JDPOWER

Specialty Vehicles Market Insights Report



Recreational Vehicles

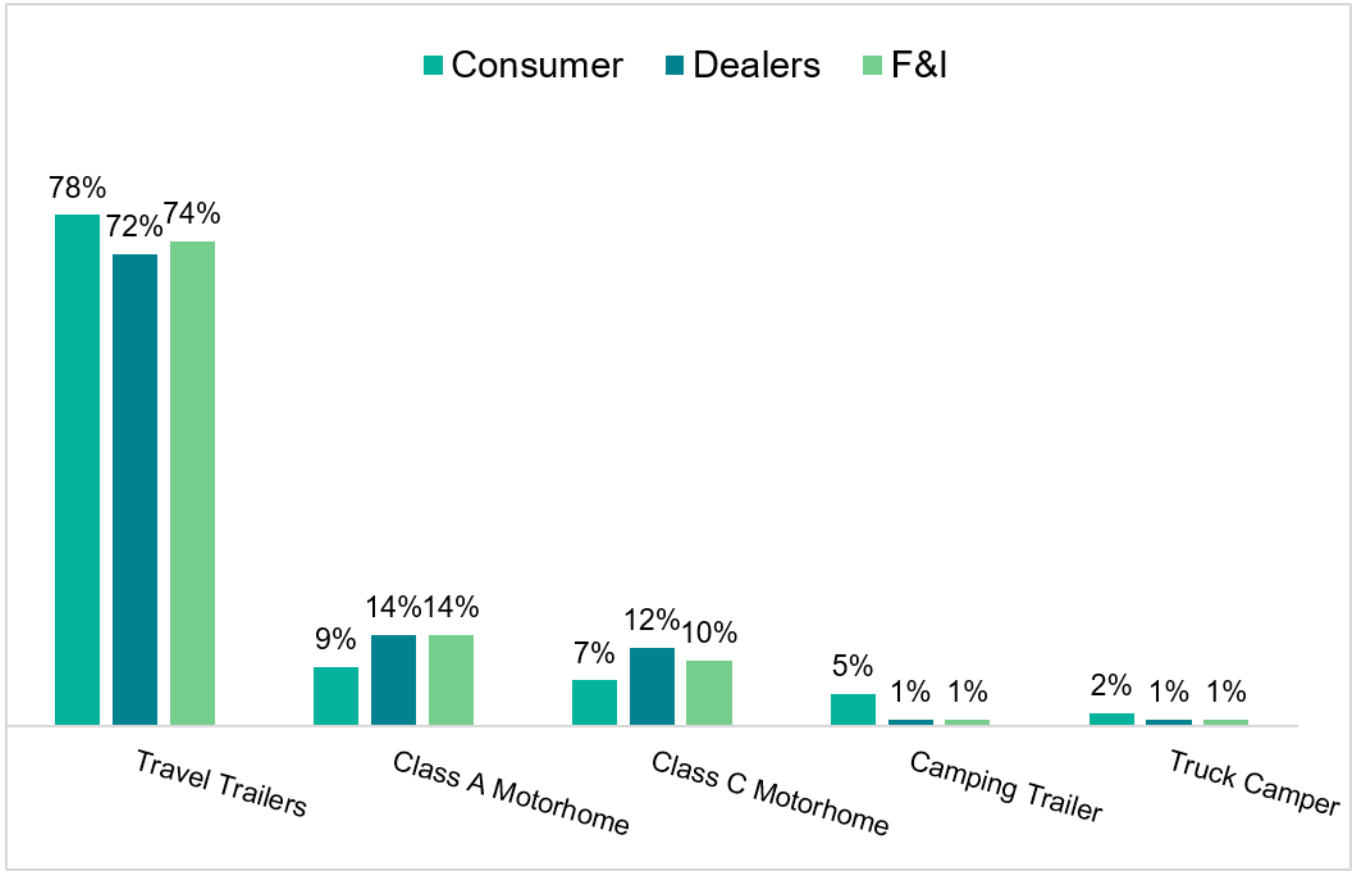
2026 Q3

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Segment Views by User Type

Travel Trailers showed increased interest from Consumers and F&I clients in Q3. Class A Motorhomes showed less interest from F&I, suggesting fewer loan inquiries in this period.



2025 Q1-Q3 to 2026 Q1-Q3 Change in Share of Views

Model Type	Consumer	Dealers	F&I
Travel Trailers	▲ 3%	▲ 1%	▲ 6%
Class A Motorhomes	▼ -1%	▼ -1%	▼ -6%
Class C Motorhomes	▼ -1%	▬ 0%	▬ 0%
Camping Trailers	▼ -1%	▬ 0%	▬ 0%
Truck Campers	▼ 0%	▬ 0%	▬ 0%

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Year-Over-Year Change in Views

F&I views for Class A Motorhomes were up for all makes but one in Q3, suggesting mildly stronger closing activity for those makes.

Class A Motorhomes

Manufacturer	Consumer	Dealers	F&I
Winnebago	-2%	-2%	4%
Thor Motor Coach	3%	0%	6%
Allegro	-1%	2%	-25%
Holiday Rambler	-1%	0%	4%
Entegra Coach	0%	1%	4%
Coachmen by Forest River	0%	0%	3%
Itasca	0%	0%	2%
Georgetown	0%	0%	2%

Class C Motorhomes

Manufacturer	Consumer	Dealers	F&I
Thor Motor Coach	2%	1%	-9%
Winnebago	-2%	-1%	0%
Jayco	0%	-1%	2%
Coachmen by Forest River	0%	-1%	1%
Sunseeker by Forest River	0%	0%	1%
Gulf Stream	-1%	0%	2%
Forester	0%	0%	1%
Entegra Coach	1%	1%	3%

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Year-Over-Year Change in Views

Flagstaff Camping Trailers showed healthy interest from Consumers in Q3. On the Truck Camper side, Lance gave up some interest to Palomino.

Camping Trailers

Manufacturer	Consumer	Dealers	F&I
Rockwood by Forest River	3%	-3%	-1%
Jayco	-5%	-2%	-1%
Flagstaff by Forest River	7%	0%	3%
A Liner	0%	4%	-4%
Coleman	-3%	3%	2%
Coachmen by Forest River	0%	0%	-3%
Fleetwood Folding Trlrs	-1%	-1%	1%
Starcraft	-1%	0%	2%

Truck Campers

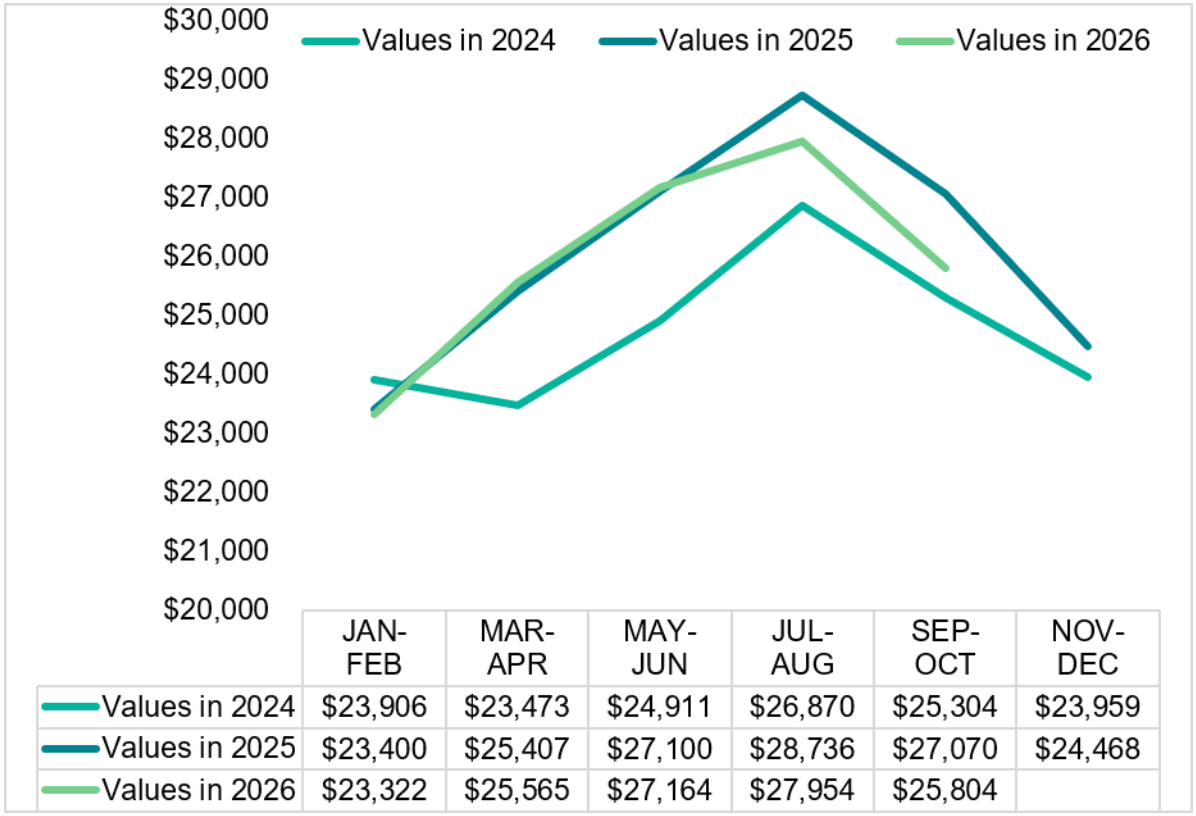
Manufacturer	Consumer	Dealers	F&I
Lance	-6%	-5%	-2%
Palomino by Forest River	5%	2%	5%
Arctic Fox	0%	2%	1%
Travel Lite	-1%	0%	-2%
Adventurer	0%	0%	-6%
Real Lite by Palomino	2%	1%	8%
Northstar	0%	0%	-7%
Bigfoot Ind	-1%	0%	1%

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Average Retail Value by Category – Last 10 Model Years

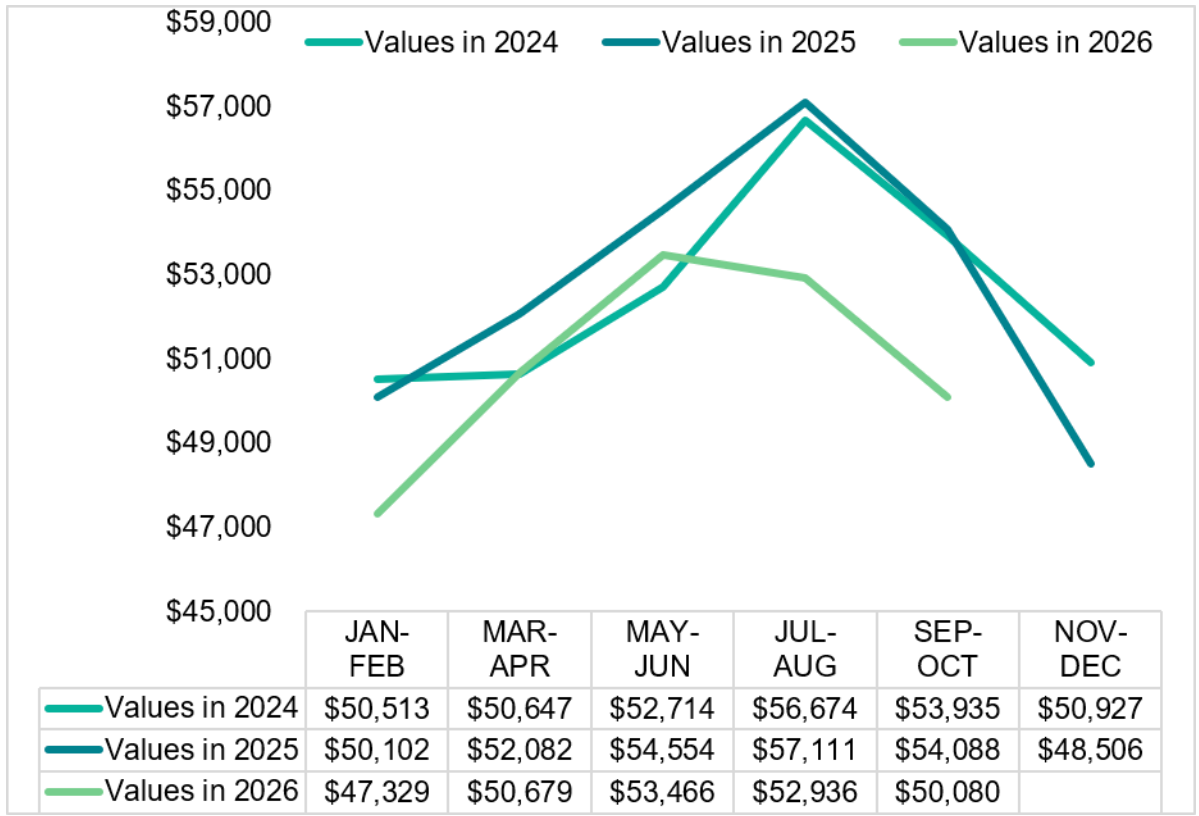
Standard Hitch Travel Trailers continue to perform similarly to last year. Fifth Wheels are underperforming 2025 by 6%.

Standard Hitch Travel Trailers



	JAN-FEB	MAR-APR	MAY-JUN	JUL-AUG	SEP-OCT	NOV-DEC
Values in 2024	$23,906	$23,473	$24,911	$26,870	$25,304	$23,959
Values in 2025	$23,400	$25,407	$27,100	$28,736	$27,070	$24,468
Values in 2026	$23,322	$25,565	$27,164	$27,954	$25,804	

Fifth Wheels



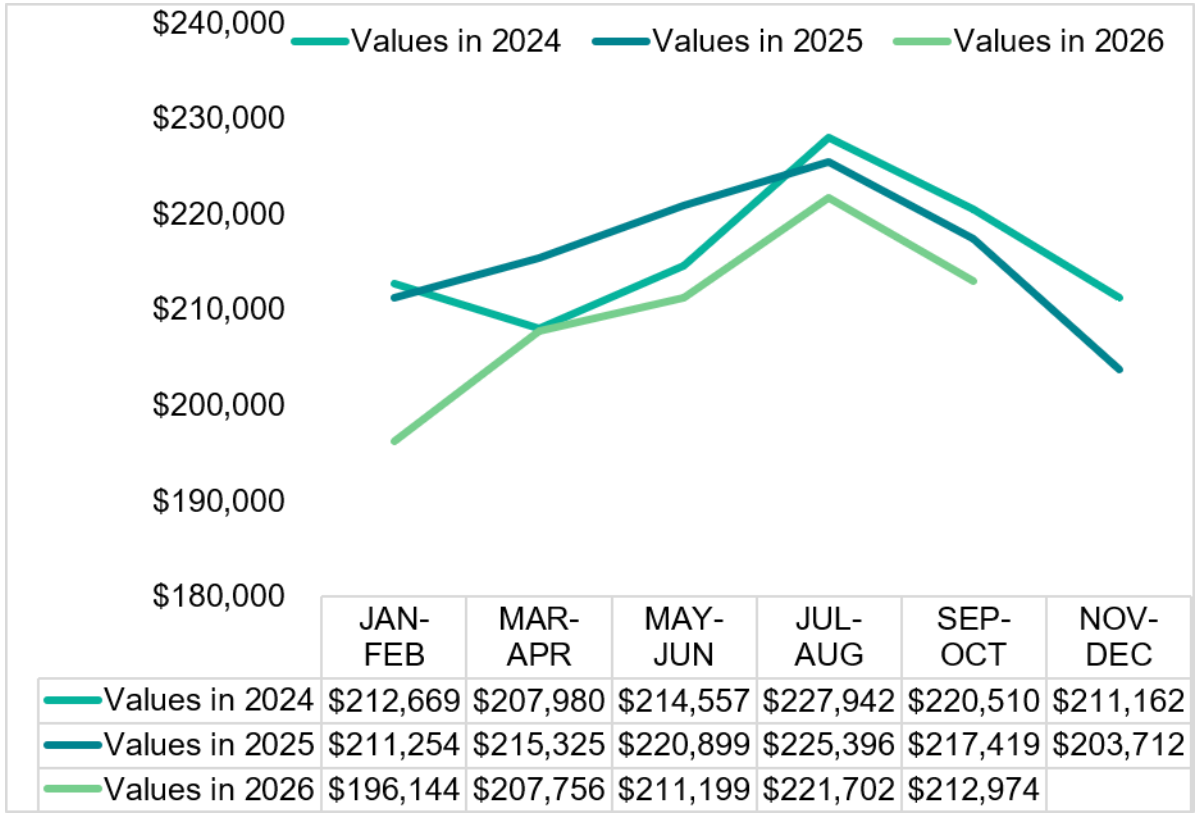
	JAN-FEB	MAR-APR	MAY-JUN	JUL-AUG	SEP-OCT	NOV-DEC
Values in 2024	$50,513	$50,647	$52,714	$56,674	$53,935	$50,927
Values in 2025	$50,102	$52,082	$54,554	$57,111	$54,088	$48,506
Values in 2026	$47,329	$50,679	$53,466	$52,936	$50,080	

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Average Retail Value by Category – Last 10 Model Years

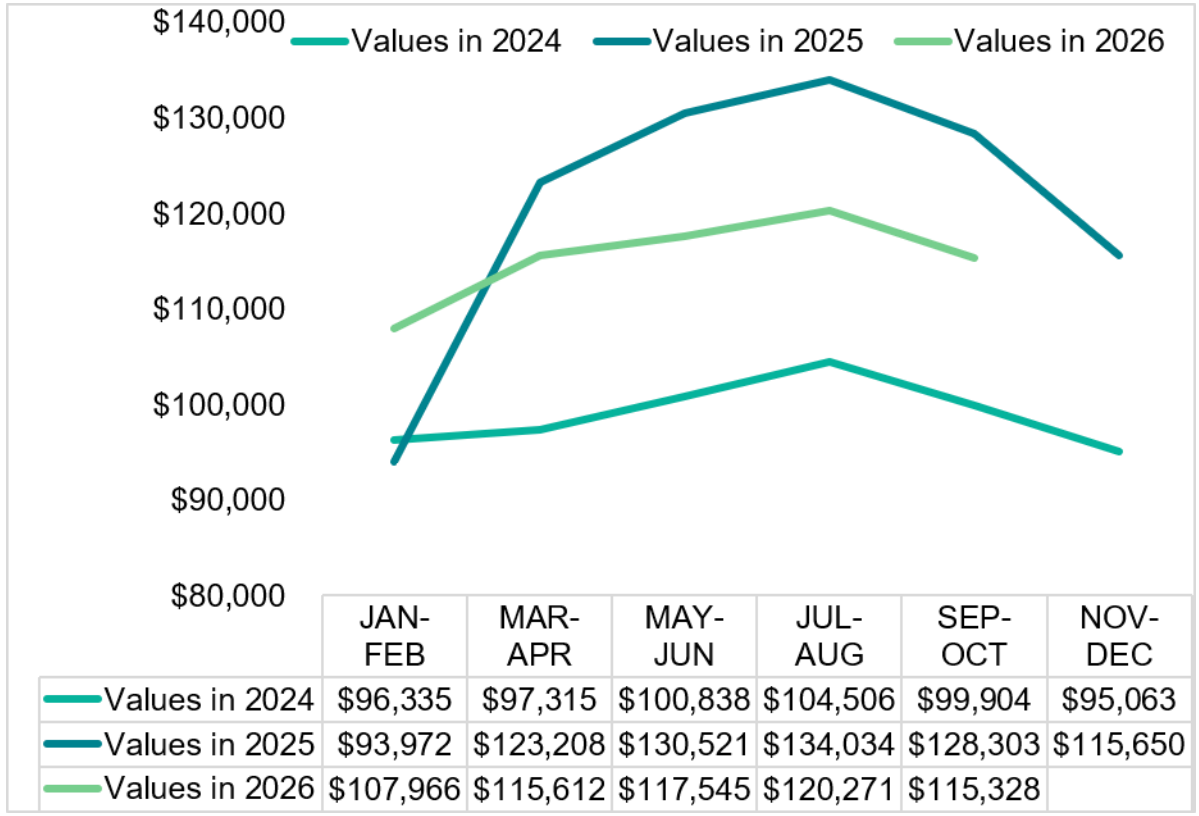
Class A and C Motorhome values saw typical seasonal cooling in Q3. Class C is underperforming last year by 10%, but is ahead of 2024 by 15%

Class A Motorhomes



	JAN-FEB	MAR-APR	MAY-JUN	JUL-AUG	SEP-OCT	NOV-DEC
Values in 2024	$212,669	$207,980	$214,557	$227,942	$220,510	$211,162
Values in 2025	$211,254	$215,325	$220,899	$225,396	$217,419	$203,712
Values in 2026	$196,144	$207,756	$211,199	$221,702	$212,974	

Class C Motorhomes



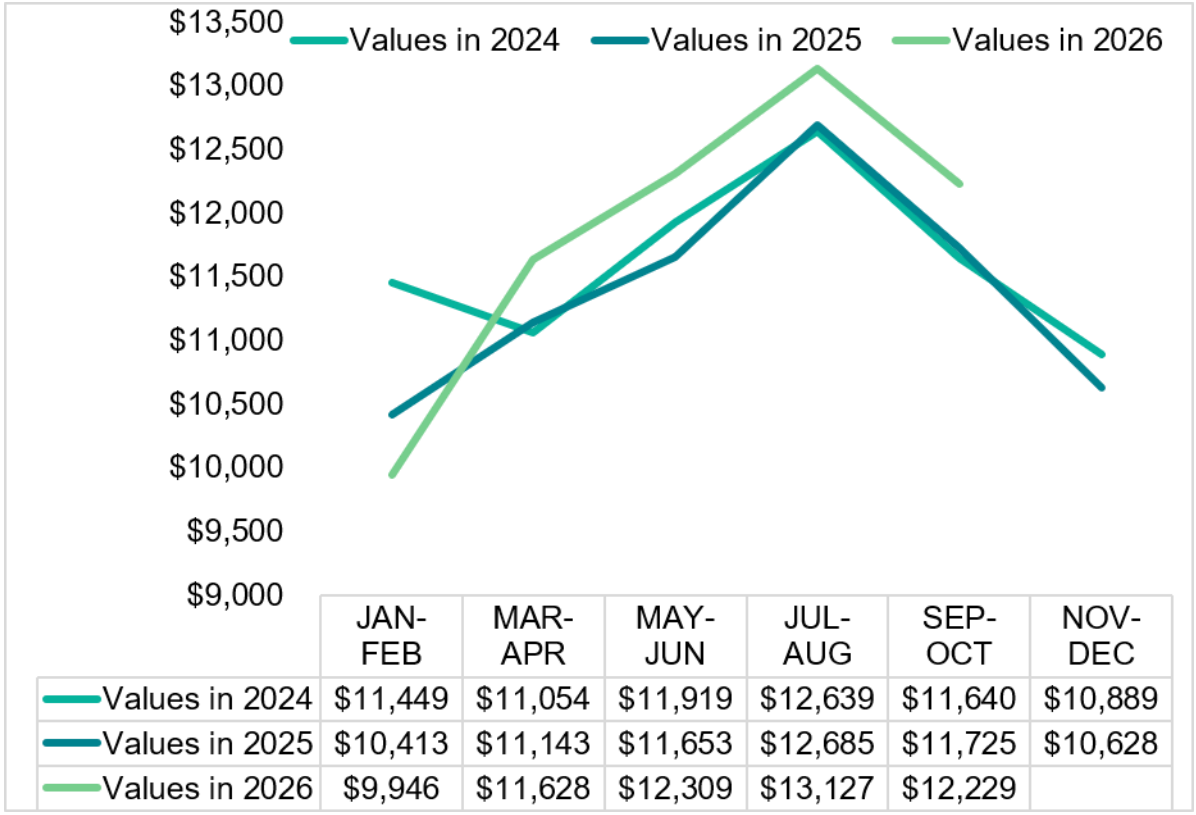
	JAN-FEB	MAR-APR	MAY-JUN	JUL-AUG	SEP-OCT	NOV-DEC
Values in 2024	$96,335	$97,315	$100,838	$104,506	$99,904	$95,063
Values in 2025	$93,972	$123,208	$130,521	$134,034	$128,303	$115,650
Values in 2026	$107,966	$115,612	$117,545	$120,271	$115,328	

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Average Retail Value by Category – Last 10 Model Years

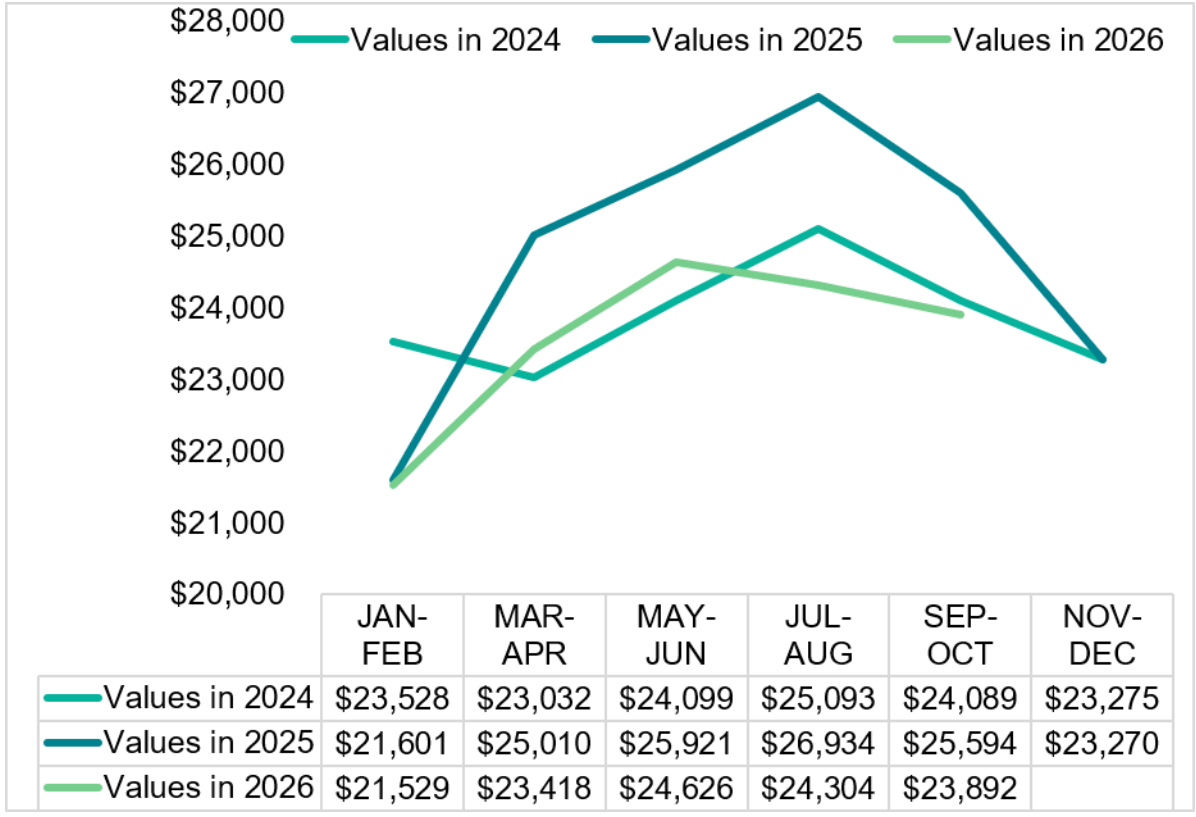
Camping Trailers continue to perform strongly. Truck Campers are running 7% behind last year.

Camping Trailers



	JAN-FEB	MAR-APR	MAY-JUN	JUL-AUG	SEP-OCT	NOV-DEC
Values in 2024	$11,449	$11,054	$11,919	$12,639	$11,640	$10,889
Values in 2025	$10,413	$11,143	$11,653	$12,685	$11,725	$10,628
Values in 2026	$9,946	$11,628	$12,309	$13,127	$12,229	

Truck Campers



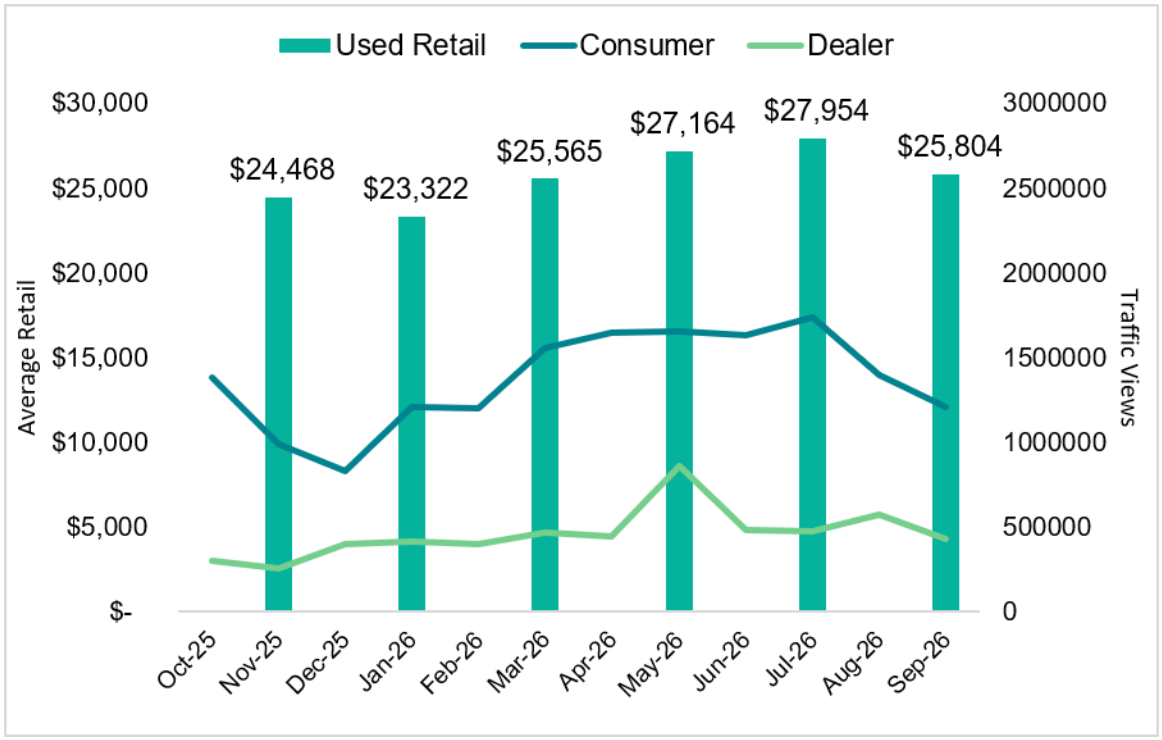
	JAN-FEB	MAR-APR	MAY-JUN	JUL-AUG	SEP-OCT	NOV-DEC
Values in 2024	$23,528	$23,032	$24,099	$25,093	$24,089	$23,275
Values in 2025	$21,601	$25,010	$25,921	$26,934	$25,594	$23,270
Values in 2026	$21,529	$23,418	$24,626	$24,304	$23,892	

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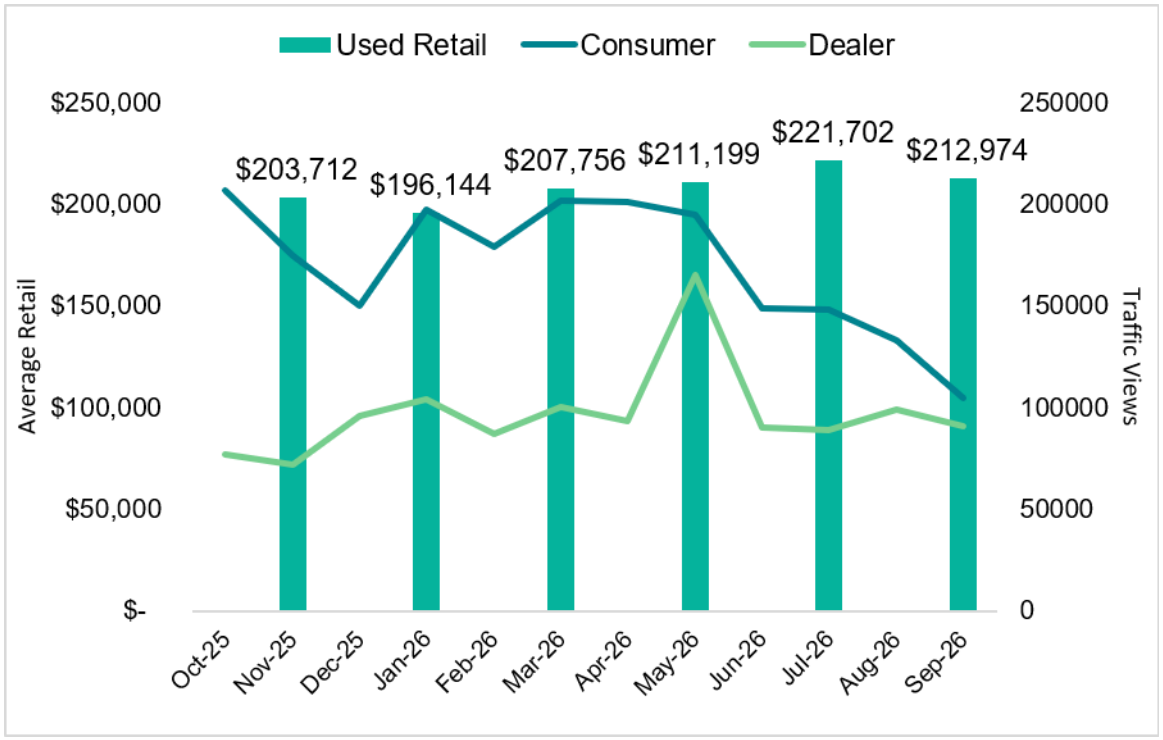
Values vs. Traffic

Consumer interest in Class A Motorhomes has been generally declining in 2026, while Dealer interest has been stable.

Travel Trailers



Class A Motorhomes

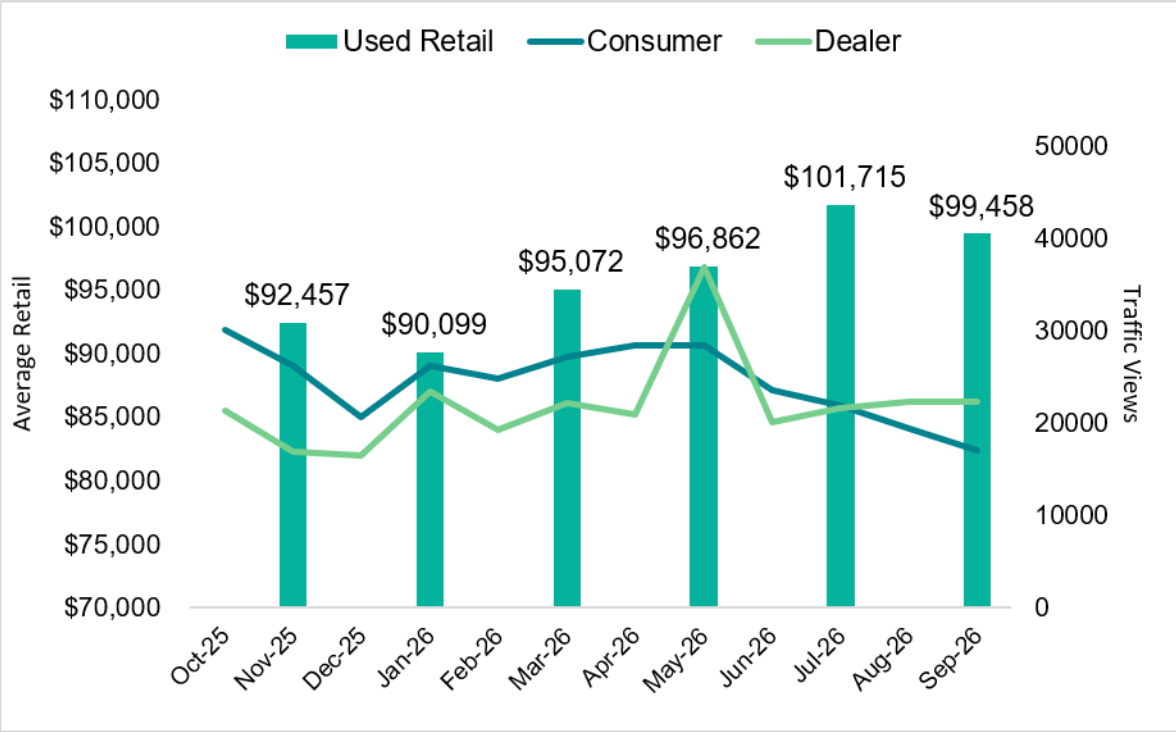


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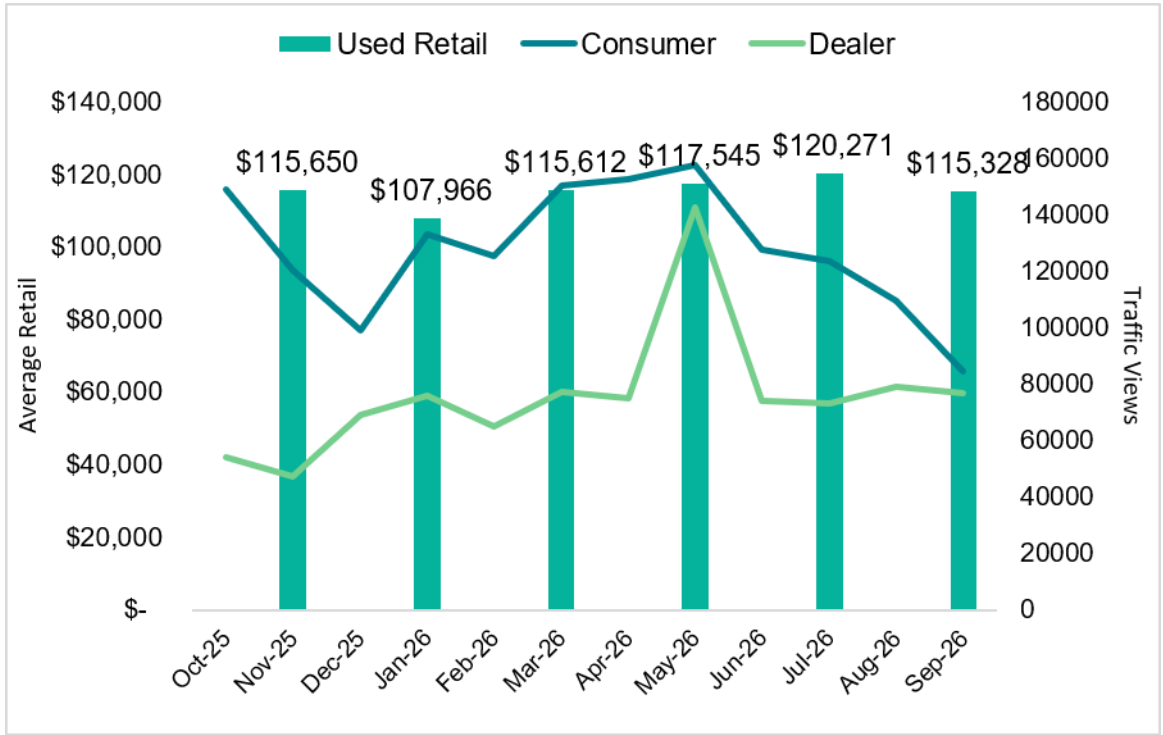
Values vs. Traffic

Consumer interest in Class B and C Motorhomes has been declining since Q2.

Class B Motorhomes



Class C Motorhomes

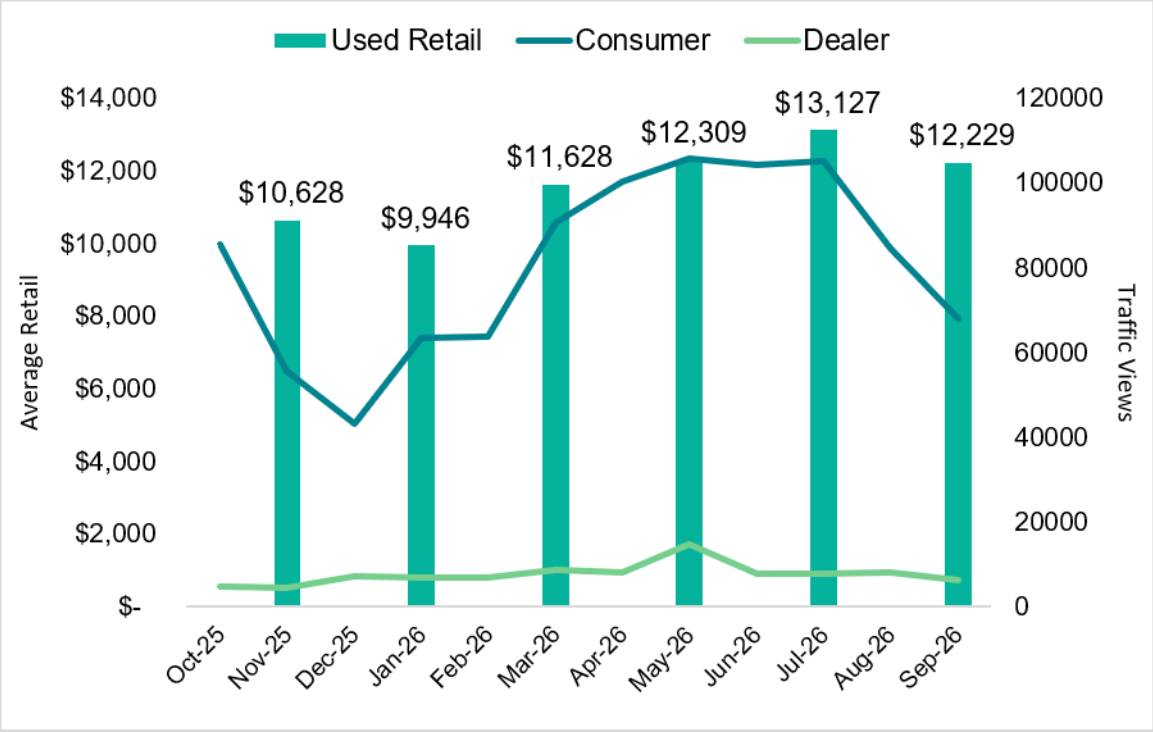


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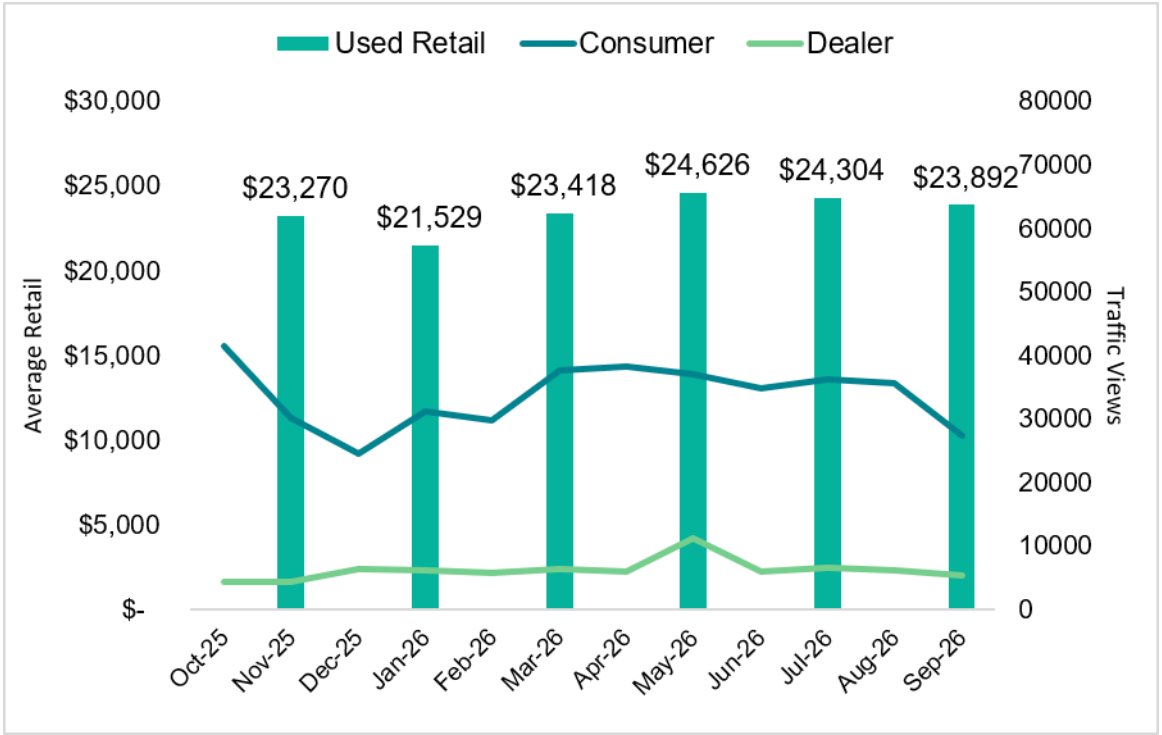
Values vs. Traffic

Consumer interest in Camping Trailers has been following a typical season pattern.

Camping Trailers



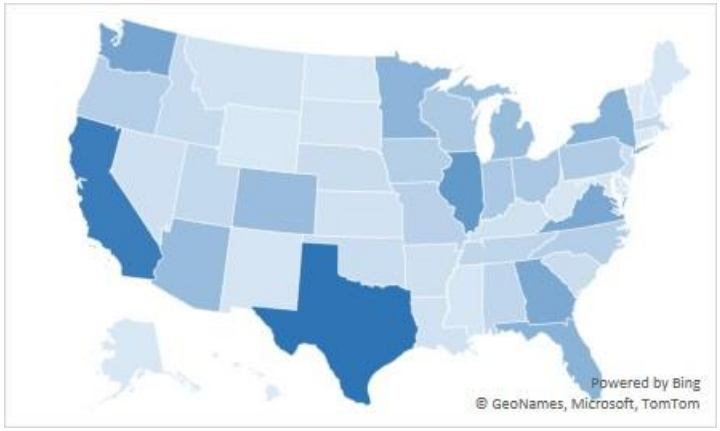
Truck Campers



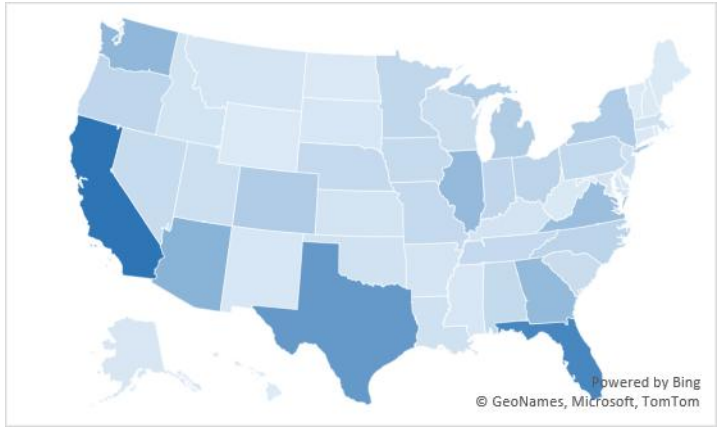
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Views by Region

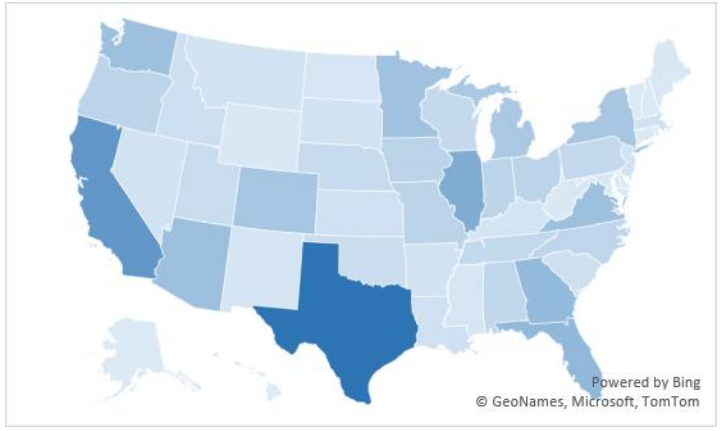
Standard Hitch Travel Trailers



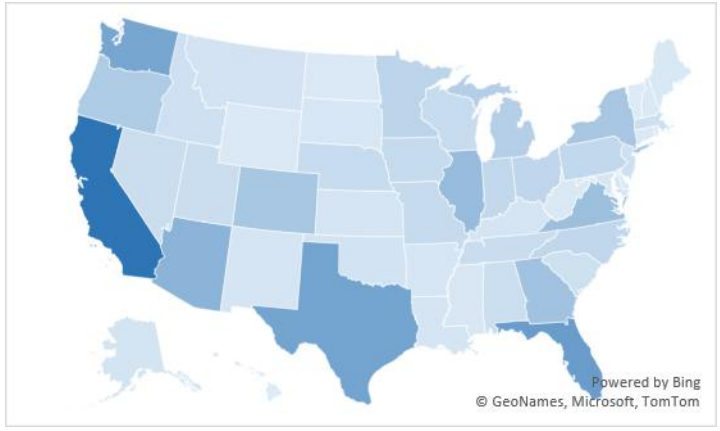
Class A Motorhomes



Fifth Wheels



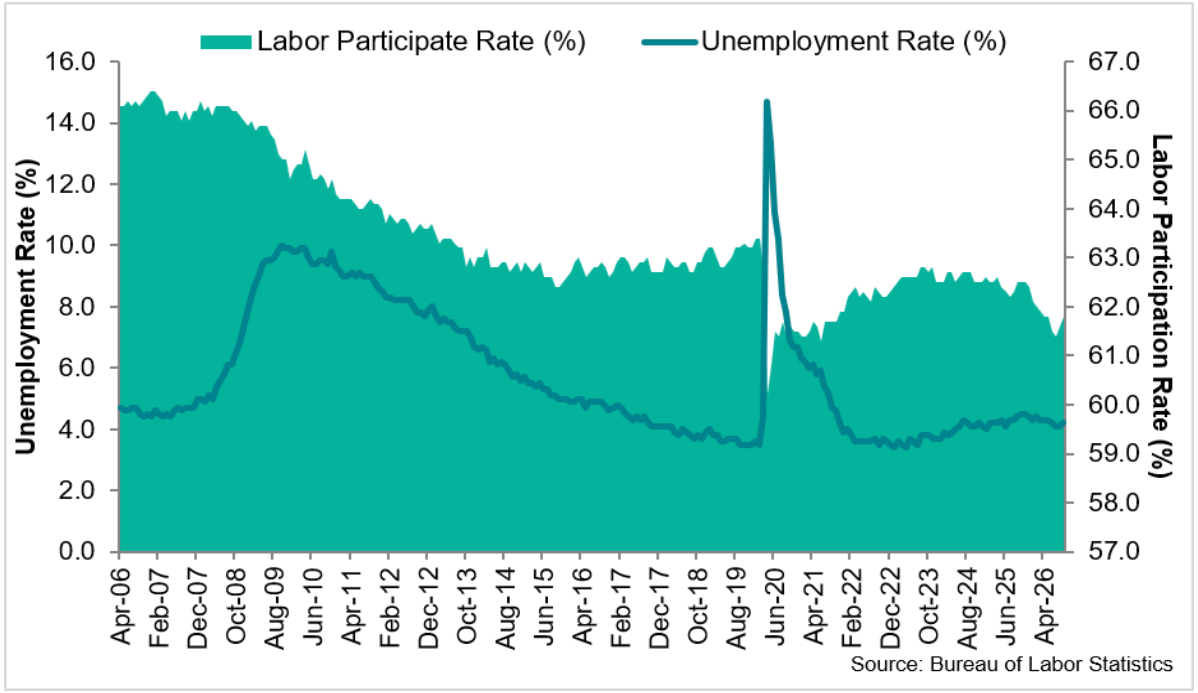
Class C Motorhomes



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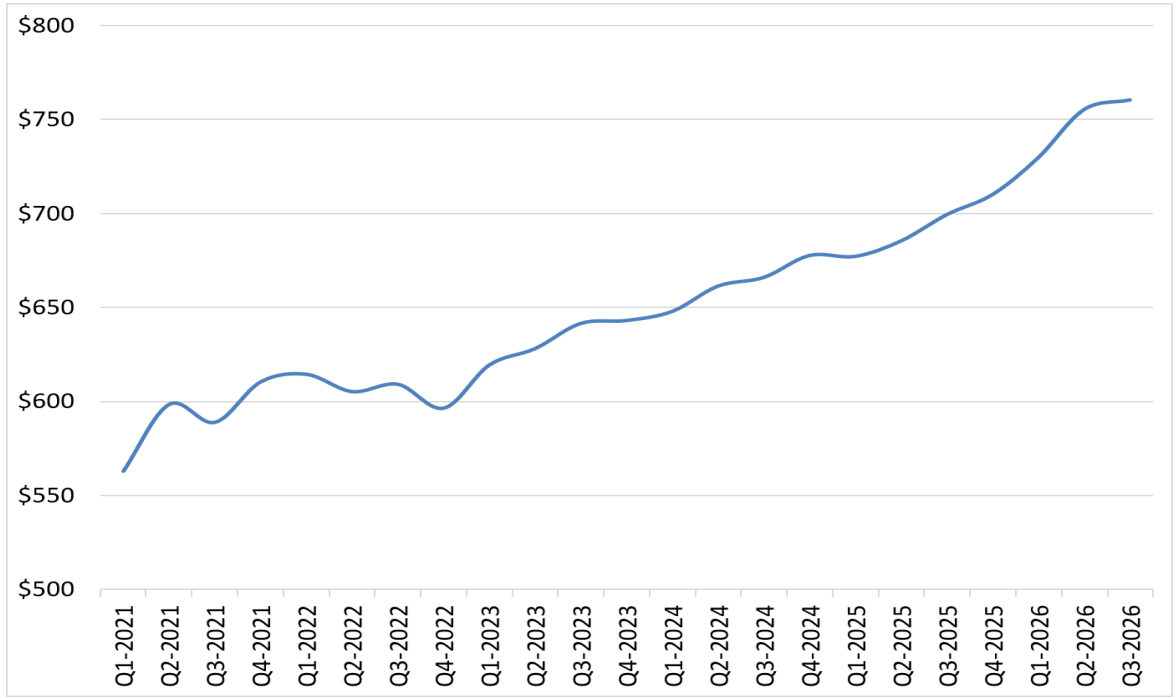
Economic Data

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" (billions of Dollars)
Bureau of Labor Statistics (BLS) (www.bea.gov)

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Key Takeaways



- Auction values have been trending downward since March 2026 across all RV types but did increase slightly in August 2026. Towables (standard hitch, fifth wheels, toy haulers) continue to be the biggest category followed by motor homes. Average model year sold at auction through August 2026 was 2022 for all towables, 2017 for Class A and 2020 for Class C.
- Comments from the RV Advisory Board survey were generally mixed, which reflects continued uncertainty in the market. Some dealers noted they couldn't get consistent sales momentum month to month.
- RV performance varies by segment through Q3. Standard-hitch travel trailer values remain close to last year's levels, and camping trailers continue to perform strongly. Fifth-wheel values are 6% below 2025, while truck campers are 7% below last year. Class A remained relatively steady in comparison to 2025 with values decreasing only 2%. Class C values are 10% below last year, but still 15% above 2024.
- Consumer and financing signals are mixed. Travel trailers attracted increased consumer and F&I interest in Q3. Class A motorhomes saw lower overall F&I interest, although year-over-year F&I views increased for all but one make.

JD Power Specialty Vehicles

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