



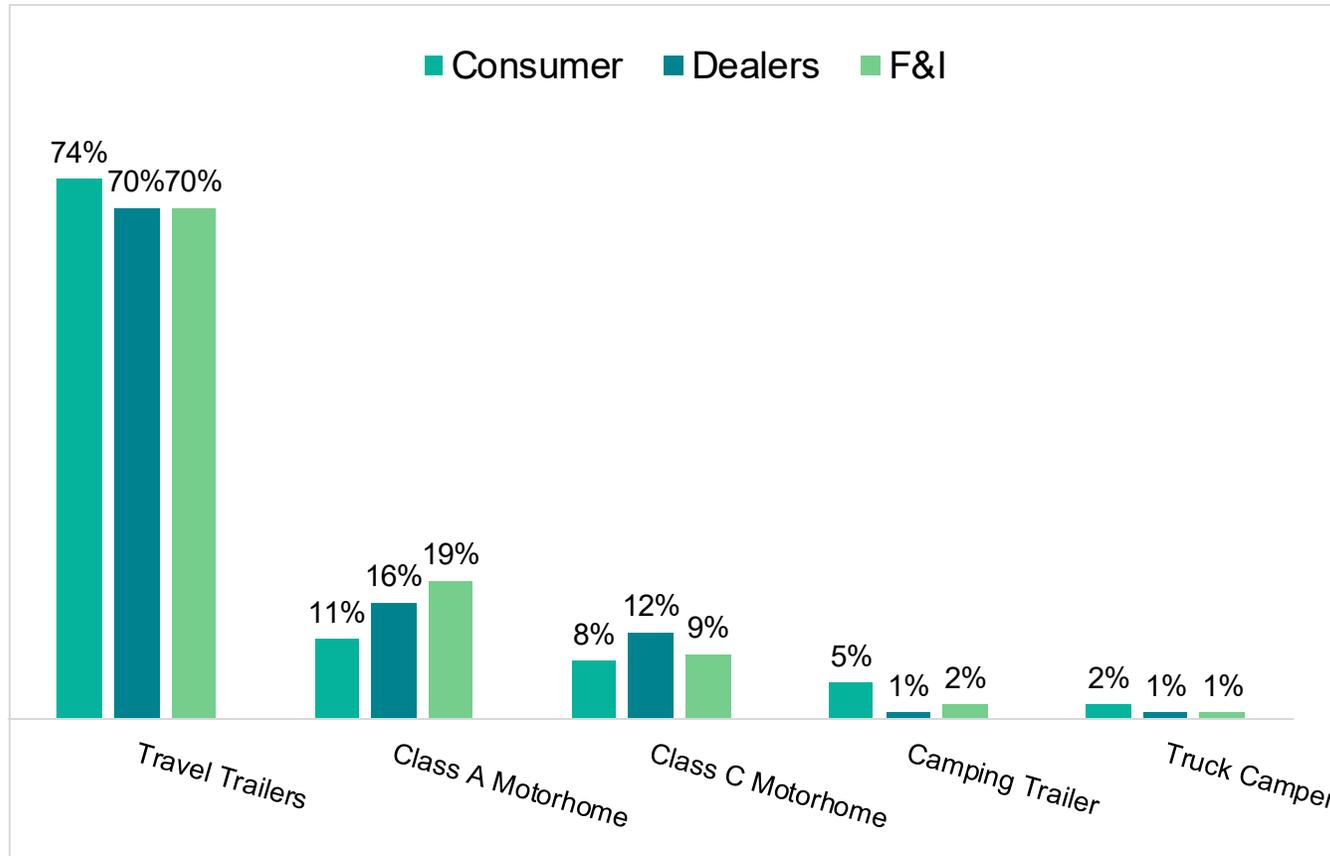
Specialty Vehicles Market Insights Report

Recreational Vehicles

2025 Year-End Review

Segment Views by User Type

Travel Trailers were by far the most-viewed segment for all clients.



CY2024 to CY2025 Change in Share of Views			
Model Type	Consumer	Dealers	F&I
Travel Trailers	▲ 1%	▼ -1%	▲ 3%
Class A Motorhomes	▼ -1%	▬ 0%	▬ 0%
Class C Motorhomes	▬ 0%	▲ 1%	▼ -1%
Camping Trailers	▼ -1%	▬ 0%	▬ 0%
Truck Campers	▬ 0%	▬ 0%	▼ -1%

Year-Over-Year Change in Views

Winnebago and Thor were the top two most-viewed makes in Class A and Class C Motorhomes, respectively.

Class A Motorhomes				
Manufacturer	Consumer	Dealers	F&I	
Winnebago	-2%	0%	0%	
Thor Motor Coach	0%	0%	1%	
Allegro	1%	1%	-3%	
Holiday Rambler	-1%	-1%	0%	
Entegra Coach	1%	1%	1%	
Coachmen by Forest River	0%	0%	0%	
Itasca	-1%	-1%	0%	
Georgetown	0%	0%	0%	

Class C Motorhomes				
Manufacturer	Consumer	Dealers	F&I	
Thor Motor Coach	1%	0%	0%	
Winnebago	-1%	1%	0%	
Jayco	1%	0%	1%	
Coachmen by Forest River	0%	0%	0%	
Sunseeker by Forest River	0%	0%	0%	
Gulf Stream	-1%	0%	0%	
Forester	0%	-1%	0%	
Entegra Coach	1%	1%	0%	

Year-Over-Year Change in Views

Rockwood saw a meaningful increase in consumer views from 2024 to 2025.

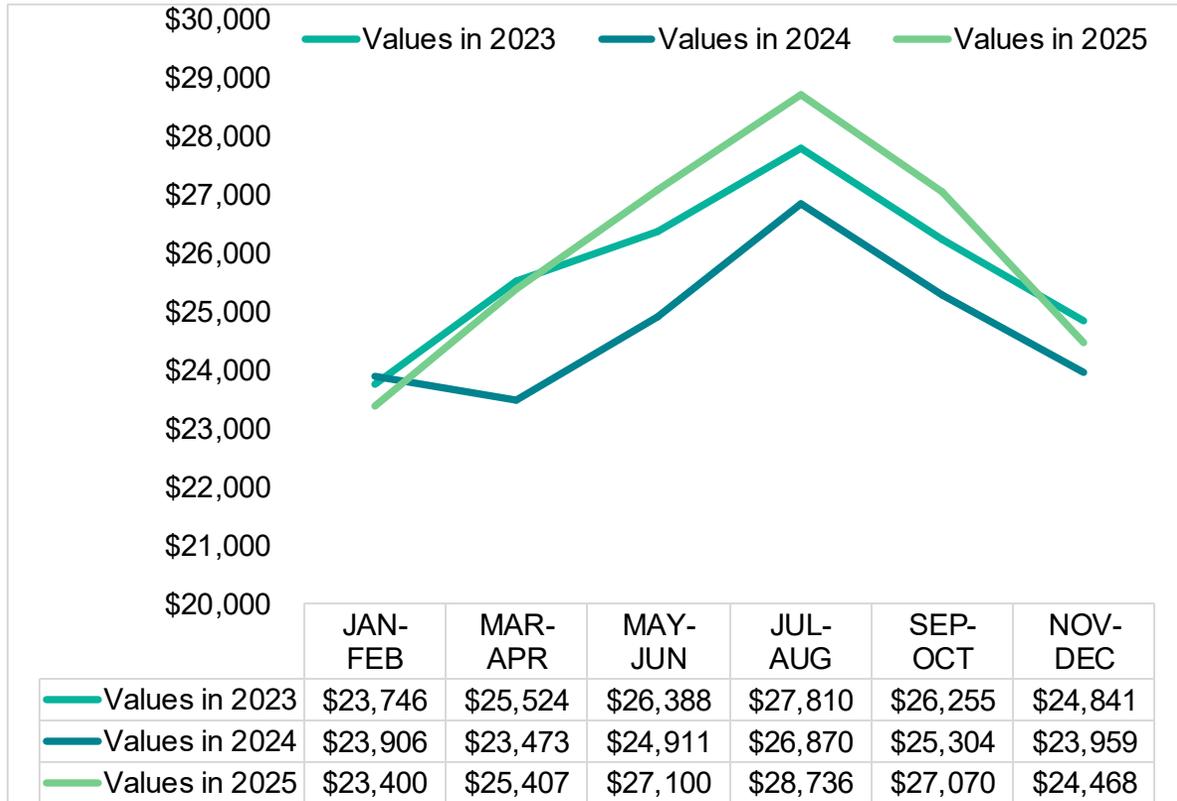
Camping Trailers						
Manufacturer	Consumer		Dealers		F&I	
Rockwood by Forest River	▲	5%	▬	0%	▲	2%
Jayco	▲	1%	▼	-1%	▬	0%
Flagstaff by Forest River	▼	-4%	▼	-2%	▼	-4%
A Liner	▲	1%	▲	3%	▲	1%
Coleman	▼	-2%	▲	1%	▬	0%
Coachmen by Forest River	▲	1%	▼	-1%	▲	1%
Fleetwood Folding Trlrs	▬	0%	▬	0%	▬	0%
Starcraft	▼	-1%	▼	-1%	▬	0%

Truck Campers						
Manufacturer	Consumer		Dealers		F&I	
Lance	▼	-1%	▲	1%	▲	8%
Palomino by Forest River	▬	0%	▬	0%	▲	3%
Arctic Fox	▲	1%	▲	1%	▲	2%
Travel Lite	▬	0%	▼	-1%	▼	-8%
Adventurer	▬	0%	▼	-1%	▲	1%
Real Lite by Palomino	▬	0%	▬	0%	▲	1%
Northstar	▼	-1%	▬	0%	▼	-5%
Bigfoot Ind	▼	-1%	▬	0%	▼	-2%

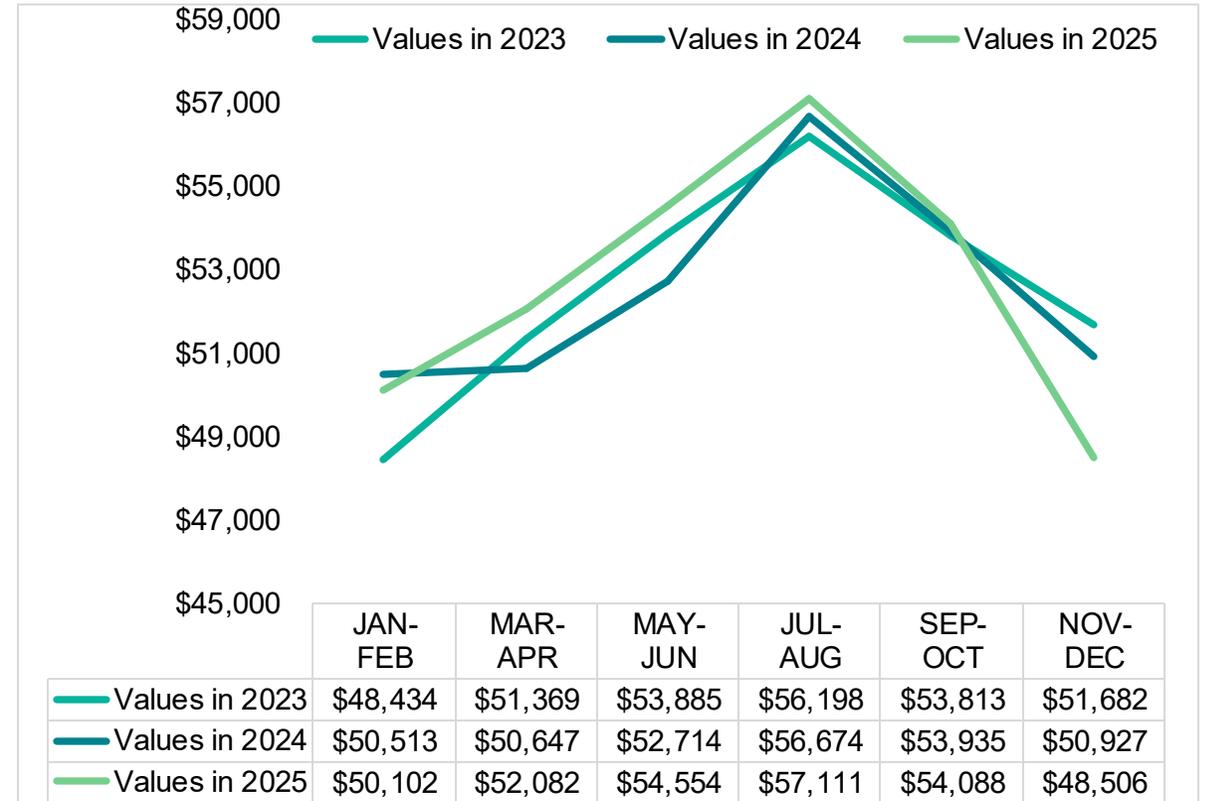
Average Retail Value by Category – Last 10 Model Years

Standard Hitch and Fifth Wheel trailers both saw a steep seasonal arc in pricing in 2025. Fifth Wheels ended the year at a lower valuation level than 2024 and 2023.

Standard Hitch Travel Trailers



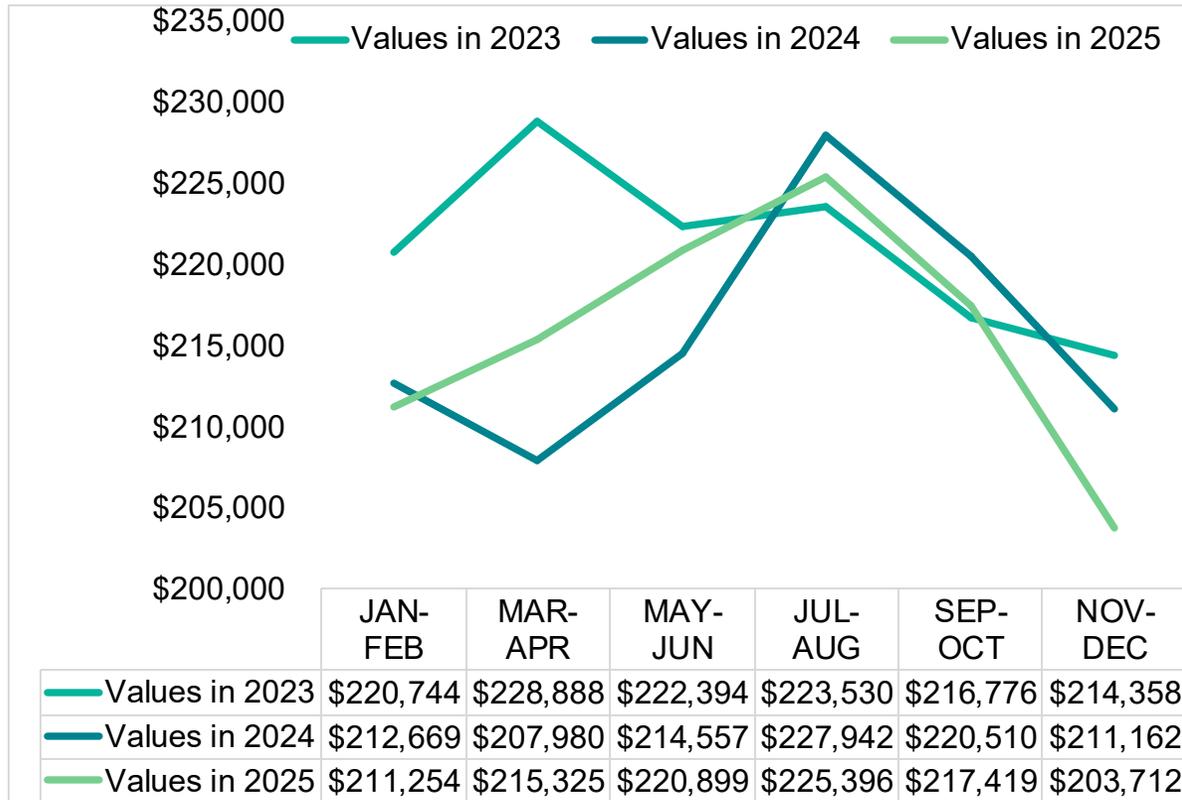
Fifth Wheels



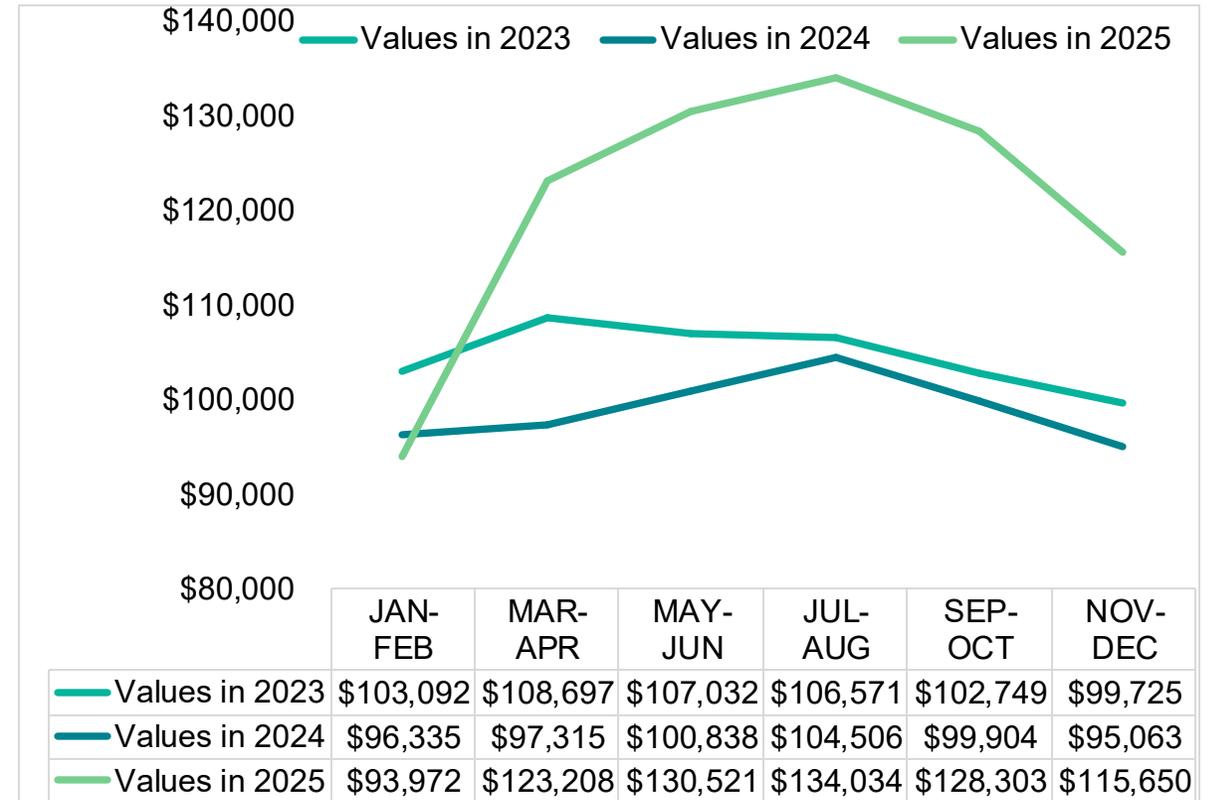
Average Retail Value by Category – Last 10 Model Years

Class A motorhome values ended 2025 behind 2024 and 2023. Class C performed substantially better than those periods.

Class A Motorhomes



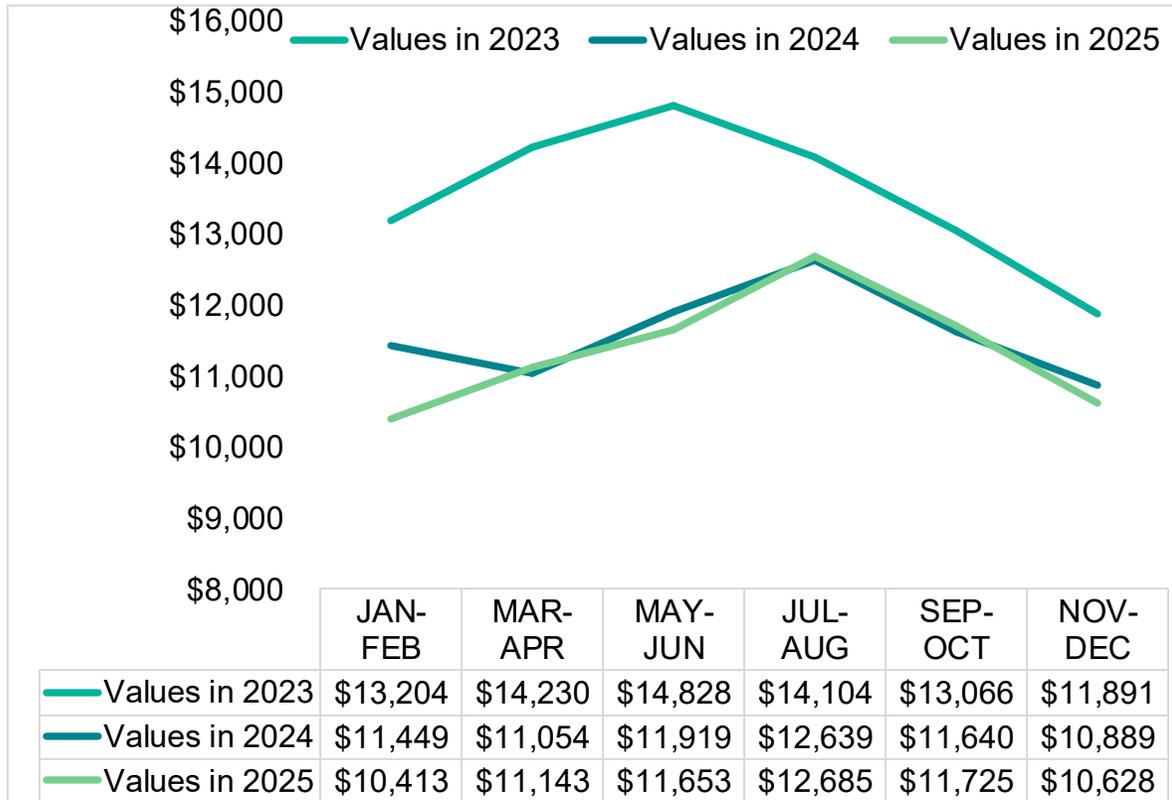
Class C Motorhomes



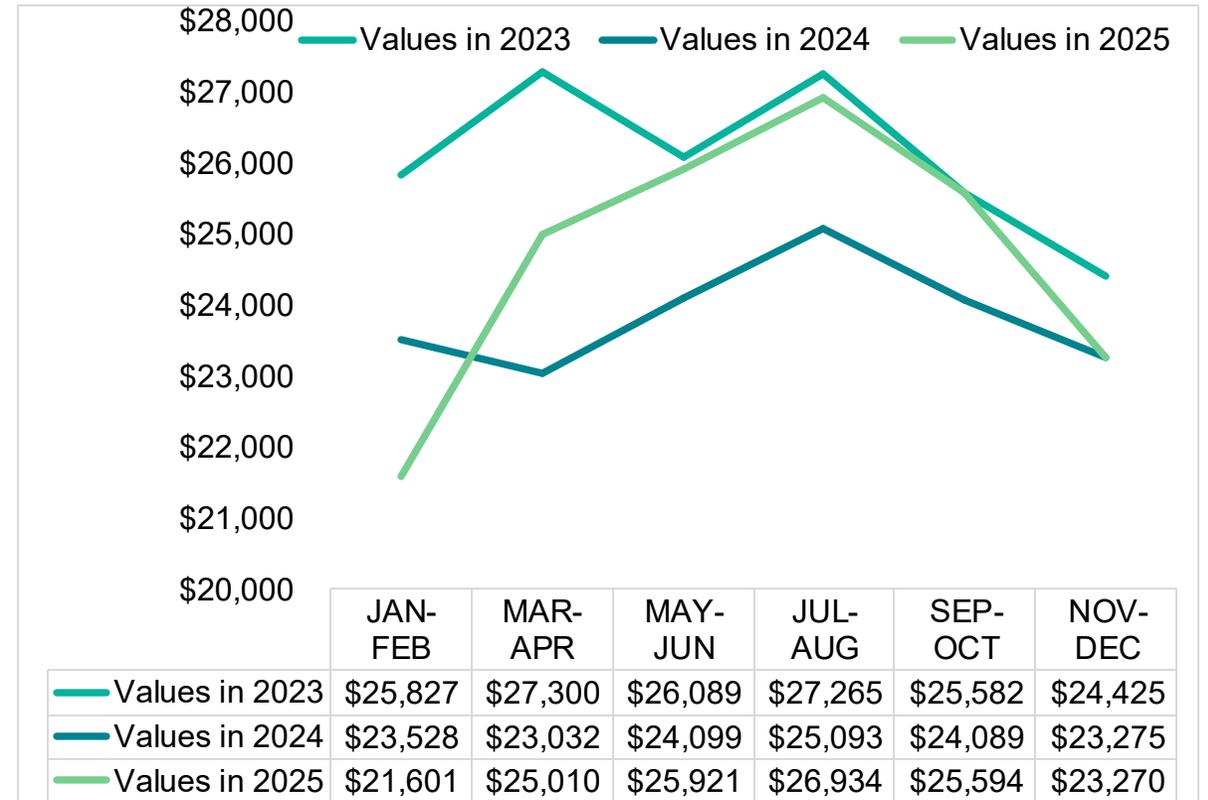
Average Retail Value by Category – Last 10 Model Years

Following a strong peak season, Truck Campers ended the year on par with late 2024.

Camping Trailers



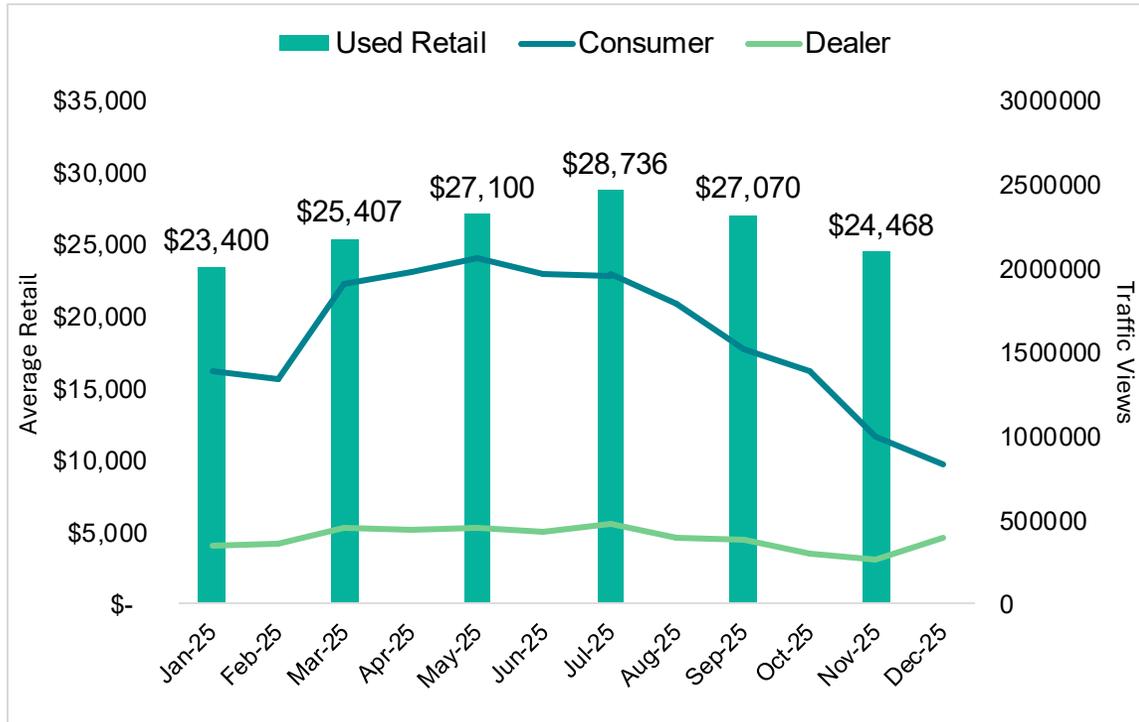
Truck Campers



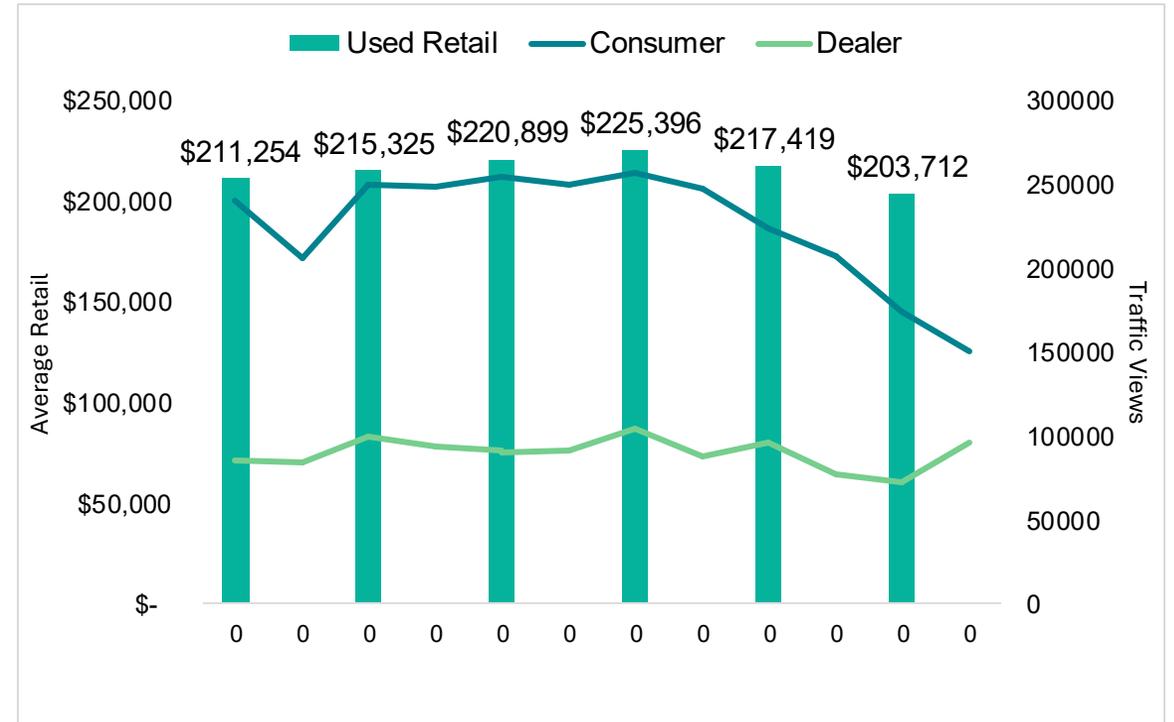
Values vs. Traffic

Dealer interest in these segments increased in late 2025.

Travel Trailers



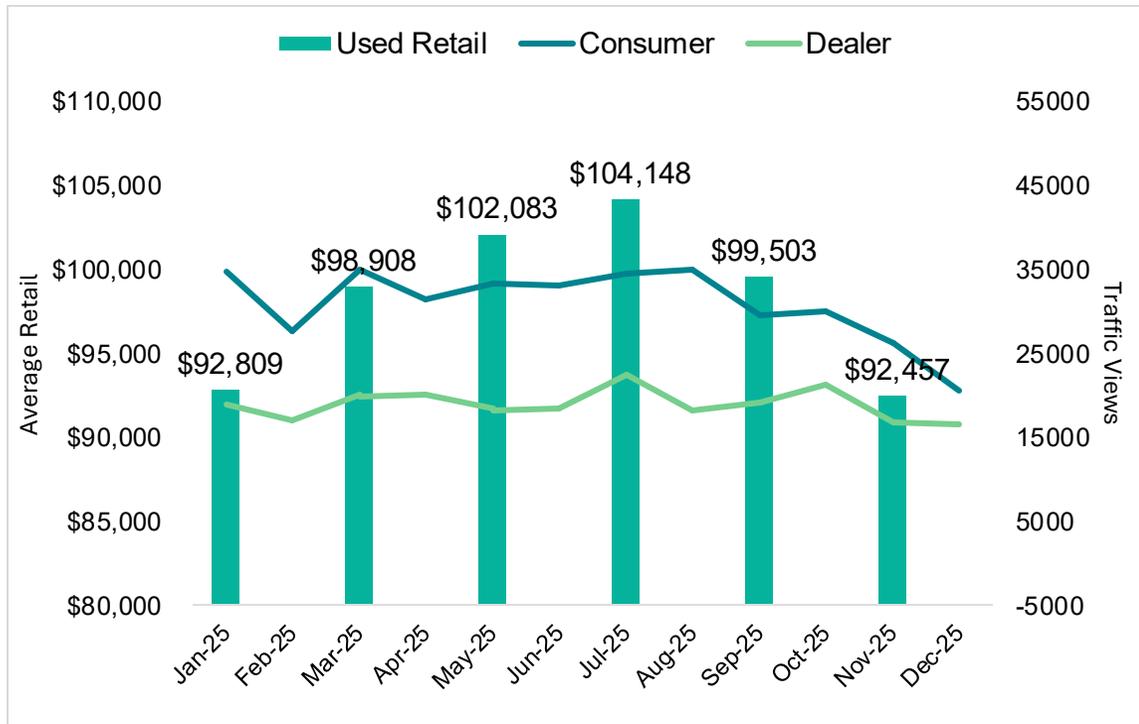
Class A Motorhomes



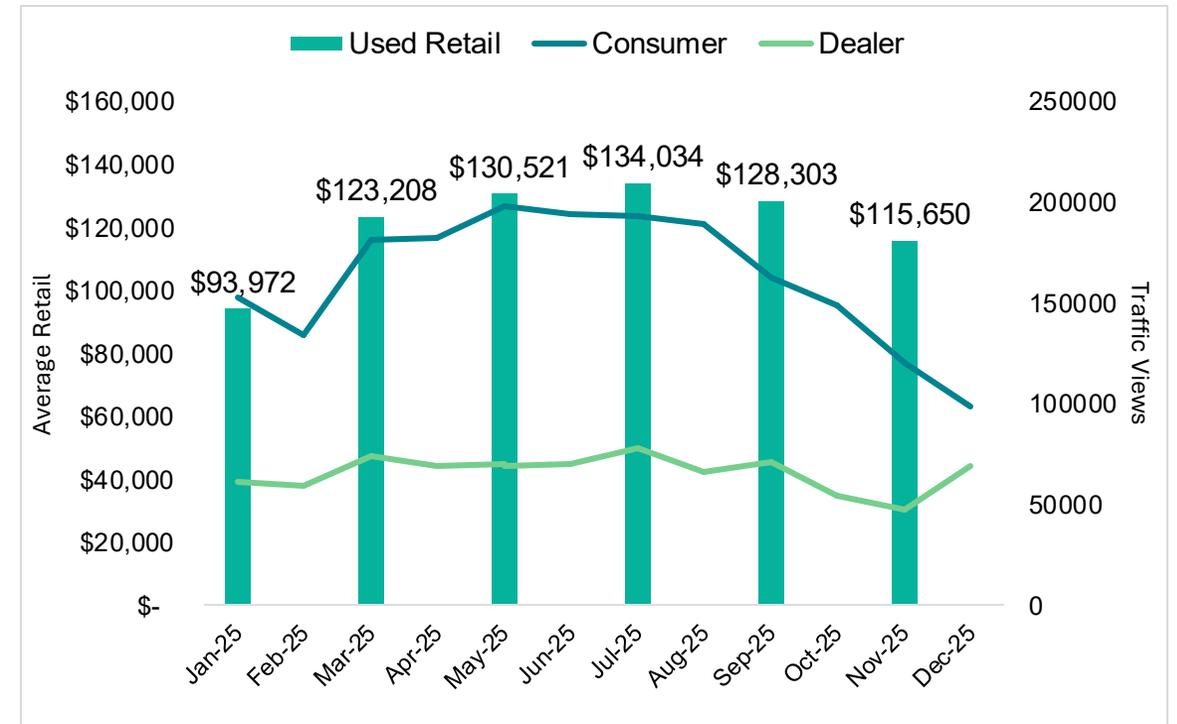
Values vs. Traffic

Dealer interest in Class C Motorhomes increased in late 2025, while consumer views followed a typical seasonal arc.

Class B Motorhomes



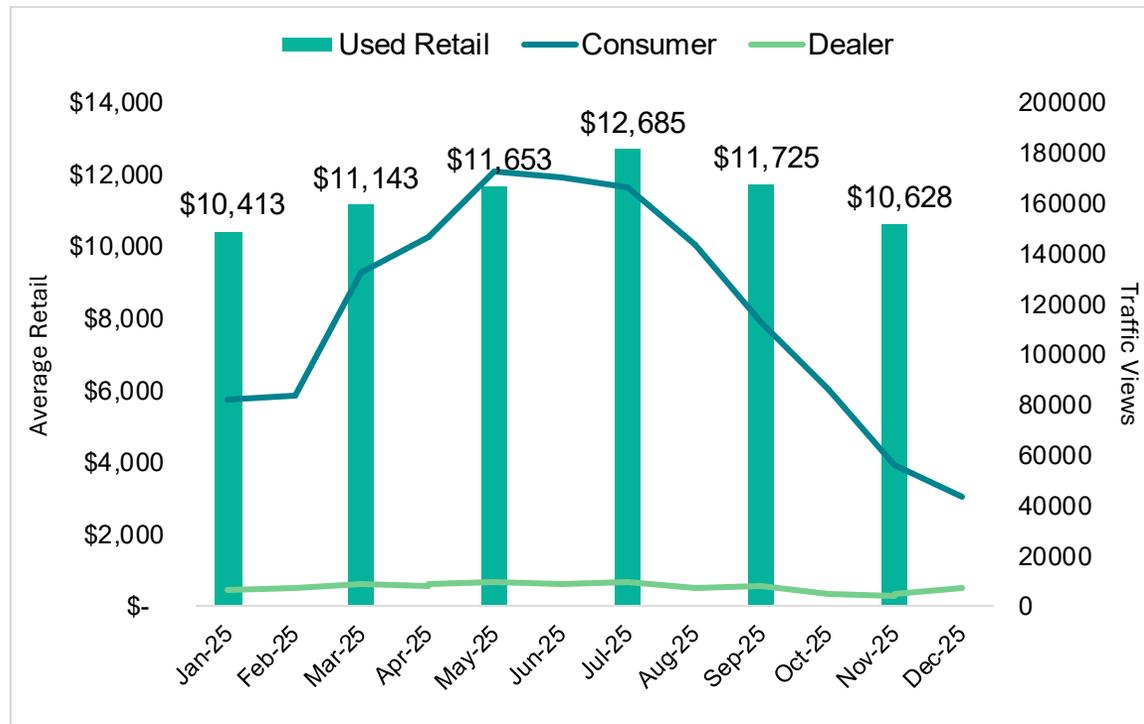
Class C Motorhomes



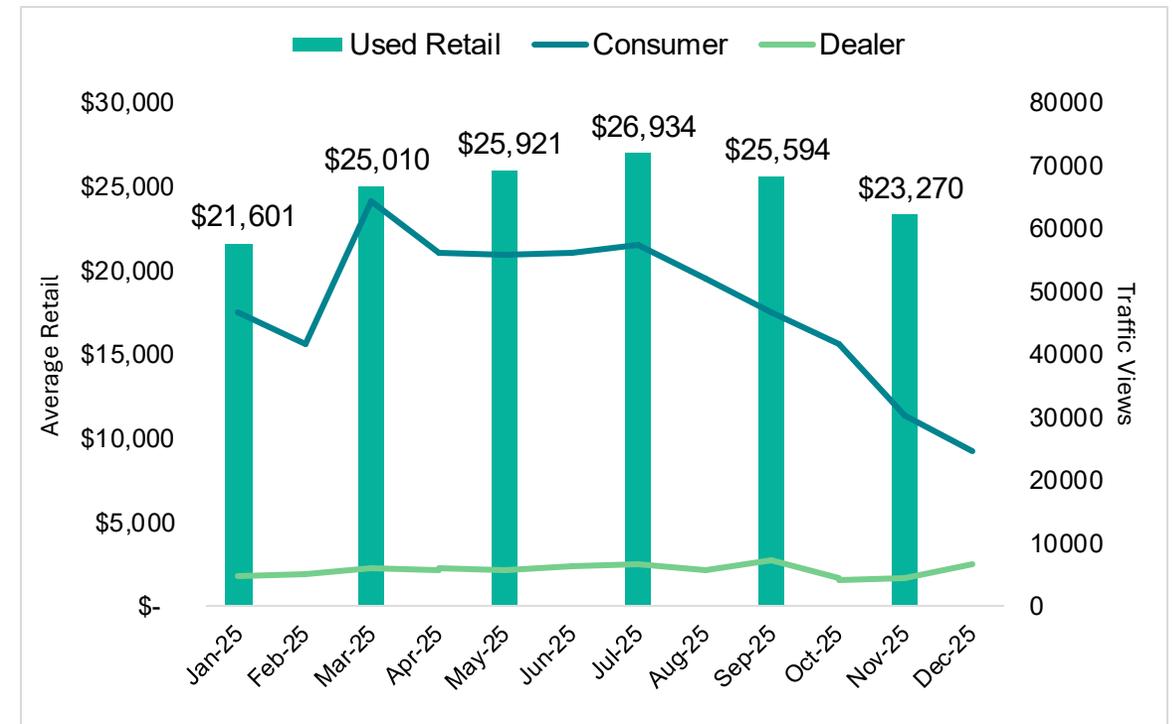
Values vs. Traffic

Consumer interest in Camping Trailers picked up in the 2nd quarter.

Camping Trailers

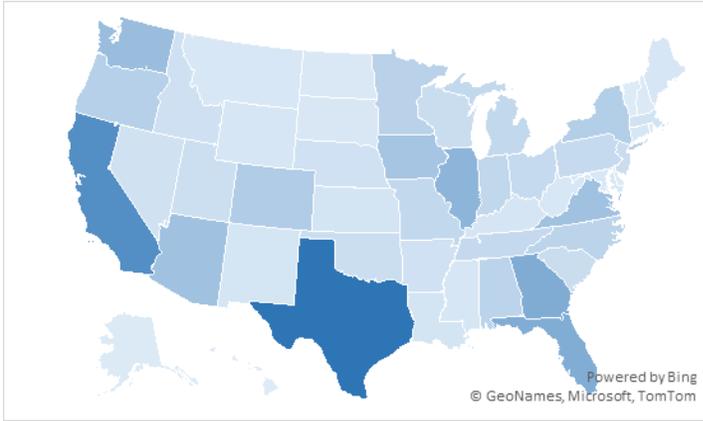


Truck Campers

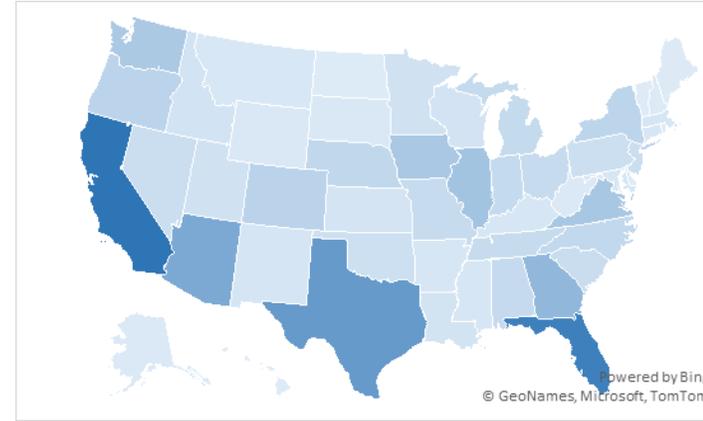


Views by Region

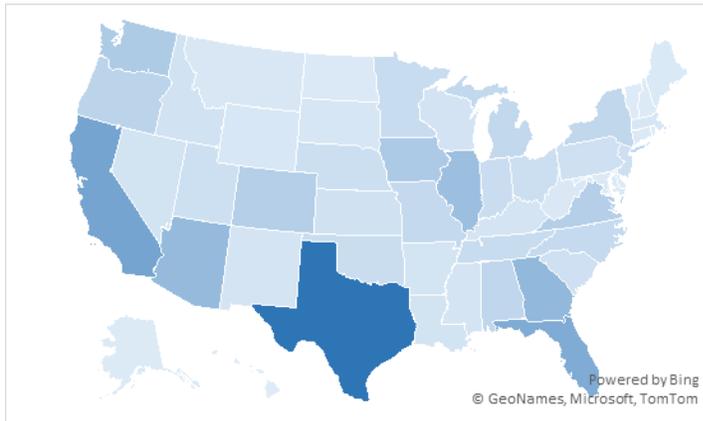
Standard Hitch Travel Trailers



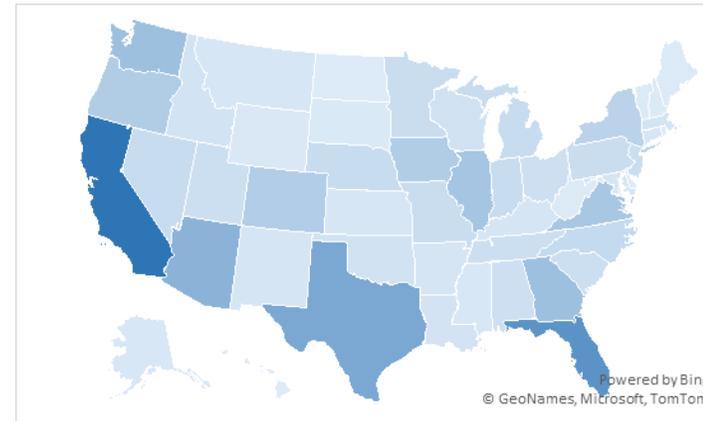
Class A Motorhomes



Fifth Wheels

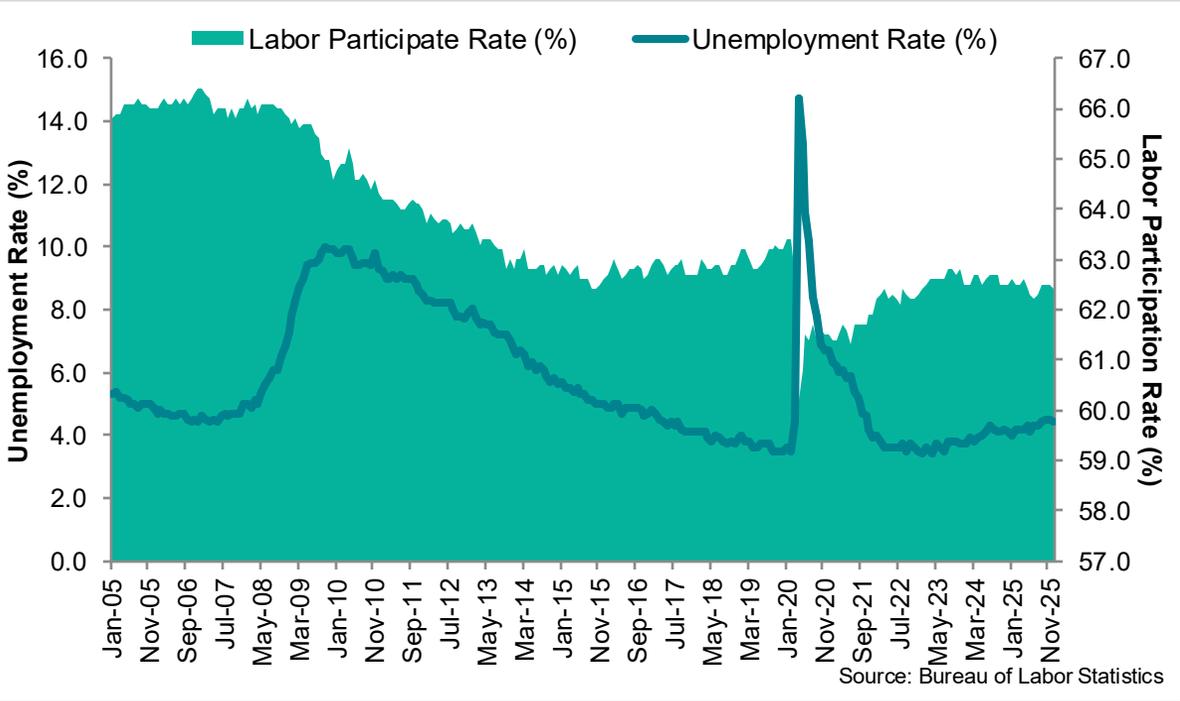


Class C Motorhomes



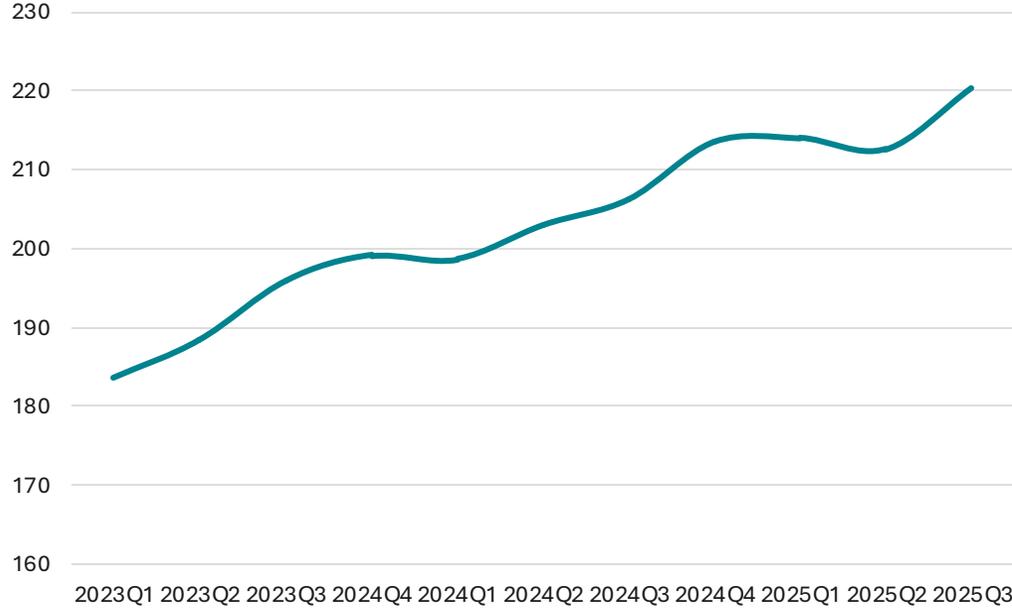
Economic Data

Unemployment and Labor Participation



Source: Bureau of Labor Statistics (BLS) (www.bea.gov)

Consumer Spending on Recreational Goods and Vehicles



Source: "Real Personal Consumption Expenditures by Major Type of Product" (index) Bureau of Labor Statistics (BLS) (www.bea.gov)

Key Takeaways

- Travel Trailers were by far the most-researched segment for consumers, dealers, and F&I professionals in 2025.
- Winnebago and Thor were the most-researched makes in the Class A and Class C Motorhome categories, respectively.
- Rockwood saw mildly increased interest from consumers in 2025, while sister brand Flagstaff saw a similar decrease.
- Class C Motorhomes were the only segment to outperform 2024 and 2023 in valuations. Other segments ended the year at or below 2024 and 2023 levels.
- Major adjustments were made in late 2025 and early 2026 (especially motorhome) to more closely align with market data. The March 2026 update indicates values are gradually increasing again.

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