

SELF-REGULATION | ADVOCACY | PROMOTION

ANNUAL REPORT

2018



RV
INDUSTRY
ASSOCIATION

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Mission

Promote and protect the RV industry and our members.

Our Vision

The RV Industry Association will be the proactive leader in promoting the health, growth and expansion of the RV Industry.

RV Industry Association Member Promise:

- Grow and expand the RV market
- Pursue a favorable business environment for members
- Cultivate a positive RV experience for all consumers
- Provide industry information and knowledge
- Foster continuous improvement of RV products
- Promote the health and well-being of the RV Industry Association



Message from the President



Dear Members,

2018 was a profound year of both change and progress at the RV Industry Association. We worked closely with our member community and stakeholders to tackle some of the most pressing issues facing our industry. We completed several major strategic initiatives and achieved new milestones for our members.

In 2018, we saw the **government recognize outdoor recreation** as an undeniably important economic sector for the very first time, accounting for an impressive 2.2% of the U.S. GDP. The RV community also gained an important voice on the newly established Outdoor Recreation Advisory Committee within the Department of the Interior that strives to boost access to our nation's public lands. Both occurrences prove the growing presence and clout of the RV industry at a federal level and the drive towards campground modernization.

The association team modernized our entire digital infrastructure by implementing new CRM and CMS platforms, refreshing the RV Industry Association's branding and updating all of our web content and communications platforms. A new trade show concept with more relevant and exciting offerings tailored to our members is launching in March 2019 and, we began to actively address repair event cycle times and technical education through the conceptualization and funding of the **RV Technical Institute**.

Our signature programs have continued to grow, and we have maintained the industry's valued self-regulation conducting over 2,000 inspections at 355 individual RV & Park Model RV production lines. **Go RVing** had its best year to date and enjoyed a record 20 million views of its "Unexpected" video series featuring adventure skier Brody Leven and photographer Adam Clark.

In 2019, we will build upon our 2018 investments.

We will stand up the **RV Technical Institute**, including a comprehensive update of all our technical training curricula, and we will expand our fleet of regional technical training partners.

Go RVing's Kick-off to Camping Season campaign launched in March 2019 at **RVX: The RV Experience** to RV dealers and our end consumers by highlighting the best-selling and most innovative RVs. **Go RVing** will kick off our nation's RV camping season by introducing targeted campaigns that will generate excitement across nine ready-to-buy consumer market segments.

Amid all this activity and development, the RV Industry Association's vision is unwavering and remains the same – "To be the proactive leader in promoting the health, growth and expansion of the RV Industry." Our member-first approach and firm dedication to building greater member value and programming has brought us to this point, and there is no reason to doubt that it will sustain us into 2019 and well beyond.

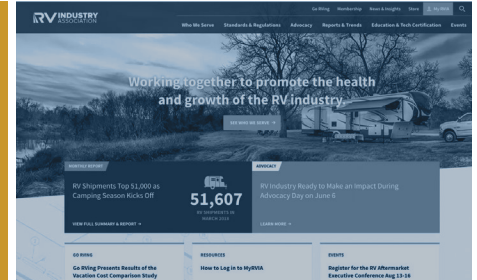
Thank you all for being a valued member as we go on this journey and for your steadfast support of the RV Industry Association.

Frank Hugelmeyer
President, RV Industry Association

A handwritten signature of Frank Hugelmeyer in black ink.

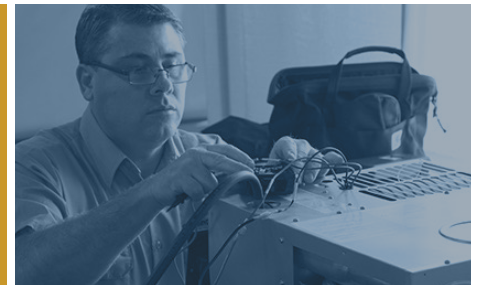
2018 was about driving member value. What did we Accomplish?

We completed the digital modernization of our CRM, CMS, brand and content.



- The launch of a new membership management system that allows members to manage their own profiles.
- Launch of a new website and content management system.
- Rebrand of the association that positions us as The RV Industry Association thereby establishing us as a leading voice for the industry and our members and leaders in RV industry market data and on the national stage.

Led efforts to address customer service metrics and repair event cycle times by creating and investing in the RV Technical Institute. The Institute's new program will:



- Standardize and centrally manage training.
- Focus efforts on identifying and recruiting technicians to the career.
- Develop a clear career path for new or existing RV technicians to follow to become proficient in the field.



Address the member value, timing and location of the National RV Tradeshow



- Reimagined a new, unified industry event.
- Designed a sell-through show that highlights innovative products in the RV industry, live streamed a “reveal” of cutting-edge products, hosted panels on industry disruption, rolled out new research on the consumer of the future and displayed the “Campground of the Future.”
- The new concept had a significant media campaign and public relations element that propel the RV industry into the national spotlight.

Expand member engagement, communications and research



- 2,871 people logged in or created an account on the association’s website.
- RV Industry Association Average Open Rates for communications were 33% compared to an average of 15-25% in similarly-sized industries.
- For the first time ever, a new aftermarket parts and accessories study was completed and rolled out to members. This is the first research of its kind.

Maintain high satisfaction levels for signature programs



- The association’s monthly market data continues to be one of the most visited areas of the site along with our quarterly forecast data.
- The standards program remained a foundational pillar of the RV Industry Association’s signature programs.
- Go RVing’s campaign continue to expand into other areas exposing new consumers to the RV lifestyle. The Go RVing campaign was the recipient of two media awards for its **2018 AWAY campaign**.
- Preserved self-regulation and resolved our regulatory and legislative issues.

Government Affairs and Advocacy

Outdoor Economy Officially Recognized as Economic Powerhouse

In 2018, the Bureau of Economic Analysis (BEA)—the government agency responsible for calculating U.S. GDP—released the first-ever formal report demonstrating the major economic impact of the outdoor recreation sector for the first time. The report, commissioned under the BEA's Outdoor Recreation Satellite Account (ORSA), found what the industry has long known: outdoor recreation is a leading economic driver in America, ranking with many of the nation's largest sectors and growing faster than the U.S. economy as a whole. The findings are the latest evidence of why outdoor recreation needs to be a policy priority in Washington and states across the country.

Outdoor recreation's
annual gross output was

\$734 Billion

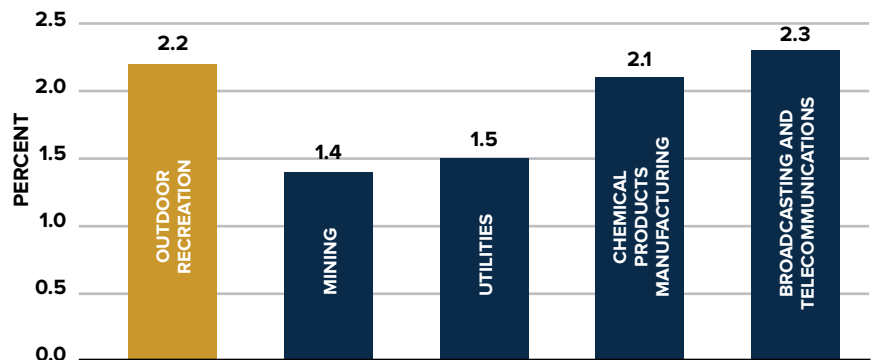
The outdoor recreation
economy accounted for

2.2%

of U.S. GDP in 2016, making
it one of the nation's largest
economic engines

OUTDOOR RECREATION AS A PERCENTAGE OF GDP WITH COMPARABLE INDUSTRIES, 2016

U.S. Bureau of Economic Analysis



As a result of meeting with the RV Industry Association and the Outdoor Recreation Roundtable, the Department of the Interior (DOI) established an Outdoor Recreation Advisory Committee. The committee is tasked with advising the DOI on ways to expand and improve infrastructure on and around federally managed public lands, implementing sustainable business operations, improving visitor experiences and creating better tools and more opportunities for Americans to enjoy the great outdoors.



Government Affairs and Advocacy (cont'd)



Growing Influence



Trade - The government affairs team has garnered support by being part of the conversation through testimony to congressional committees and regulatory agencies on issues affecting the industry including tariffs and lumber.



State Policy Agenda released at the National Conference of State Legislators where staff met with over 200 state legislators from more than 30 states.



Established the RV Political Action Committee (RV PAC) that will proactively support electing officials who are champions of the RV industry, build new relationships with Members of Congress nationwide, and strengthen existing relationships.



Getting Results

- a. HUD Rule - In a newly finalized rule, the U.S. Department of Housing and Urban Development (HUD) redefines the RV exemption from manufactured housing standards and provides a critical solution to the regulatory uncertainty that has plagued RV manufacturers, dealers and campgrounds for decades.

This rule gives RV manufacturers the critical regulatory clarity and certainty they have long sought: so long as they build to the nationally-recognized RV standards, the modern RVs they are building do not and will not fall under HUD's jurisdiction.

- b. RV Specific Franchise Law enacted in Pennsylvania - The Pennsylvania bill, SB 764, removes RVs from the auto franchise section of code and creates a new section of code with provisions better suited for the RV industry. The new law in Pennsylvania will take effect on October 24, 2019.

Government Affairs and Advocacy (cont'd)

Largest Advocacy Day to Date – June 2018

**77 RV industry companies
represented**

More than 150 participants

170 Meetings

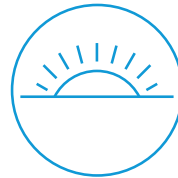
PARTICIPANTS MET WITH:



NHTSA



**Office of Vice President
Mike Pence**



**Department of the
Interior**



U.S. Forest Service



**99 House of
Representatives offices**



68 Senate offices



**3 meetings with
key committees**



**Congressional Offices
from 36 States**

Outcomes and impacts

- 7 new RV caucus members
- More cosponsors and support for the National Park Restoration Act (S.2509 or H.R.5210) and the Recreation Not Red Tape Act (S.1633 and H.R. 3400)
- Increased trust and confidence between the RV industry and NHTSA
- Interest from the VP office on the inclusion of a "Recreation Title" in any infrastructure package

Events

In 2018, the RV Industry Association's Board of Directors unanimously determined that a completely new approach was needed for the industry's national event.

RVX: The RV Experience →

will be an all industry event, designed to spark consumer interest in the RV lifestyle by unveiling the latest products, celebrating innovation and providing inspiration and education to dealers to drive RV businesses forward. RVX is designed to kick-off the national camping season, showcasing the latest trends and delivering content that empowers dealers to more effectively reach a new generation of consumers just as they're interested in buying.

The RV Industry Association is building an event like nothing ever seen before in the industry.

318
COMPANIES
EXHIBITING

**BOOTH
SPACE
SOLD OUT**
BY DEC 2018

LARGEST MEDIA CAMPAIGN EVER FOR THE RV INDUSTRY ASSOCIATION'S NATIONAL EVENT INCLUDING:

*Esquire, O, The Oprah Magazine, Woman's Day,
Travel & Leisure, Wired, Backpacker and Outside,
Whalebone, Popular Mechanics, Sports Illustrated,
The Ellen DeGeneres Show and Discovery
Networks' MotorTrend TV*

RVX: The RV Experience is about Highlighting Innovation →



Campgrounds
of the future



The Reveal: An
unveiling of new and
innovative products



Conceptual
Design



Reaching
consumers of
the future



Kick-off to
Camping Season
with Go RVing

Events (cont'd)

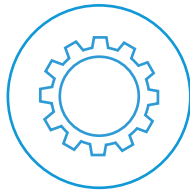
The 66th annual California RV Show was the largest ever with over 40,000 attendees. As a result the 2019 event will be moving to the Auto Club Speedway in Fontana, CA to continue its rapid growth.



40,191
Attendees



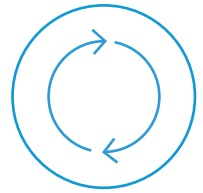
17
RV Dealerships



44
Manufacturers



1,100
RVs on display



45%
of attendees
were repeat
customers

CALIFORNIA RV SHOW



Education

The RV Industry Association Board of Directors approved a comprehensive strategic plan and multi-million-dollar investment to address RV owner satisfaction by creating a supporting foundation, the RV Technical Institute (RVTI), to solve the RV industry's shortage of trained technicians and to implement metrics to track the RV customer experience.

In making this announcement, the Association is taking a leadership role in closely monitoring RV owner satisfaction, driving members and partners to focus on reducing repair event cycle times (RECT), and aggressively working to improve the industry's shortage of trained RV technicians. The newly formed RVTI, launching a new curriculum program in early 2019, will establish a headquarters and training facility in the Elkhart, Indiana area, where it will implement a comprehensive RECT reduction initiative as well as launch an aggressive recruitment campaign to attract new technicians into the RV industry.

The RV Industry Association's education team



Successfully delivered a strategic plan around technician education that resulted in a \$10 million industry investment into the creation of the institute



Oversaw the training of nearly half of the country's new Registered Technicians nationwide through the RV Industry Association's three-day Registered Technician Course



The Technicians in Training (TnT) program facilitated 187 classes and trained 2,020 technicians



Combined efforts with Meetings and Events team to promote RVTI at key industry trade shows and events (Elkhart Open House, RVDA Expo & Convention, Land & Sea, state association and distributor shows)



Developed curriculum modules and career track for future technicians and those transitioning into the new program



A new Executive Director was hired to lead the institute who will play a key role in establishing the institute's new headquarters and training facility, as well as managing and executing the strategic business plan

What the RV Technical Institute will do in 2019



The RV Technical Institute will officially launch



New technician curriculum and credentialing programs along with a detailed career path will be rolled out



Technicians will benefit from multiple training options for core competencies (live, instructor led & self-paced)



The education team will continue to facilitate supplier component training (old TnT program) with direct correlation to the new technician career path



A 2nd Top Tech Challenge will be sponsored by the institute and will take place at RVX



Tech Academy will be coming to RVX with eight supplier members delivering training to 250 techs



The education team will continue working with meetings and events team to promote the institute at key industry trade shows and events (state association and distributor shows)

International Update

Market Development Cooperator Program (MDCP) Award

The RV Industry Association was granted an extension of its U.S. Department of Commerce MDCP award from October 1, 2018 through December 31, 2020. While the extension will not provide additional federal funds (the association has received \$600k in federal funds), the RV industry association will continue to have a team of Commerce officials in DC, Indiana, China, Korea and Japan dedicated to our efforts in Asia.

With the extension, the association will continue to work on projects promoting U.S. RV standards, lobbying for RV friendly regulations, and advancing member interests in the targeted markets. There has been significant growth in the markets in recent years. Nevertheless, in China, new RV standards are being developed and existing RV standards continue to be reviewed. Korea has initiated a government research project on RVs to determine how RVs should be regulated. The association is dedicated to continued participation in the standards development process to prevent American RVs from being locked out of the markets. China's high import duties and taxes on RVs, which has been exacerbated as a result of the current trade dispute, will remain as a high priority area of focus for the international team in 2019.



International Update (cont'd)

Asia Export Initiative

In addition to the association's standards and regulatory efforts and accomplishments, our Asia Export Initiative has made significant progress in the targeted countries, China, Korea, and Japan. From 2012 to 2017, U.S. RV exports to the three countries totaled \$258,389,000.

The RV Industry Association has established and maintained working relationships with government agencies and major trade groups in China, Korea and Japan, which has helped the association advance and promote U.S. RV standards and member interests in the countries.

FROM 2012 TO 2017, U.S. RV
EXPORTS TO CHINA, KOREA
AND JAPAN TOTALED:

\$258,389,000



UN Status

After a two-year effort, the RV Industry Association has been approved for consultative status by the United Nations. The association is now permitted to present directly to the UN WP.29 committee on issues impacting RVs. The committee is made up of over 60 countries with the goal of harmonizing vehicle standards globally. NHTSA and the EPA are also U.S. participants. When standards are passed at the WP.29, many participant countries adopt the standard.

These standards are being developed without considering the unique nature of RVs. As a result, a standard was passed for commercial tractor trailers that had the unintended consequence of effectively

prohibiting U.S. travel trailers with electric brakes. This led to U.S. travel trailers being locked out of the Japan market and potentially other countries. The association's international team has successfully convinced Japan's government agency on vehicle standards to grant an exemption from the requirement for U.S. travel trailers.

Going forward, the goal is to have an RV committee established to review proposed standards prior to being finalized for their impact on RVs or, alternatively, create a separate RV category. It is a lot easier to change a standard during its development compared to after it has been adopted.



Legal Update

In conjunction with the winter meeting of the association's Lawyers Committee in February 2018, the Legal Department organized, hosted and presented the first ever RV Industry Legal Symposium. This event featured a full-day of programming, with guest speakers and panelists providing in-depth information on current legal topics of importance to RV industry counsel. Seminar topics included "Connected Vehicle Cybersecurity and RV Hackability," "Navigating the Maze of Antitrust and State Price Regulations," and a special session recognizing and celebrating the 40th anniversary of the Lawyers Committee's formation and its years of service to the Association. The Lawyers Committee was founded in 1978 to provide legal counsel and support to the Board of Directors, to promote cordial legal relations between otherwise competitive member companies and to provide a forum for the discussion of legal issues that impact the entire RV industry. Over the years, the Lawyers Committee roster has grown to include approximately 30 in-house and outside law firm attorneys representing member manufacturers and suppliers, along with several non-attorneys who manage legal related issues for their companies.

This well-attended and successful gathering of legal professionals serving our industry will continue as an ongoing annual event.



Standards

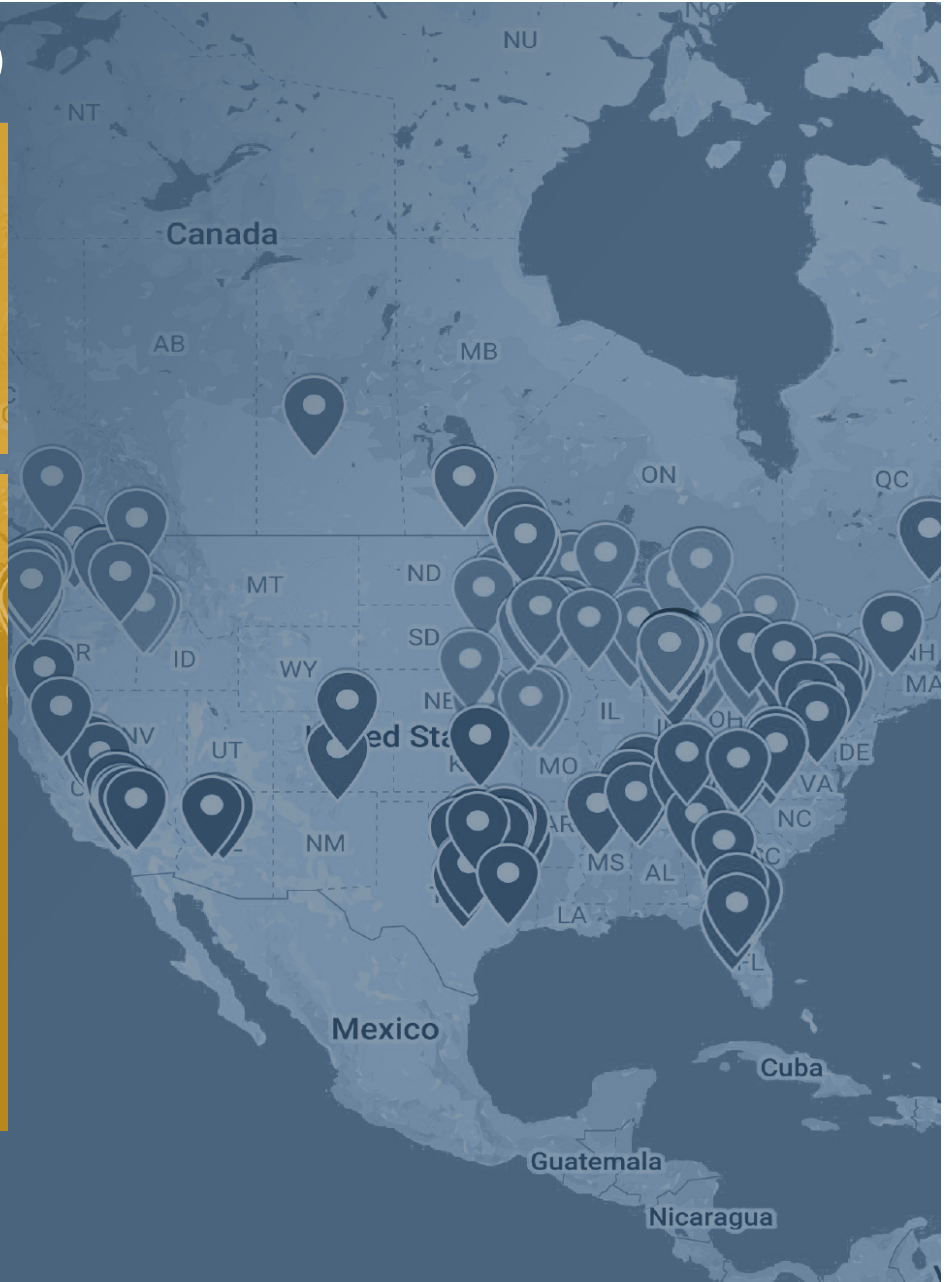
Standards Inspections

2000
INSPECTIONS

355

**INDIVIDUAL RV & PMRV
PRODUCTION LINES**

This resulted in all RV and PMRV member manufacturers being subject to at least six unannounced inspection in 2018 at every production facility. The inspectors primary roles are to monitor the member commitment to building units to the RV Industry Association's adopted safety standards.



Education and Tools

The standards team continued to focus their efforts on educating members through seminars and webinars on vehicle safety issues, the most common deviations, new standards, revisions to existing codes and the creation of comprehensive training materials for members.

Standards (cont'd)



More than 200 people attended the Third Annual NHTSA Seminar in Elkhart, IN in May 2018

The standards team continued to focus their efforts on educating members through seminars and webinars on vehicle safety issues, the most common deviations, new standards, revisions to existing codes and the creation of comprehensive training materials for members.



New Test Created for RV NFPA 1192 Standards to be used as an educational tool for members

The Standards Department developed a comprehensive RV standards test containing 300 questions and answers that is available online to all members. The questions address requirements based on the 2018 editions of the NFPA 1192 RV standard and the ANSI LV standard and the 2017 National Electrical Code (NEC) – Article 551. Members may access this powerful training tool [here](#).



Established Ad Hoc Groups to focus on new technology dealing with solar and lithium power

Two groups were established to help membership better understand lithium technology and address safety issues that could impact the RV industry. They will focus on understanding lithium and solar technology and developing safety requirements. The primary goal will be to develop recommended code changes to the ANSI LV standard, the National Electrical Code (NEC) and respective program positions for the RV Handbook.



Go RVing®



OVER
806
MILLION
DIGITAL IMPRESSIONS

GO RVING GARNERED ALMOST

206
MILLION

IMPRESSIONS FOR THEIR PRINT
CAMPAIGNS

ORGANIC AND PAID SOCIAL
CAMPAIGNS PLUS THE IZEA SOCIAL
ACTIVATION, GENERATED OVER

188
MILLION

SOCIAL MEDIA IMPRESSIONS

Here are some highlights from 2018's Go RVing campaign:



Go RVing's Unexpected Series, featuring adventure skier Brody Leven and photographer Adam Clark, garnered approximately 20 million views. **The 8 episode series** (plus the teaser trailer) followed the friends as they went on adventures throughout the West from Colorado to the Sierra Nevada in 4 different types of RVs – Thor Motor Coach Type C, TAXA Mantis, Lance Truck Camper and Airstream Basecamp.

Go RVing (cont'd)



The Go RVing campaign was the recipient of two media awards for its 2018 AWAY campaign: "Most Effective Travel & Tourism Campaign or Solution" at the 2018 Effective Mobile Marketing Awards. Ad Age Magazine presented its 2019 A-List honorees which acknowledged Go RVing's special ad unit including a high impact cover and interior piece.



Approximately 164,000 visitors toured the RVs that Go RVing had on display at 40 experiential events in 2018. The most popular event was the North Carolina State Fair with over 25,000 visitors. Others included Summer X Games, Great New England Air Show, Firefly Music Festival and Fiesta Patrias. Go RVing followed the formula that has been working the past few years by having two RVs on display at each event along with games for visitors to play, photo booths and brand ambassadors to help answer questions and direct people to sign up for giveaways and leads.



Go RVing partnered with Outside TV on two videos featuring **Brothers of Climbing** and **Latino Outdoors** to target the multicultural and urban audience. Brothers of Climbing is an organization dedicated to bringing diversity to the sport of rock climbing and is made up primarily of people living in the inner city. Latino Outdoors engages and connects with Latino communities to ensure they are represented in the outdoor lifestyle. The two groups were in a Thor Type A Ace and a Forest River Type C Sunseeker respectively.



Go RVing made sure to reach audiences on both political sides by partnering with **NBC's Today Show** and **Fox News' Fox and Friends**. The Today Show's Al Roker and Craig Melvin set out on a two-day motorhome trip from Boston to Bar Harbor, Maine. Todd Piro from Fox and Friends took a four week All American Road Trip to Dollywood, Atlantic City, St. Augustine and the Kentucky Bourbon Trail with a different type of RV in each location.

Membership

Membership Breakdown 500:



Associate
85



Finance Firm
15



Manufacturers Rep
7



PMRV MFG
25



RV MFG
85



RVAA Supplier
66



Supplier
217

Award Winners in 2018



The RV Industry Association annually recognizes individuals, companies and organizations for outstanding contributions to the advancement of the RV industry with the presentation of awards honoring exceptional service and achievements in the areas of RV standards, education, government affairs, and journalism.

PRESENTED AT 2018 RV LEADERSHIP CONFERENCE:

National Service Award – *Tom Walworth, Statistical Surveys, Inc.*

National Legislative Award – *Rep. Dennis Ross (R-FL)*

National Education Service Award – *Garry Enyart, Onan/Cummins Power Generation*

PRESENTED AT 2018 COMMITTEE WEEK:

Distinguished Achievement in RV Standards – *Terry Current, Jayco, Inc.*

PRESENTED AT THE 2018 RV AFTERMARKET CONFERENCE:

Product of the Year, First Place – *AP Products' RV Vent Shade*

Product of the Year, Second Place – *RV Intelligence's The WoBLR*

Product of the Year, Third Place – *Southwire Company's Surge Guard 34950*

Supplier of the Year – *Pace Electronics*

Distributor of the Year – *Northern Wholesale Supply*

Jim Barker Lifetime Achievement – *Bob Brammer, Stromberg Carlson Products*

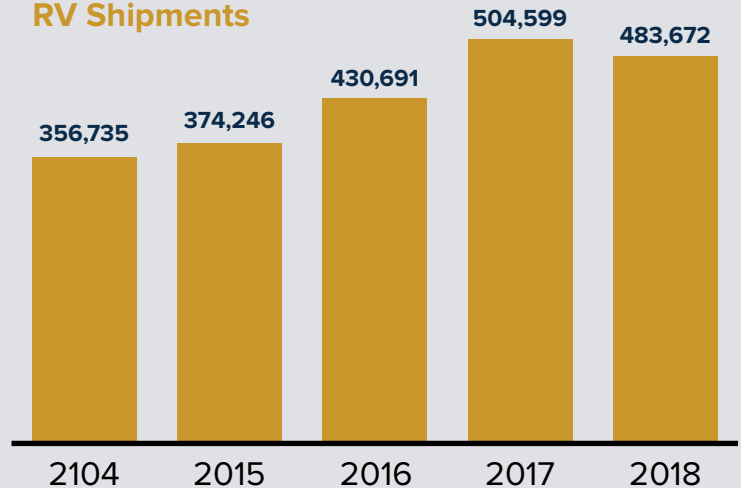
Reports and Trends

The association produces detailed monthly and quarterly reports on wholesale RV shipment numbers. The RV Industry Association is the leader in driving new research into industry trends and consumer behaviors. We drive research on future consumers, shipment totals year over year and cost analysis of the RV lifestyle.

Market Data

The RV Market Finished 2018 with the 2nd best annual shipments on comparable record.

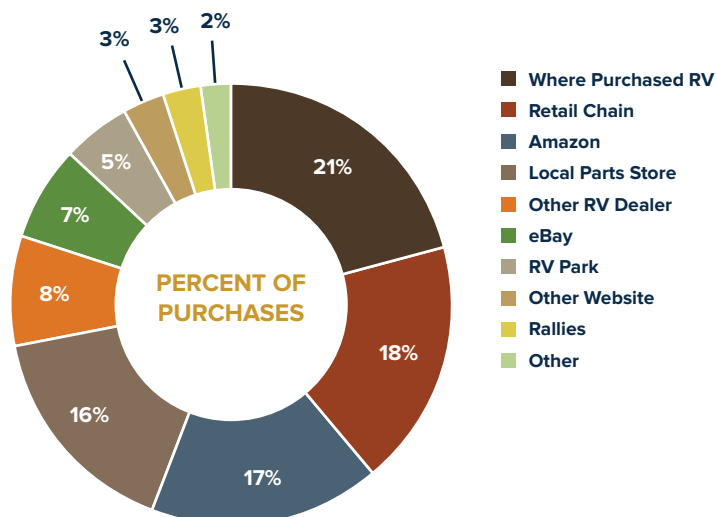
RV Shipments



Aftermarket Parts and Accessories Customer Survey

The RV Industry Association released its 2018 Aftermarket Parts and Accessories Customer Survey, the first of its kind, revealing key buying habits of RVers and underlining what is most important to RV owners when shopping for parts and accessories in stores and online. The survey, conducted by Cairn Consulting, showcases how these newer and younger owners made about a dozen purchases to the average owner's six over the last two years. Cairn questioned 800 RVers who had traveled in an RV within the past year; and were heavily involved in decision-making about where to purchase aftermarket parts and accessories. Members may access the [full report](#) and the [executive summary](#).

Where are RVers purchasing aftermarket parts?



Reports and Trends (*cont'd*)

THE TOTAL RETAIL VALUE OF
RV SHIPMENTS EXCEEDED

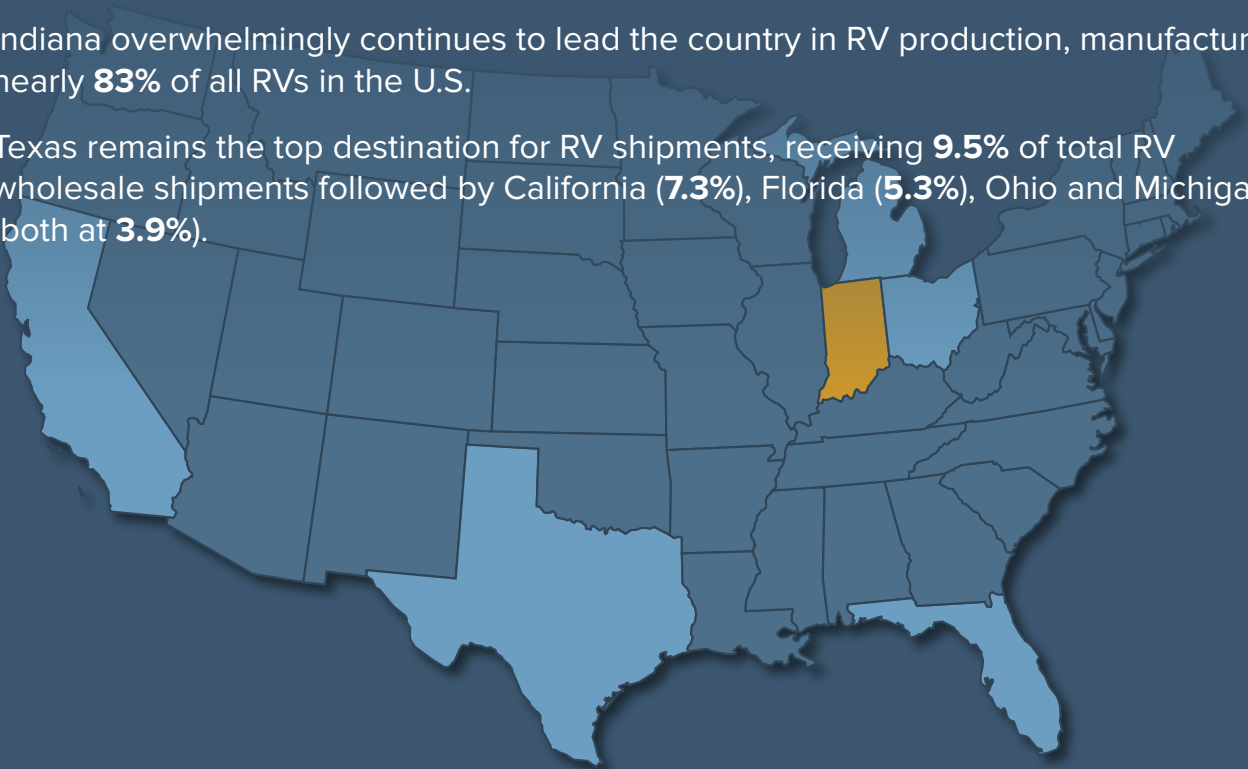
**\$20
BILLION**

A 13.4 PERCENT
INCREASE OVER THE
\$17.7 BILLION IN 2016.

2017 Industry Profile

The RV Industry Association published the 2017 Industry Profile, which provides a detailed look at RV production and shipment statistics, including historical comparisons of shipment figures and dollar volume as well as production breakdowns by product type and shipment destination. Key findings from the research include wholesale shipment data, total retail value of shipments, locations of RV manufacturers and the top destinations for RV shipments. The report is available to members at this link: [2017 Industry Profile](#).

- Indiana overwhelmingly continues to lead the country in RV production, manufacturing nearly **83%** of all RVs in the U.S.
- Texas remains the top destination for RV shipments, receiving **9.5%** of total RV wholesale shipments followed by California (**7.3%**), Florida (**5.3%**), Ohio and Michigan (both at **3.9%**).



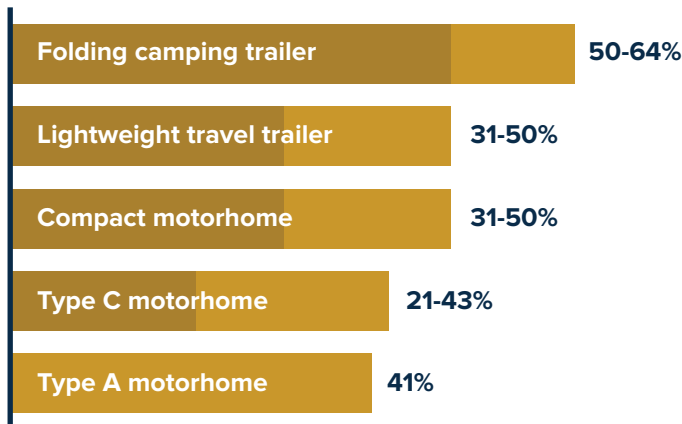
Reports and Trends (cont'd)

2018 Vacation Cost Comparison

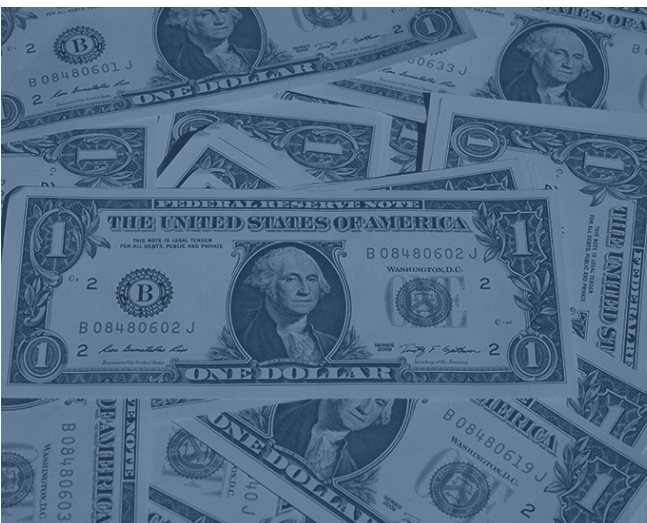
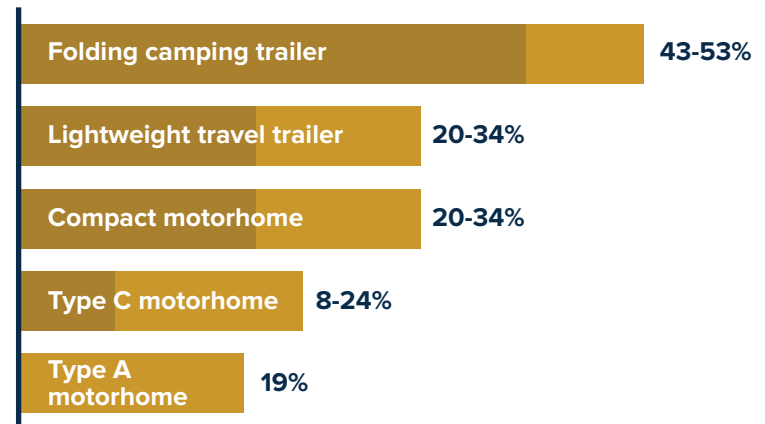
A study conducted by CBRE Hotels Advisory Group has found that RV vacations cost much less than other types of vacation travel, even when factoring in fuel prices and the cost of RV ownership. According to the study, commissioned by Go RVing and the RV Industry Association, there are cost savings of 21-64% for a four-person travel party, while a two-person travel party saves 8-53%, depending on factors such as the type of RV and type of vacation. The study compared different methods of travel, including a folding camping trailer; a lightweight travel trailer; a compact motorhome; a type C motorhome; a type A motorhome; traveling in a personal car, staying at hotels/motels, and eating meals in a restaurant; traveling by airline, renting a car at the destination, staying at hotels/motels, and eating meals in restaurants; and traveling in a personal car or airline (as appropriate), staying at a rental house/condominium, and eating the majority of meals in the rental unit.

Members may [view the results of the full study here](#).

According to the CBRE analysis; a four-person travel party can expect to save:



According to the CBRE analysis; a two-person travel party can expect to save:



2017 Lenders Survey

The 2017 Survey of Lenders' Experiences details the results of the RV Industry Association's annual nationwide survey of financial institutions concerning their RV lending portfolios. The report provides an in-depth look at key data from both the wholesale and retail indirect RV lending markets and illustrates why RV loans continue to be an attractive product for financial institutions to include in their portfolios.

Members may access the [Survey of Lenders' Experience here](#).

Marketing and Communications

2018 saw the roll out of a new brand and new Content Management System. With the rebrand came a redesign of the association newsletter as well as the ability to host our content and drive users to pages on our website. The marketing and communications team focused on growing the association's online presence over the past year and using the website launch in June as a benchmark to set our 2019 goals. The main driver of traffic to our website is our news and insights (blog) section through direct links and organic searches. Users are arriving at our site from our revamped weekly newsletter and through social media.

The News and Insights are the number one contributor of website traffic at 96,553 pageviews compared to 66,980 on the homepage.

Website Stats: June 4 – Dec. 31, 2018

RV Industry Association Blog - News & Insights



Articles Published
209



Number of Users
48,678



Number of Sessions
33,385

Top Blog Posts of 2018

► [CLICK](#)

2018 California RV Show Returns to Pomona Fairplex

► [CLICK](#)

2018 Wholesale RV Shipments Match All-Time High, Inching Slightly Above 2017 Levels

► [CLICK](#)

RV Industry Association's 2017 Profile Now Available

► [CLICK](#)

First-Ever RV Aftermarket Survey Reveals Key Buying Habits Of RVers

► [CLICK](#)

Newmar Recaps Experience at Made in America Product Showcase

► [CLICK](#)

FEMA Solicits RVs For Emergency Housing In North Carolina

► [CLICK](#)

Wholesale RV Shipments Will Reach All-Time High For Second Consecutive Year In 2018

► [CLICK](#)

And the Winners Are...

► [CLICK](#)

Families Save Money When Owning, Using RVs Compared To Other Types Of Vacations

► [CLICK](#)

\$200 Billion In New Chinese Tariffs Affects RV Industry

Marketing and Communications (cont'd)

Traffic on Entire Website:



Top Media Downloads:

2017 Industry Profile	RV RoadSigns Fall 2018	RV RoadSigns Summer 2018	Aftermarket Parts & Services Research Executive Summary	2018 RV Aftermarket Parts & Accessories Customer Experience
RV RoadSigns Spring 2018	August 2018 Wholesale Shipment Summary	RV RoadSigns Winter 2018	2018 Vacation Cost Comparison	2017 Survey of Lenders Experiences

Social Media in 2018:

	Tweets/posts	Organic Impressions	Paid Impressions	Clicks/Engagement	Shares/Retweets
Twitter	558	7,400,000	N/A	2,187	486
Facebook	384	114,295	198,979	11,282	Combined with engagement
LinkedIn*	149	42,100	N/A	778	94

*LinkedIn posting began in Sept 2018

Email Marketing

155,461 emails sent with 188 RV industry messages

- 57 Events
 - 32 RVX (24.97% open rate)
 - 12 CA Show (24% open rate)
 - 2 Leadership Conference (47.6% open rate)
 - 5 Committee Week (34.5% open rate)
 - 7 Aftermarket (46.1% average open rate open)
 - 45 Advocacy (34.8% open rate)
 - 16 Membership (37.74% open rate)
 - 42 News (32.1% open rate)
 - 25 Standards News Bulletins (31.47% open rate)
- Average open rate for all messages was 33.3%**

What to Expect 2019



RV Technical Institute

The RV Technical Institute will be fully operational by the end of the year. The new curriculum program is set to roll out in March 2019 and a new facility will be in construction in 2019.

A Learning Management System for technicians and dealers is being developed that will allow the tracking of education and professionalize the field of RV technicians.

RV PAC

2019 brings the launch of the RV Industry Association Political Action Committee (RVPAC) to amplify the RV industry's voice on Capitol Hill. While RVPAC was officially established in 2018, 2019 will be a year for members and staff to fund RVPAC at a level where it can influence the 2020 elections.

RVPAC will proactively support electing officials who are champions of the RV industry, build new relationships with Members of Congress nationwide and strengthen existing relationships. RVPAC will ensure that RV industry issues—including tax, trade and tariff concerns, infrastructure, outdoor recreation, campground modernization and addressing the deferred maintenance backlog on public lands—are at the forefront of legislators' minds. With RVPAC as a new tool, the RV Industry Association will increase its influence with policymakers and better enable the association to meet its legislative goals at the federal level by supporting candidates whose ideals align with the vision of the RV industry.

A large, semi-transparent image of the United States Capitol building dome and facade serves as a background for the RV PAC section.

**RV INDUSTRY
ASSOCIATION
POLITICAL ACTION COMMITTEE**

What to Expect 2019 *(cont'd)*



RVX: The RV Experience

Media outlets lined up to attend the first-ever RVX. Members should expect to see the impacts of RVX beyond the three-day event as several media outlets are taking RVs on road trips following the event and will be doing features on the RV lifestyle. Innovative products will continue to garner national attention and new models of RVs will go from conceptual to reality. The Reveal highlighted the most cutting-edge products on the market and will attract more attention in the months following RVX as products are seen in use via media partners. Additionally, the Kick-off to Camping season campaign serves as the foundation for Go RVing's 2019 activities which will only amplify the impact of RVX.

Beyond the media component, dealers will walk away from RVX

with a new approach to marketing to the consumers of the future and with **powerful tools** and practices to implement at their dealerships throughout the country. Beyond driving consumers to RV dealerships, RVX will provide sales navigator tools that will obtain and retain RV customs.

Signature programs

The association will remain focused on maintaining high satisfaction levels for signature programs. The standards program and inspections processes are a foundational element to the association's member services. We will continue to advocate for members on the federal and state levels to promote the health and well-being of the RV industry and pursue a favorable business environment. Our market data and research remain high on the priority list as well. In 2019, members will see a new economic impact study of the RV industry and a new demographic profile. Additional research on consumers from Go RVing will be provided to members throughout the year. Monthly shipment data will continue to be measured and tracked as we evaluate the health of the RV industry and the consumer trends in the RV lifestyle.



Standards



Market
Data



Reports and
Trends



Advocacy

Go RVing®

Three-Year Strategic Plan

These are the association's priorities from 2019 – 2021



Attract more consumers to the RV lifestyle



Become the most credible resource for macro industry data



Preserve self-regulation by developing and maintaining industry standards, as well as solving regulatory and legislative issues



Achieve “10 Deep” relationships that reinforce the value of the RV Industry Association



Lead efforts to address customer service metrics (repair event cycle times, repaired right the first time)



Align resources and governance to support and drive our strategic priorities



Launch and sustain RVX

Program Competencies and Focus

- Self-regulation and development of industry safety and compliance standards
- State and federal political advocacy
- Go RVing promotion and PR strategies
- Relevant industry research, education, shows and meetings

Operational Competencies

- Exemplary fiscal management and reporting
- Best practices in modern business processes, technology and systems
- Highly efficient people-first HR culture driven by a performance management approach
- Data-driven decision making

2019 Board of Directors

Executive Committee



Chairman

Garry Enyart

Onan/Cummins Power Generation,
Director, Mobile Generator Sales &
Coach Care



Treasurer

Jeff Rutherford

Airxcel, Inc., President & CEO



First Vice Chairman

Matthew Miller

Newmar Corporation, President



Secretary

Bob Martin

Thor Industries, Inc.,
President, CEO & Director



Second Vice Chairman

Michael Happe

Winnebago Industries, Inc., President



Ex Officio

Robert (Bob) Parish

Wells Fargo, CDF Vice President

Board Members



Adam Dexter

Dexter Axle Company,
President



Dick Grymonprez

Champion/Athens Park
Model RV's, Director of Park
Model Sales



Jack Cole

Lance Camper Mfg. Corp.,
President



Brett Randall

Columbia Northwest, Inc.
Aliner and Somerset Folding
Campers, President & CEO



Elden Wood

Carefree of Colorado,
Vice President Sales and
Marketing



Jeffery Sather

Freightliner Custom Chassis
Corporation, President &
CEO



Curt Yoder

Kropf Manufacturing Co., Inc.
Vice President



Ellen Kietzmann

Blue Ox, CEO, President



Kevin McArt

Forest River Inc., General
Manager



Dave Schutz

Dometic North America,
Senior Vice President - RV
OEM Sales - Americas RV
Division



Glenn Duckworth

Industrial Finishes &
Systems, President



Michael Rhodes

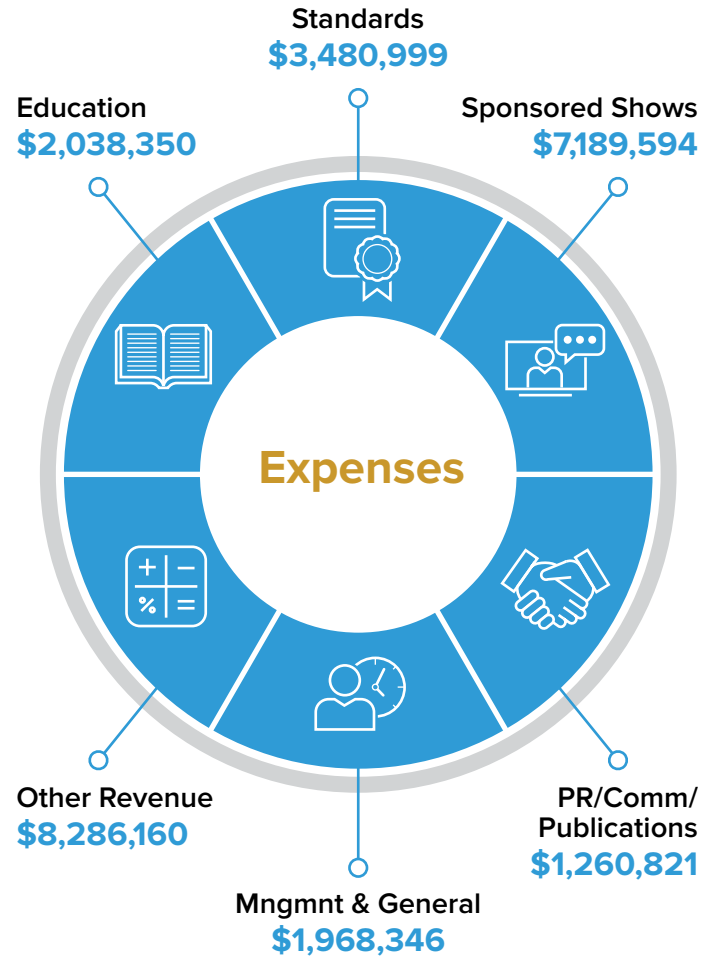
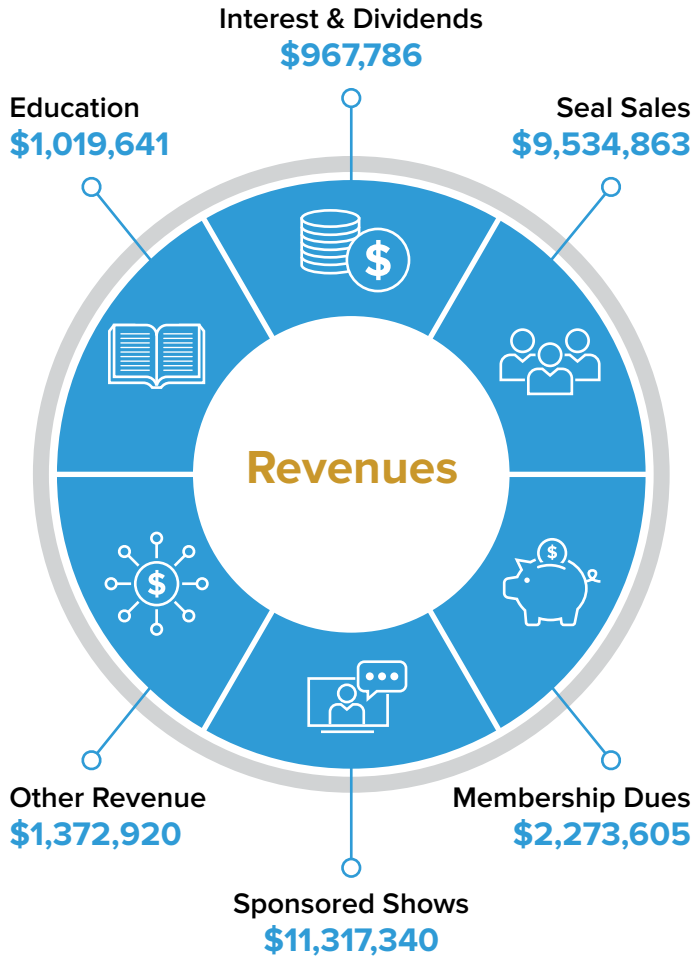
Pacific Coachworks,
President & Co-Owner



William Rogers

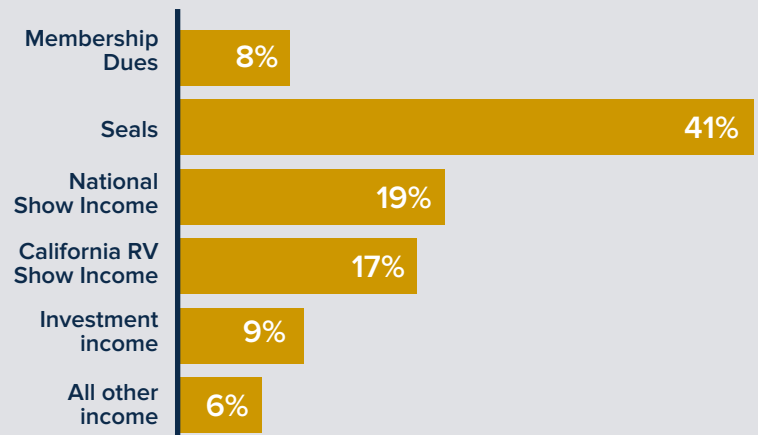
Keystone Automotive
Operations, Inc., Vice President
and General Manager

Accounting



During the board meeting on June 6, 2018, the decision was made to move the association's accounting system from a fiscal year to a calendar year.

Income by source



Thank You Members

Adesa Auctions American Guardian Warranty Services, Inc. America's RV/Marine Auction APCO ARI Network Services, Inc. Astro Logistics Solutions B.J. Thompson Associates, Inc. Barnes & Thornburg LLP Brown & Brown of Kentucky Canadian Recreational Vehicle Association Consumer Research Solutions, Inc. Created To C Crowe Horwath LLP Cruise America, Inc. DB Technologies, Inc. DealerPro RV Training El Monte RV Escapees RV Club EverLogic, Inc. Exponent Faegre Baker Daniels Family Campers and RVers Family Motor Coach Association Foremost Insurance Co. Fribley Technical Services, Inc. RV Business GEICO Gorin Cohen Consulting Group Goshen Chamber of Commerce Hatchliff, LLC Hearst Business Media Huebner Petersen IAMPO International Code Council - Evaluation Services (ICC-ES) International Sportsmen's Expositions Interstate National Dealer Services, Inc. Intertek Testing Services NA Ltd. Jefferies LLC Kampgrounds of America KeyBank Capital Markets Lewis Communications Lindsey Research Services Marshall Excelsior MBA Insurance, Inc. Motley RV, Inc. Northern Tool & Equipment NTA, Inc. NWN/National Automotive Experts Own The Open Road Peace Vans Progressive Insurance Company QAI Laboratories Ltd RV Service Academy Recreational Dealer Services RH Power & Associates, Inc. Robert W. Baird & Co., Inc. Rollick, Inc. RSM US LLP RV Partfinder RV Pro Magazine RV Safety & Education Foundation RV Trader RV Training Center, Inc. RV/MH Hall of Fame RVT.com Classifieds RVUSA.Com Safeco Insurance Schupan Industrial Recycling Services Segal McCambridge Singer & Mahoney, LTD. Service Group ShowSpan, Inc. Simpson, McMahan, Glick & Burford, PLLC Statistical Surveys, Inc. Stifel Financial Corp. Sys2k- Systems 2000, Inc. Testing Engineers International, Inc. TH2 Connect, LLC Thum Insurance Agency, LLC True Media Inc. United States Warranty Corporation Utility Supply Group VAS Vehicle Administrative Services	Workamper News Zilm Research & Development LLP AFC Bank of America Bank OZK Bank of the West BB&T Credigy Huntington Bank M&T Bank Medallion Bank Merrick Bank Recreation Lending My Financing USA Northpoint Commercial Finance TCF Inventory Finance, Inc. US Bank Recreation Finance Wells Fargo Capital ABC Marketing, Inc. Bob Gunn Associates D & R Agency, Inc. Derema Group Future Sales S.M. Osgood Company 20 Twenty Sustainable Manufacturing, Inc. Stone Canyon C3 Design, Inc. Cavco Park Models & Cabin RV's Champion/Athens Park Model RV's CMH Manufacturing West, Inc. Canterbury Elite Cottages Escape RV Forest River, Inc., Park Model Division Kropf Manufacturing Co., Inc. Lancaster Log Cabins Petit Cottages Muddy Creek Manufacturing, Inc. Buck Stove North America Trailer Company LTD Platinum Cottages, LLC Fork Creek Rocky Mountain Structures LLC Teton Buildings LLC Commodore Homes of PA Tiny SMART House Utopion Villas Woodland Park, Inc. Advanced RV Adventurer LP Aluminum Trailer Company American Surplus & Manufacturing Ice Castle Fish Houses American Tiny House B&B Micro Manufacturing Inc. Bantam Built Big Life Tiny Homes, LLC Black Line Conversions, Inc. Blackseries Campers, Inc. Braxton Creek RV, LLC Cavco Industries, Inc. Chalet Inc. Tiny House Chattanooga Chinook Motor Coach, LLC Coach House Columbia Northwest, Inc. Aliner and Somerset Folding Campers Compass Conversions Cornerstone Tiny Homes Distinct Builders Inc. Eclipse Recreational Vehicles, Inc. Escape RV Perch & Nest Forest River Inc. Foretravel, Inc. Genesis Supreme RV, Inc. Gulf Stream Coach, Inc. Haulmark Motorcoaches Tiny Heirloom HL Enterprise, Inc. Humble Houses Innovative Vehicle Solutions West InTech Trailers, Inc. Kaddy Cruiser RV Land Ark RV LLC Lazy Daze, Inc. Leisure Travel Vans/Triple E RV	Tiny Innovations Liberty Cabins Liberty Outdoors, LLC Majestic Space Craft Mfg., Inc. Minimaliste Inc. Mint Tiny House Company Modern Tiny Living, LLC Nelson Industries, Inc. Newmar Corporation Nexus RVs, LLC Oliver Travel Trailers, Inc. Outlaw Conversions Pacific Coachworks Phoenix USA Inc. Pleasant Valley Teardrop Trailers Pleasure-Way Industries Ltd. Recreation By Design, LLC Regency Conversions REV Group, Inc. Riverside RV, Inc. Seabreeze Developers Inc. Show Hauler Trucks Sportsmobile West Sportsmobile North, Inc. SylvanSport TAXA Outdoors The RV Factory LLC Thimble Homes Thor Industries, Inc. Tiffin Motor Homes, Inc. Glacier Ice House Tiny House Building Company, LLC Rugged Mountain Custom RV Tiny SMART House Trail Boss Conversions, Inc. Travel Lite, Inc. Tru Form LLC Tumbleweed Tiny House Company Vanleigh RV ModVans Winnebago Industries, Inc. Zion's Tiny Homes ADCO Products, Inc. AP Products ARC Representation & Consulting, LLC Arrow Distributing, Inc. Atlas Trailer Coach Products Ltd B&W Custom Trailer Hitches Bio-Kleen Products, Inc. Central Trailer Supply Classic Accessories, Inc. Cody Talbert Distribution Cofair Products Dealer Resources Group Cafram Limited Dinosaur Electronics Inc. RV News Dura Faucet Enerco Group Inc. Foland Sales, Inc. Forespar Products Corp. Foster & Associates Go Power! A wholly owned subsidiary of Valterra Products, LLC GWN Marketing Inc. Icon Technologies Ltd. JR Products Keller Marine & RV King Control Land N Sea Distributing / Bell RPG Laurelhurst Distributors Leisure Time Sales & Marketing Long and Tullier, Inc. Longview Towing Mirror Meyer Distributing Mobile Living Solutions Northern Wholesale Supply, Inc. NSA RV Products Inc. Old Orchard Wholesale Pinnacle Appliances Pollak Popul Towing Products Prest-O-Fit, Inc. Prime Source Wholesale Distributors, LLC Progressive Industries, Inc.	ProPack Packaging, Inc. Redneck Trailer Supplies Rieco Titan Products, Inc. Robert Thibert Inc RV By LIFE RV Designer RV Intelligence RVLI Safety Step Salem Distributors Shepherd Sales Six Robblees, Inc. Star Brite, Inc. SuperSprings International Swagman The Empire Brass Company Tom Manning & Associates Trailer Parts Supply, Inc. Trailer Valet Unified RV VanDyke Enterprises Wax Products Wiper Technologies By Diesel Equipment WirthCo Engineering, Inc. WL Hamlett & Associates, Inc. Airxcel, Inc. Alde Corp. Allison Transmission, Inc. Alpha Systems, LLC. American Lamprecht Transport American Technology Components, Inc. Americana Tire and Wheel Division of Americana Development, Inc. Amerimax Building Products Apex Graphics API, Inc. (American Pacific Industries) Aqua-Hot Heating Systems, Inc. Argo Fine Imports Aries Engineering, Inc. Gold Heat Arterra Distribution ASA Electronics, LLC Auto-Motion Shade, Inc. Avery Transport, Inc. Awnings By Zip Dee, Inc. Axalta Coating Systems Barker Manufacturing Co. Base Air Management, Inc. Bennett Truck Transport, LLC Bentzer, Inc. Bilstein Shock Absorbers Blue Ox Briter Products, Inc. C.M.I. Automotive Cafram Limited Camco Mfg. Inc. Camping World Inc. Carefree of Colorado Cass Hudson Company Cavagna North America, Inc. Chrysler Group Fleet/FCA Fleet CLC International, Inc. Clean Seal, Inc. Coach Glass Coach-Net Command Electronics, Inc. Connex Integrated Solutions Inc Crane Composites, Inc. Creative Products Group Cummins, Inc. CURT Group D&W, Inc. Daimler Vans USA LLC Dave Carter & Associates Corporate Office Dec-O-Art Inc. Demco DENSO Products and Services Americas, Inc. Detroit Chassis LLC Dexter Axle Company Diamond Shield Dometic Corporation Dragonfly Energy DuPont Eberspaecher Climate Control Systems Canada Inc.	ECI Fuel Systems Elkhart Supply Corporation Ellwell Corporation Equalizer Systems - Division of Days Corporation Essentra Specialty Tapes E-T-A Elektrotechnische Apparate GmbH Evans Tempcon Michigan LLC Fabric Services Fairview Fittings & Mfg. Inc. Fasnap Corporation Fiamma Inc. Fireboy-Xintex, LLC Firefly Integrations Flats Over Fleming Sales Co., Inc. Flexsteel Industries, Inc. Vehicle Seating Division Flex-Tech Flow-Rite Controls Freightliner Custom Chassis Corporation Furrrion LLC Fusion Wood Products Garmin International, Inc. General Motors Fleet & Commercial Operations Genesis Products Inc. Girard Systems Global Composites, Inc. Hayes Towing Electronics HELLA Automotive Sales, Inc. Hendrickson Truck Commercial Vehicle Systems Heng's Industries USA LLC Henkel Corp. Hensley Manufacturing, Inc. Hickory Spring Manufacturing Hopkins Manufacturing Corporation Horizon Global Horizon Transport, Inc. HWH Corporation Indel Webasto Marine USA Industrial Finishes & Systems Integrated Dealer Systems Intellitec Products, L.L.C. a Florida Limited Liability Company International Thermal Research Ltd., ITR Intertape Polymer Group ITC Inc. Jaeger-Unitek Sealing Solutions, Inc. JB Products, Inc. JKD Products Kelcom Inc. Kenyon International, Inc. Keystone Automotive Operations, Inc. Kodiak Trailer Components L&W Engineering, Inc. LaSalle Bristol Light Vision Corporation Lionshead Tire and Wheel Lippert Componets Industries, Inc. Liquid Spring LLC Lithium Pros Lotte Advanced Materials USA, Inc. Boyd Corporation Mak Design Group Manheim Auctions Master Distributor Corp. ROC Plumbing Maxstone International, LLC Mercedes-Benz USA Midwest Sales & Service, Inc. MITO Corporation Mobile Sleep Components MORryde International, Inc. MTI Industries, Inc. N.A.D.A. Appraisal Guides Namsung Corporation National Quality Products LLC Nickell Moulding Company, Inc. Nomaco Norco Industries, Inc. Northwest Interiors Novus Radar Technologies ObeCo, Incorporated	Oetiker, Inc. Origen RV Accessories Ltd. Pace International Panel Solutions, Inc. Parallax Group, Inc. ParkPower Patrick Industries, Inc. PENTAIR/SHURFLO Periodic Products, Inc Precision Circuits Inc. Prevost Car (US) Prime Products Progress Mfg. Inc. Progressive Dynamics, Inc. PULLRITE Towing Systems/ Pulliam Enterprises, Inc. Pure Liberty Manufacturing Quality Drive-Away, Inc. Redarc Electronics RELION Battery Remco Industries Richloom Fabrics Group RiverPark, Inc. Roadmaster, Inc. Robert Weed Corporation Samlex America Schattdcor Inc. Seaflo Marine and RV North America LLC Sensata Technologies, Inc SETEC Pty Ltd Shaw Industries Group, Inc. Sherwin-Williams Automotive Finishes Corporation Sika Corporation Silverleaf Electronics Inc. Sleep Number Corporation SmartPlug Systems LLC Zamp Solar, LLC Somfy Systems, Inc. Southwire Company, LLC Spader Business Management Spartan Motors, Inc. Spradling International Star Fleet Trucking, Inc. State Wide Windows Steele Rubber Products Stromberg Carlson Products, Inc. Swavelle Mill-Creek Fabrics Syntec Industries, Inc. T.R. Arnold & Associates, Inc. Team RV Express TECNOFORM S.p.A. Thetford Corp. Thin-Lite Corporation TopLine Manufacturing, Inc. Torklift International Tredit Tire & Wheel Co. TriMark Corporation Trim-Lok, Inc. Truck System Technologies Truma Corp. Tuson Corporation UFP Distribution LLC Ultra Heat, Inc. Ultra-Fab Products, Inc. Ultrafabrics, LLC US Fiber Tech Valterra Products, LLC Velvac Inc. VIAIR Corporation Villa International Vista Manufacturing, Inc. Vittrifigo America LLC Volta Power Systems Vomela Specialty Company WD 40 Company Webasto Thermo & Comfort SE Wesco Distribution, Inc. Westland Sales Winegard Company Xantrex LLC Xylem, Inc. Flojet Yamaha Motor Corporation
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Promote And Protect The RV Industry

