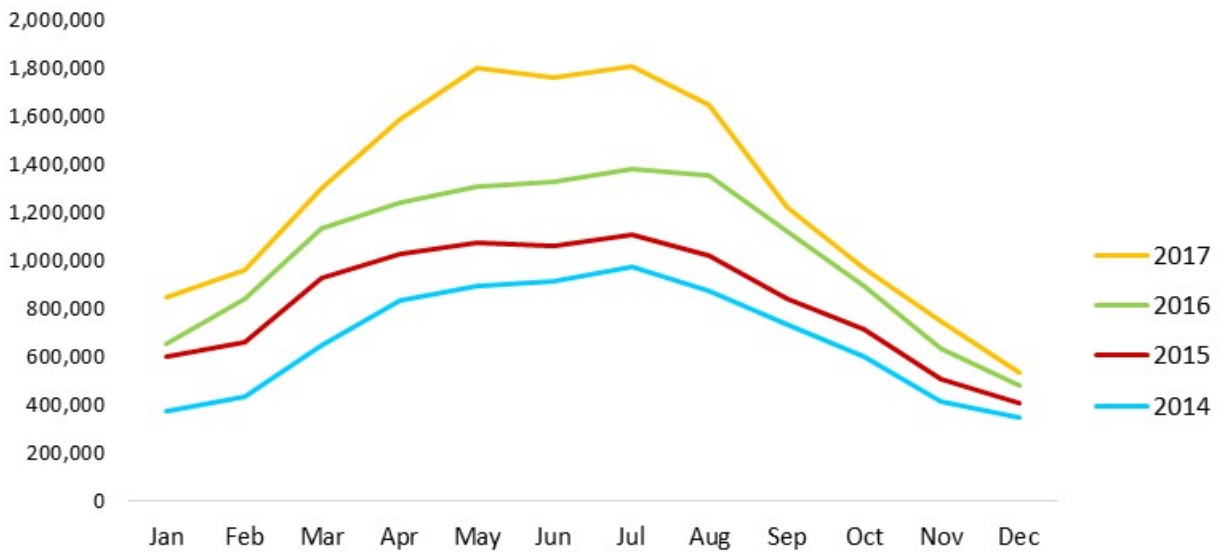
	Jan-Feb	Mar-Apr	May-Jun	Jul-Aug	Sep-Oct	Nov-Dec
Values in 2014	\$4,977	\$5,092	\$5,355	\$5,309	\$5,305	\$5,237
Values in 2015	\$5,172	\$5,287	\$5,598	\$5,485	\$5,363	\$5,270
Values in 2016	\$5,176	\$5,261	\$5,557	\$5,371	\$5,310	\$5,232
Values in 2017	\$5,194	\$5,024	\$5,351	\$5,616	\$5,773	\$5,697



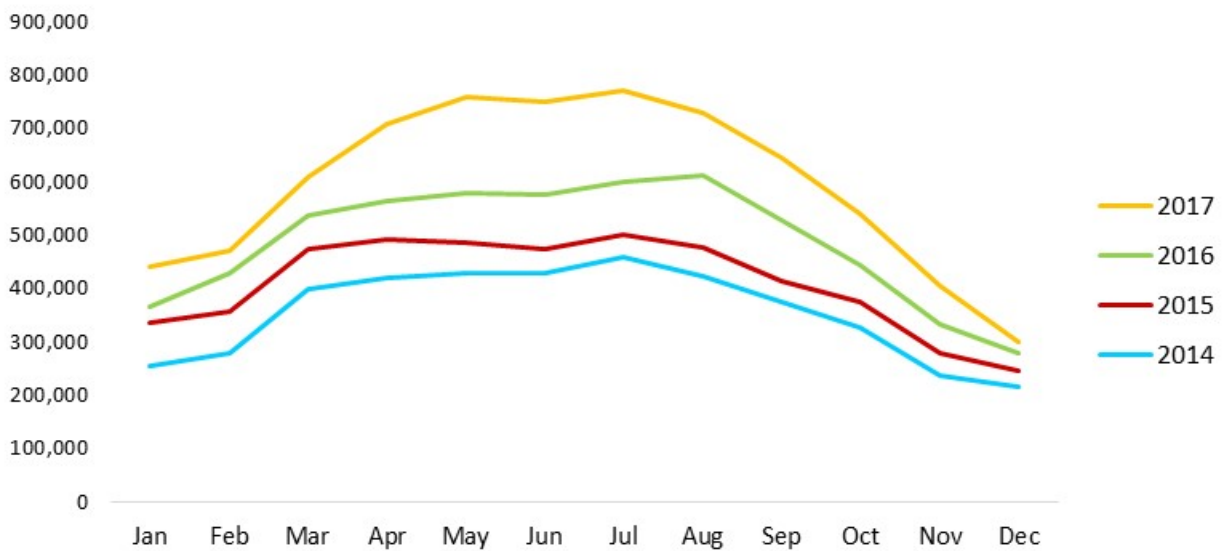
Travel Trailer Consumer Traffic

Consumer Traffic Views by Category

Standard Hitch



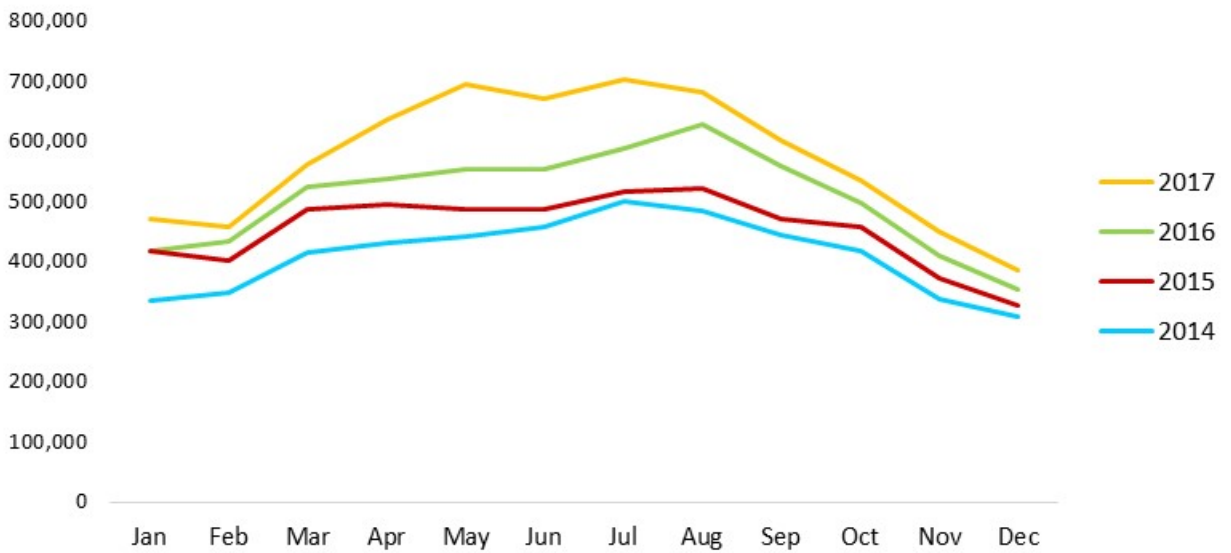
Fifth Wheel



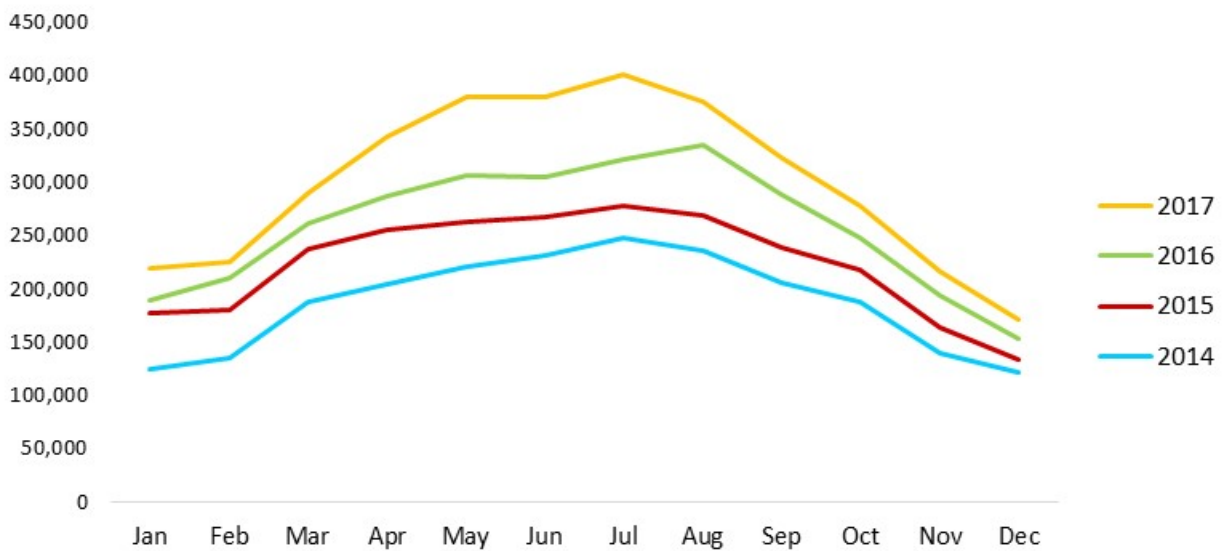
Motorhome Consumer Traffic

Consumer Traffic Views by Category

Class A



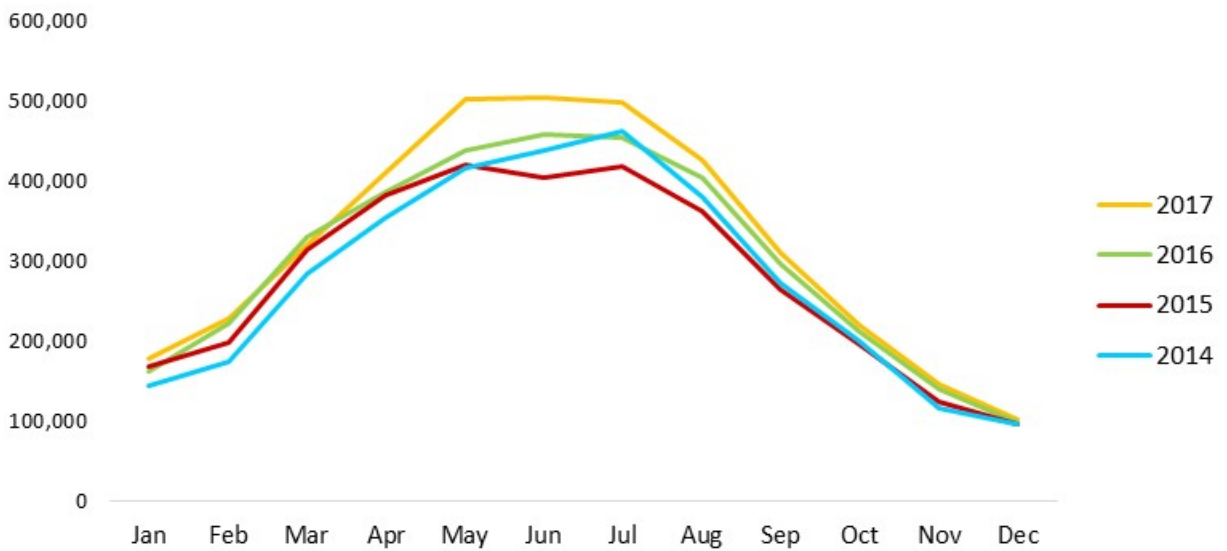
Class C



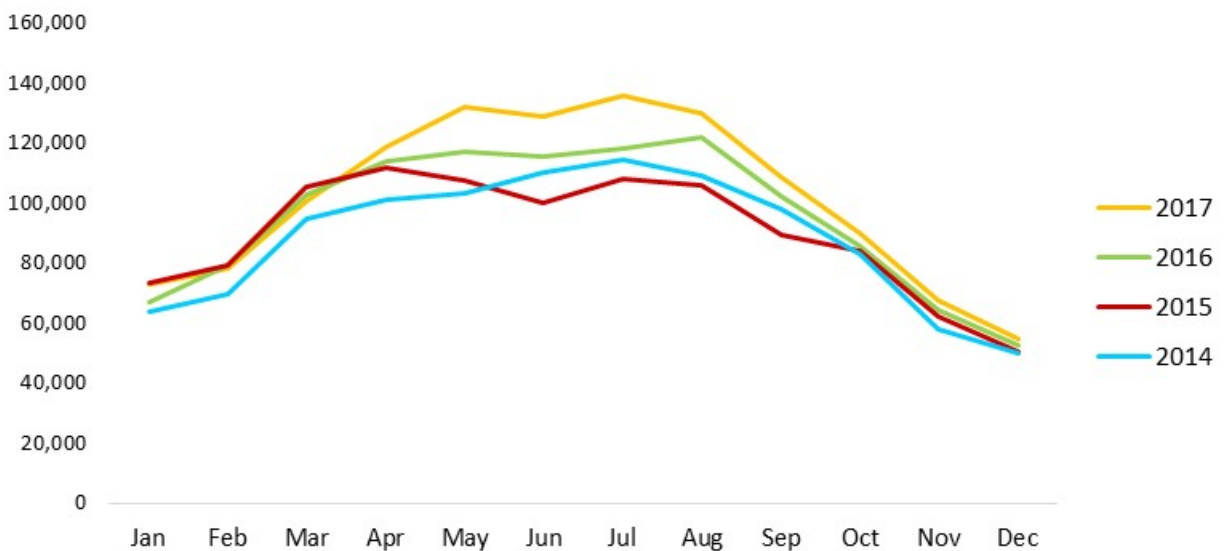
Camping Trailer & Truck Camper Consumer Traffic

Consumer Traffic Views by Category

Camping Trailer



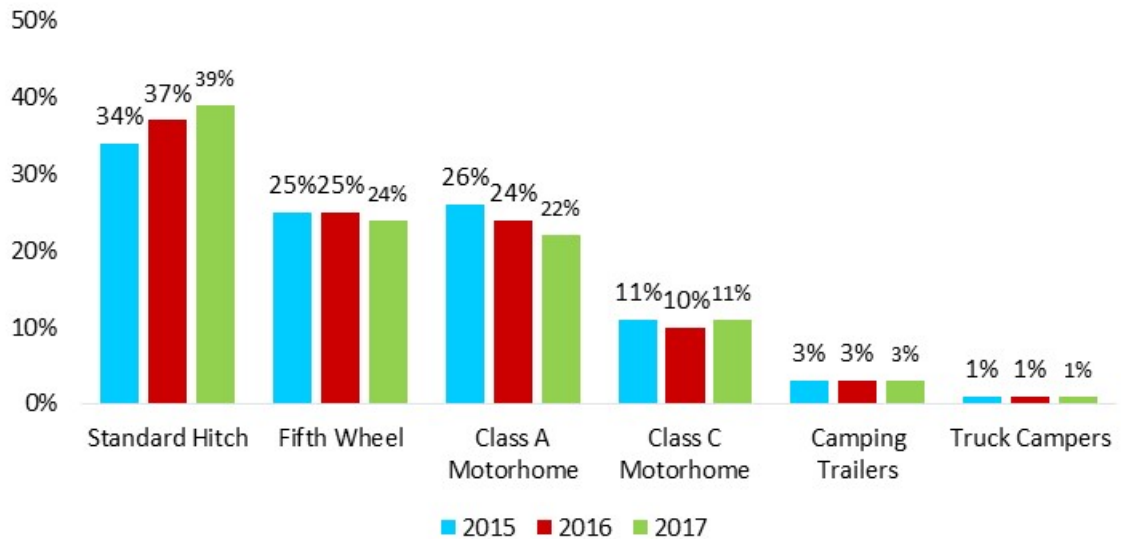
Truck Camper



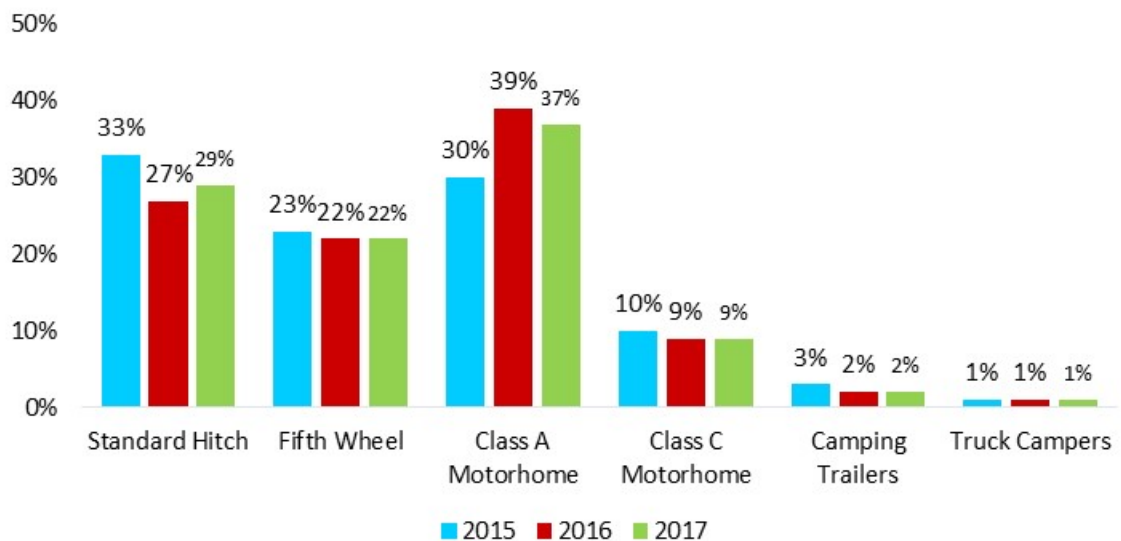
Dealer and Finance & Insurance Views

Views by Category Among Dealers and Finance & Insurance Institutions

Dealers



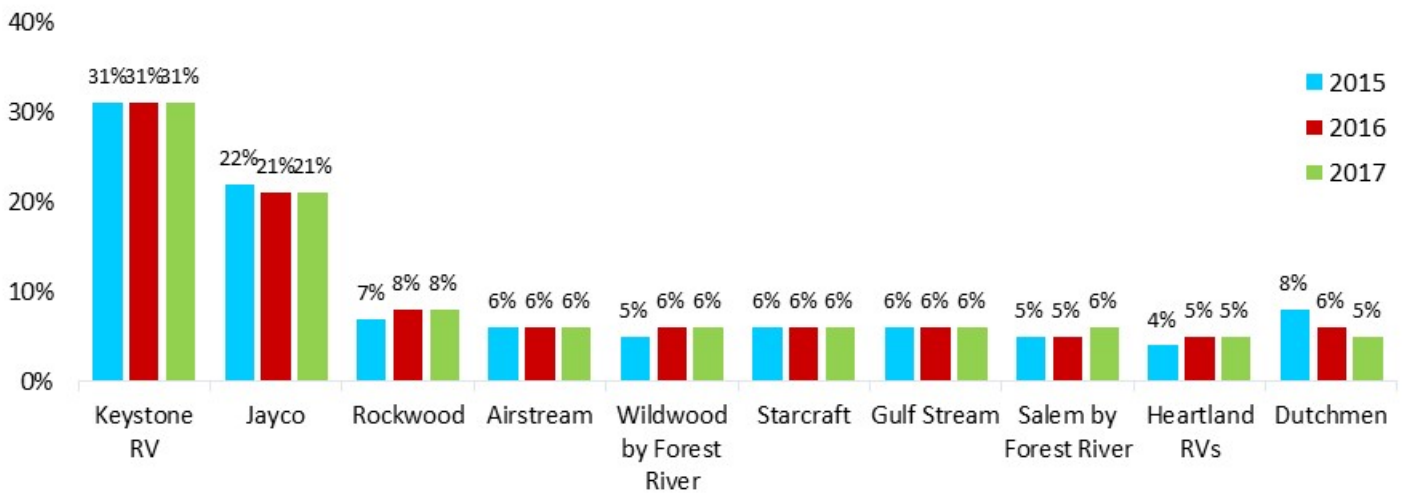
Finance & Insurance



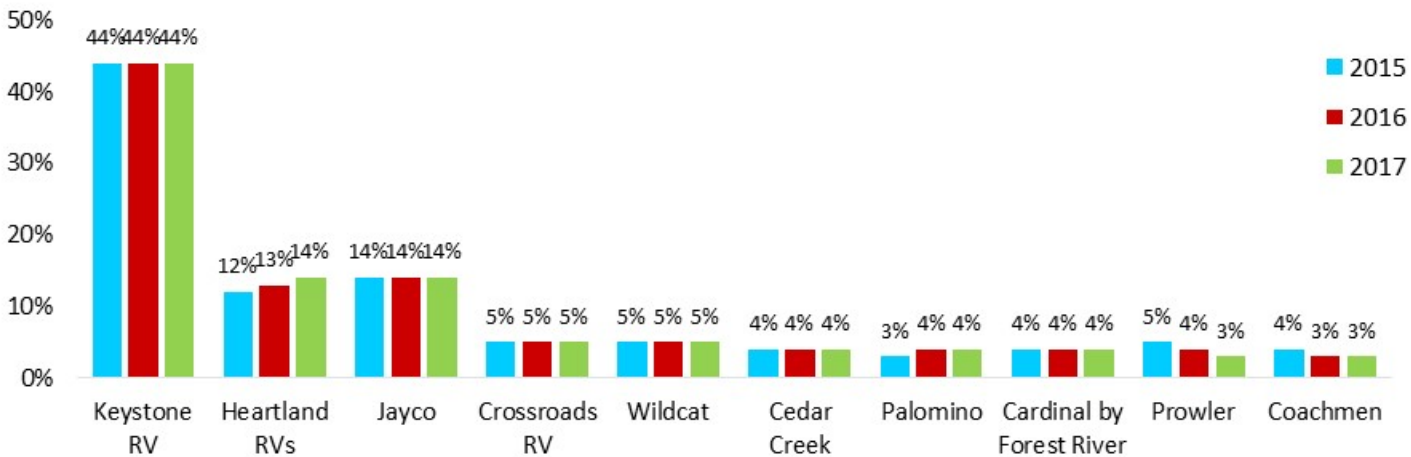
Travel Trailer Brands

NADAguides.com Top Researched Brands

Standard Hitch Brands



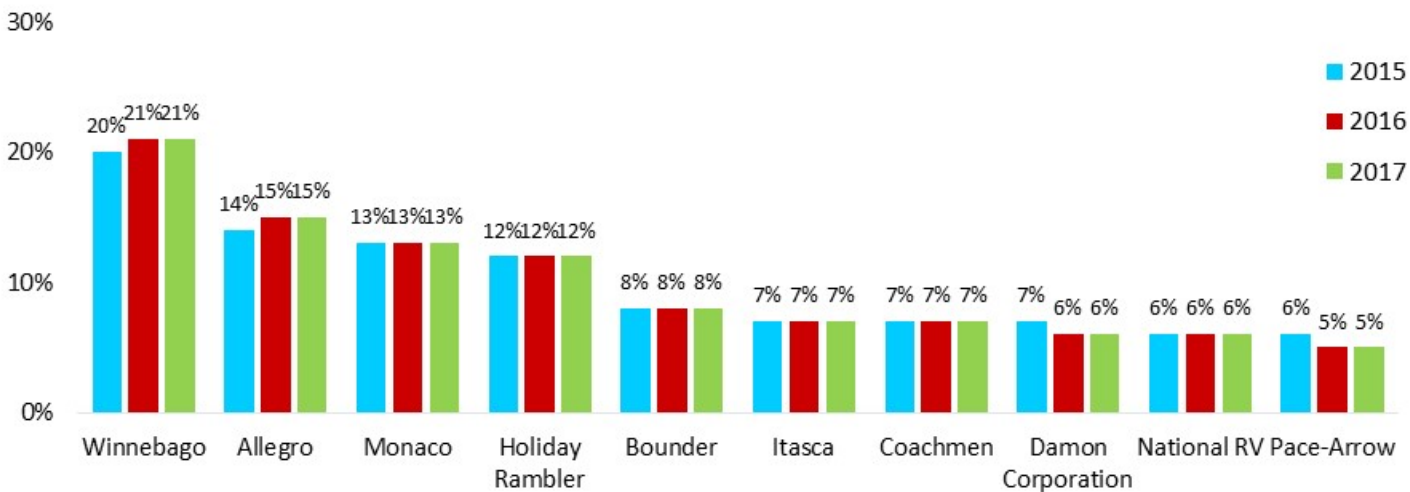
Fifth Wheel Brands



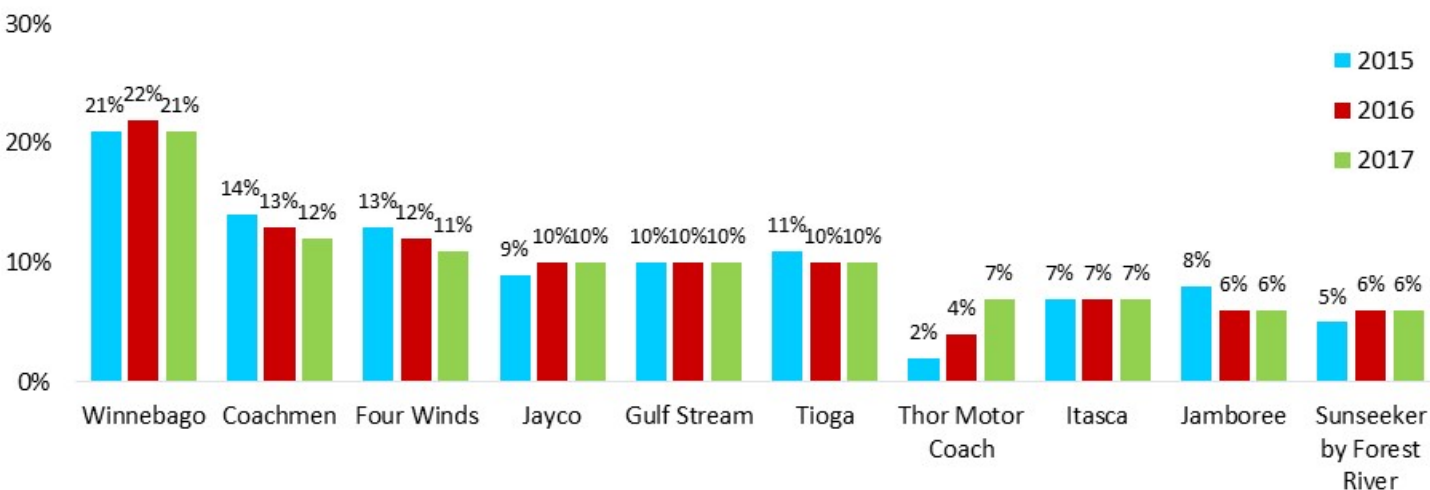
Motorhome Brands

NADAguides.com Top Researched Brands

Class A Brands



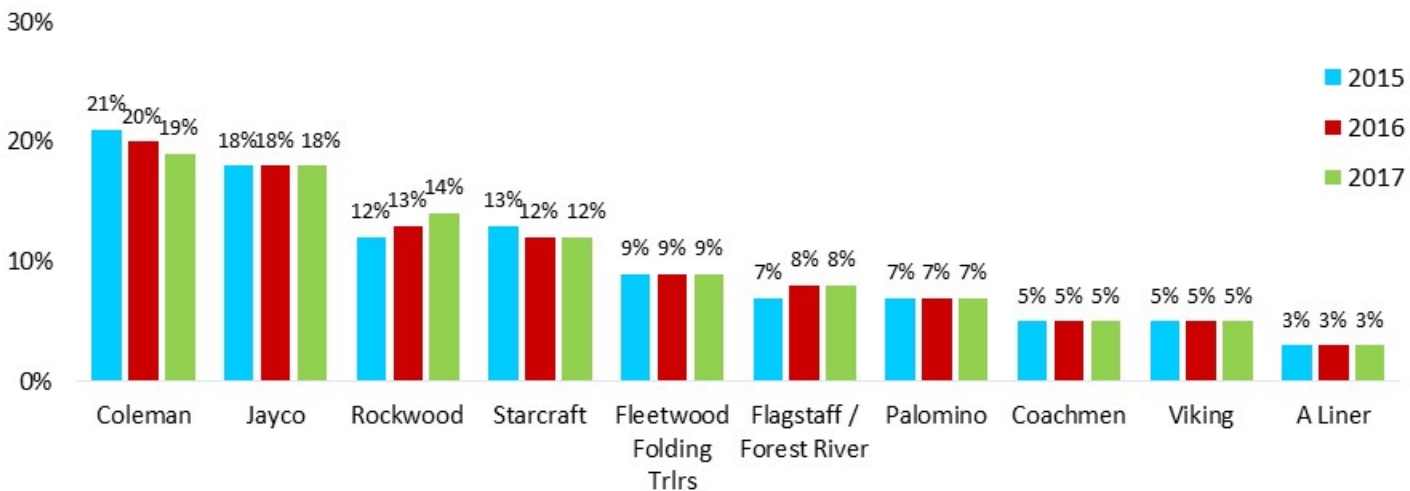
Class C Brands



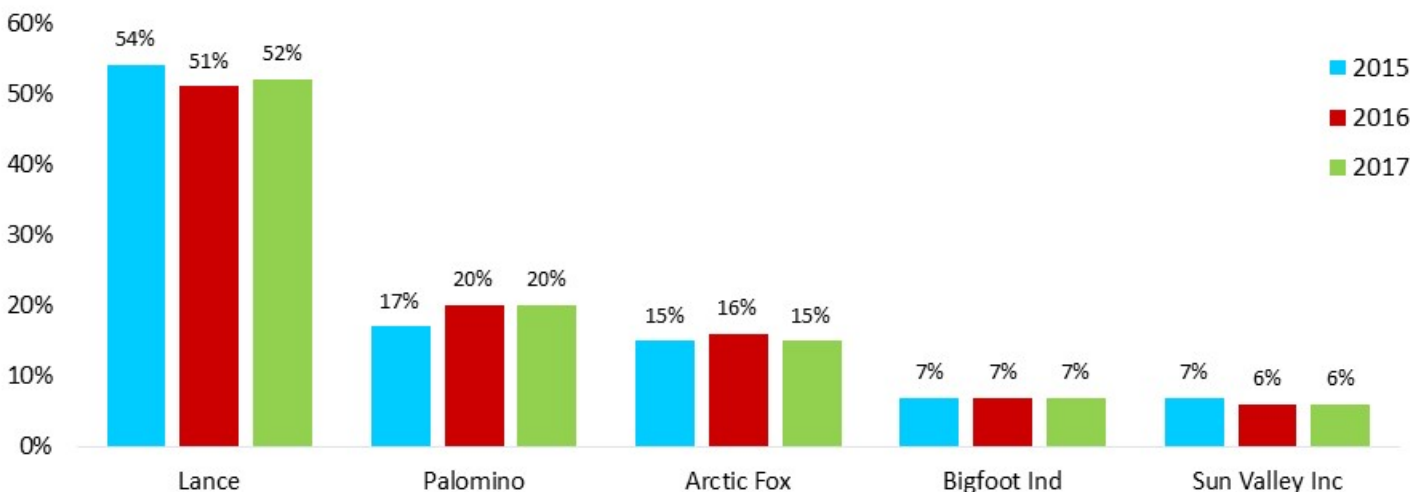
Camping Trailer & Truck Camper Brands

NADAguides.com Top Researched Brands

Camping Trailer Brands



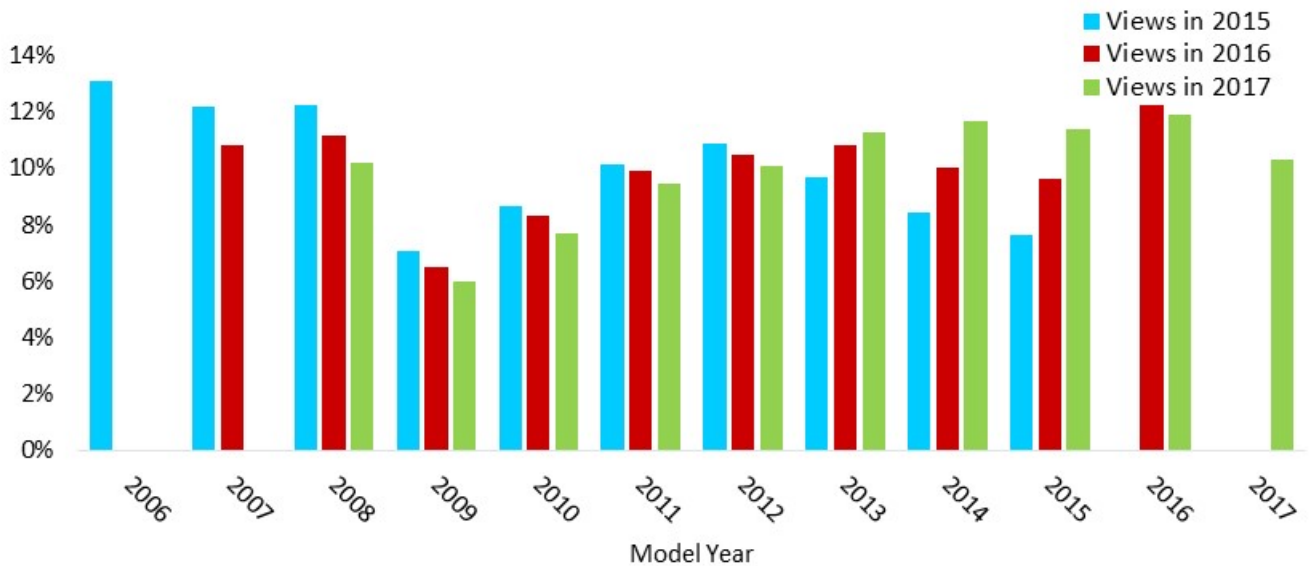
Truck Camper Brands



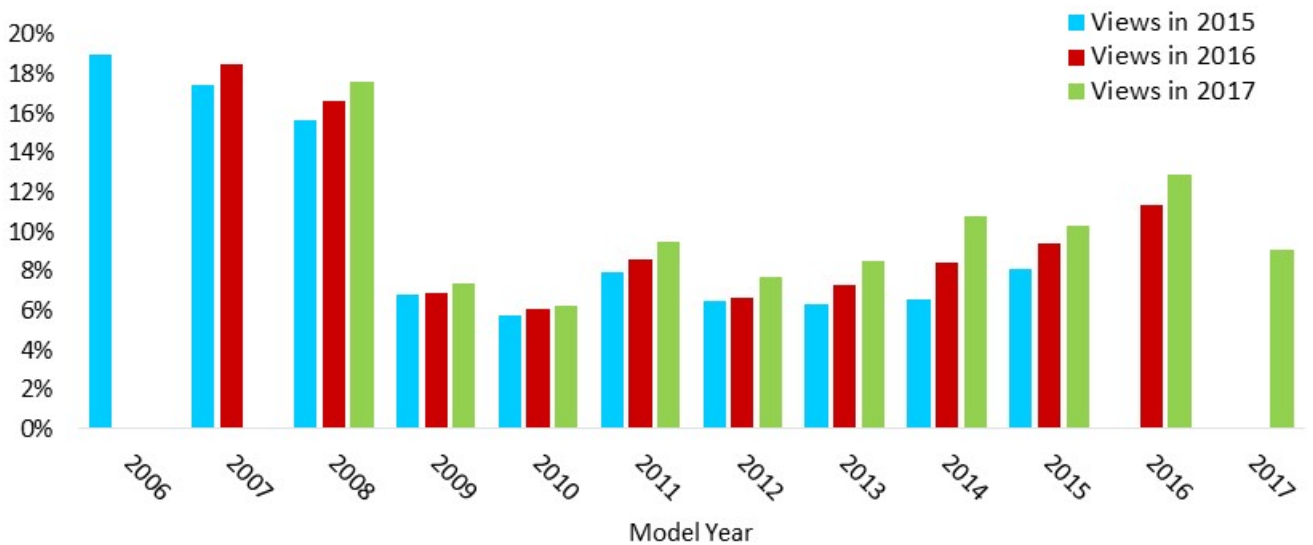
Model Years

Consumer Views by Model Year

Standard Hitch Travel Trailer



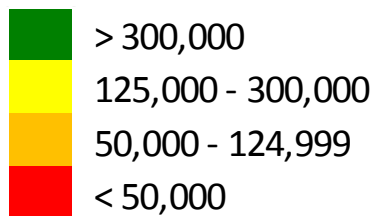
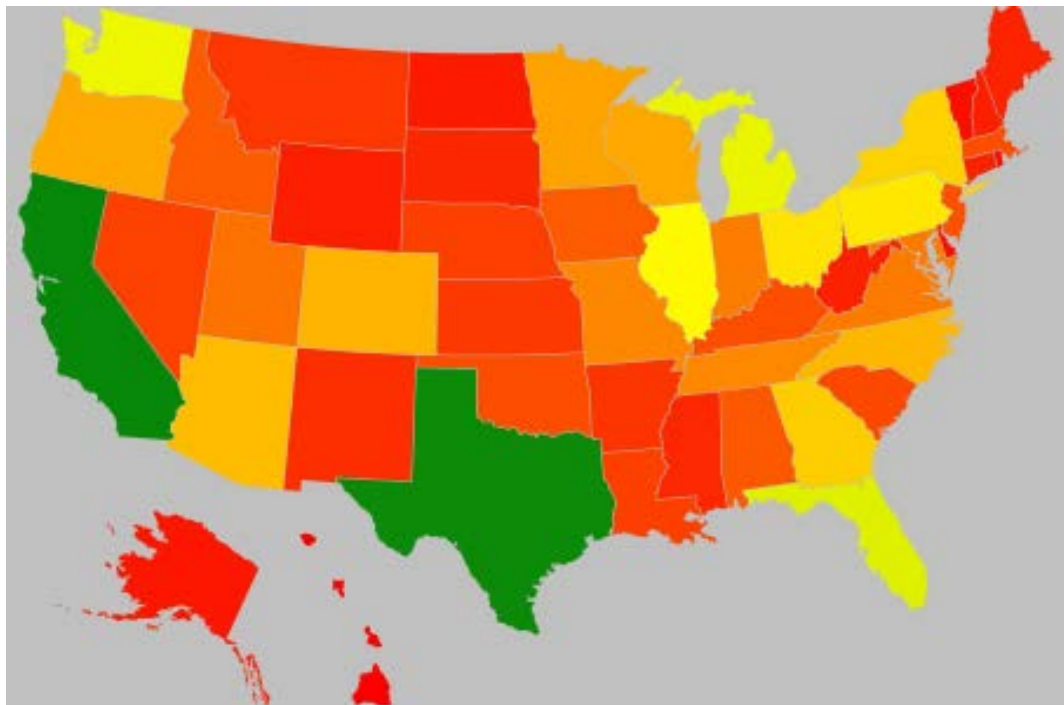
Class A Motorhome



Web Traffic by State

NADAGuides.com Traffic by State in 2017

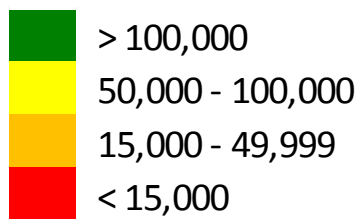
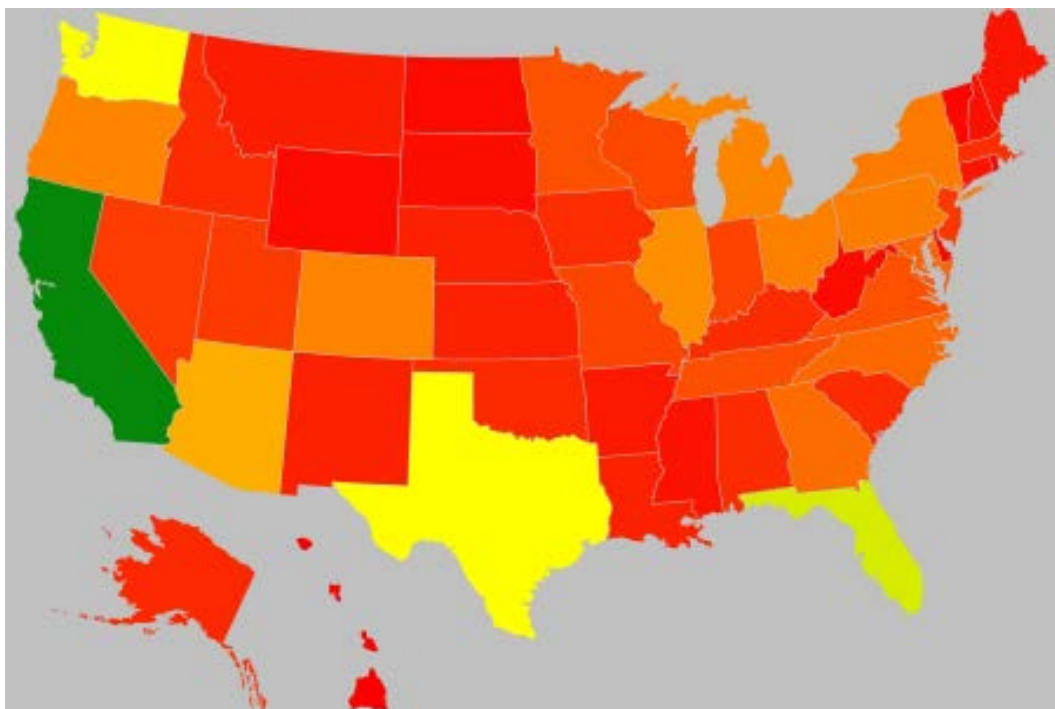
Travel Trailers



Web Traffic by State

NADAguides.com Traffic by State in 2017

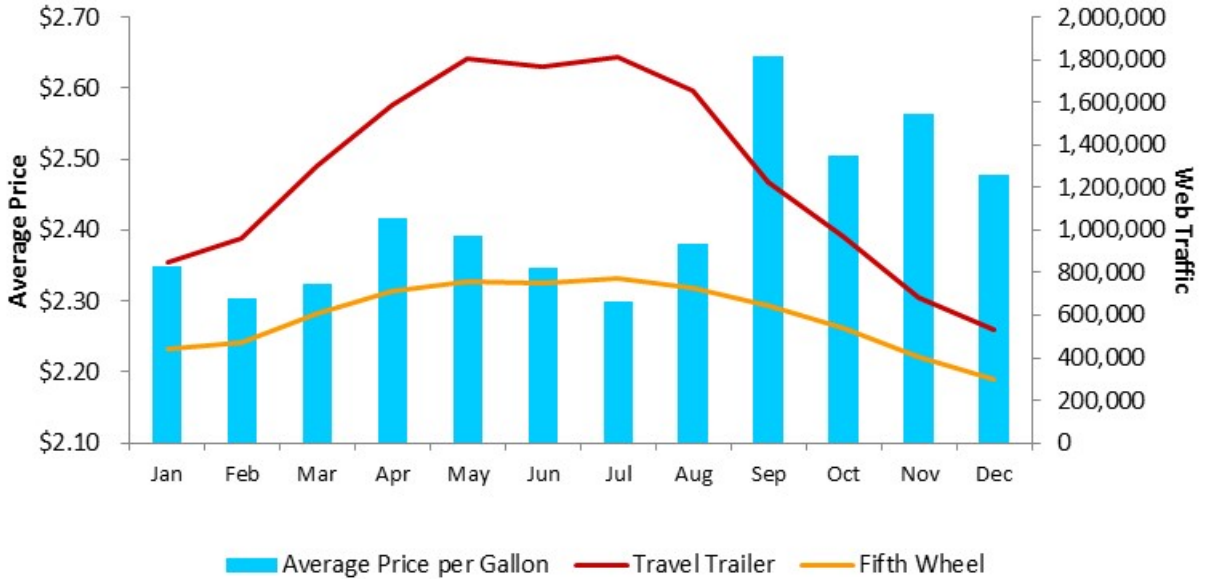
Class C Motorhomes



Fuel Price Data

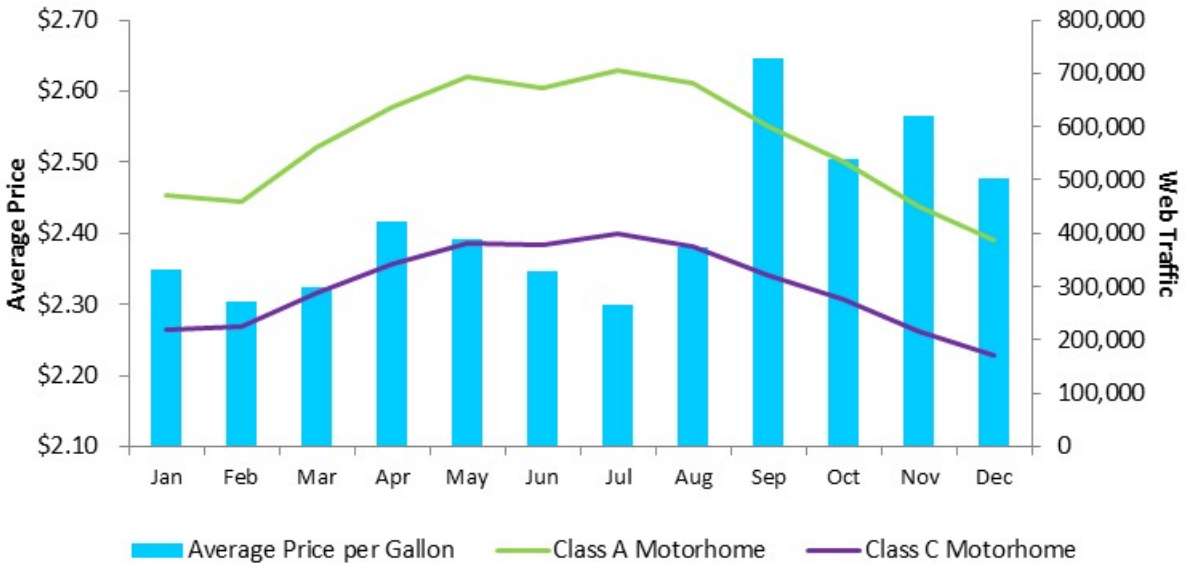
Regular Grade Gasoline Prices vs. Consumer Traffic by Category in 2017

Travel Trailer / Fifth Wheel



Source: U.S. Energy Information Administration

Motorhomes

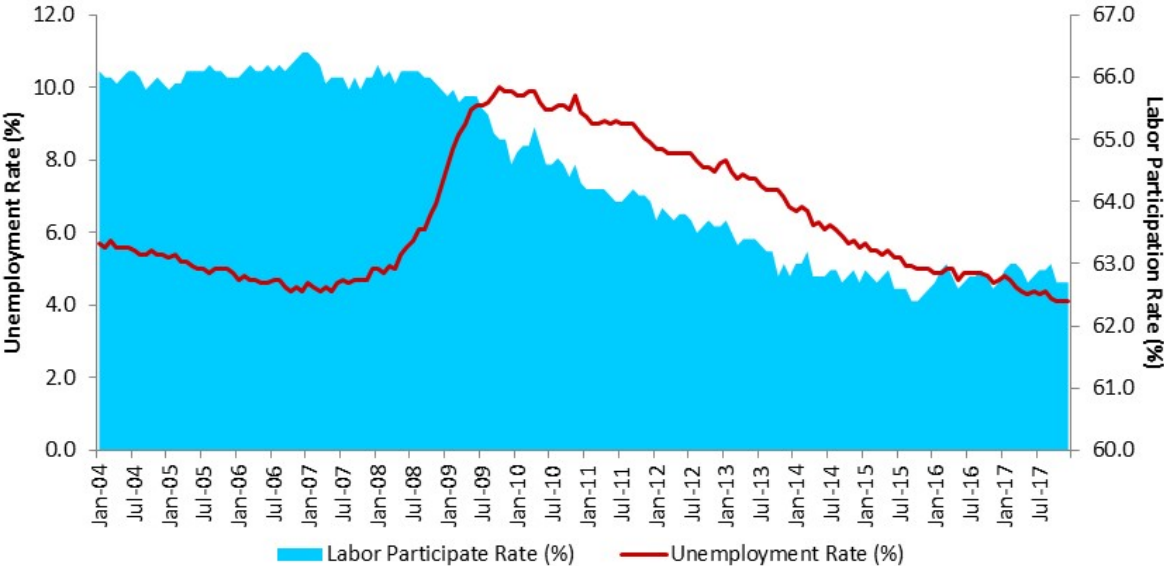


Source: U.S. Energy Information Administration



Economic Data

Unemployment & Labor Participation Rate (Seasonally Adjusted)



Source: Bureau of Labor Statistics (BLS)



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National Appraisal Guides, Inc.

PO Box 748673

Los Angeles, CA 90074-8673

(800) 966-6232

Fax (714) 556-8715

