

RVPRO

OPEN HOUSE OR BUST!

OEMs detail new launches for model year 2027.



COUNTY LINE CAMPERS TAKES
SERVICE SERIOUSLY

WINTERIZATION CHECKLIST & TIPS

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1000W–12000W Power Range



BRAVO Series

MPPT / PWM Charge Controllers
10A–60A Current Range



CONTACT US TODAY

RVPRO CONTENTS

September 2026 // Volume 22 Number 9

RV DEALERS

12

WHERE SERVICE TAKES PRIORITY

This Mississippi dealership is all-in on giving customers what they need to succeed in RVing.

RV AFTERMARKET

16

THE BEST CONTROL SYSTEM IS THE ONE YOU FORGET YOU HAVE

Get this right, and the owner won't have to think about the control system at all.

18

WINTERIZATION DONE RIGHT: PREVENT POST-STORAGE PROBLEMS BEFORE THEY START

Proper winterization practices to protect toilets and water heaters during storage.

22

PREVENTING COSTLY FREEZE DAMAGE: RV WINTERIZATION BEST PRACTICES

Use this guide to help safeguard your customers' investment and reduce avoidable repairs.

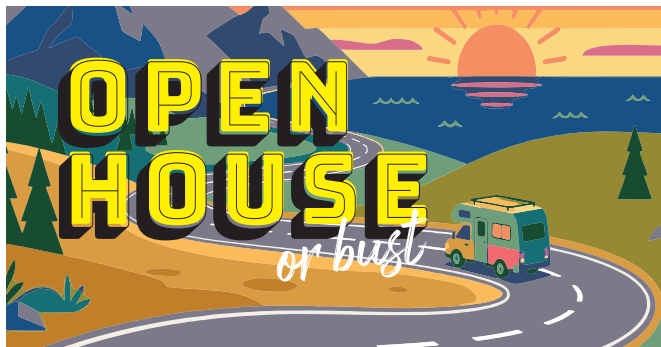


12



ON THE COVER

With Open House on the horizon, OEMs share what's coming for model year 2027. Image credit: Nadhilah - stock.adobe.com



MODEL YEAR 2027 PREVIEW

28-112

RUNNING THE BUSINESS

114

BACK END OR BACKBONE?

Reviewing your parts and accessories department's procedures can strengthen your entire dealership.

117

THE MAGIC OF A GREAT MEET & GREET

Adjusting how you approach a customer can influence the entire selling process.

120

4 STRATEGIES FOR MANAGING LONG SALES CYCLES

Keeping your sales teams motivated, strategic, on task and successful when the sales cycle stretches on.

DEPARTMENTS

EDITOR'S LETTER	6
NEWS	8
SPECIAL PRODUCT FOCUS	122
PRODUCT HIGHLIGHTS	126
AD INDEX	127
PIT STOP	128

RECPRO®

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Jennifer King
Executive Editor

Do you find yourself shopping for groceries at three or four different stores right now, hoping to save a few cents? I sure do.

Average prices found online show the price of milk in 2021 ranged from \$3.56-\$3.66 a gallon, and today it is \$4-\$4.50 a gallon. A loaf of white bread averaged \$0.37 per pound in 2021, and today it's \$1.814 per pound. And the most infamous barometer of all — eggs — was \$1.40-\$1.80 per dozen in 2021 and today averages \$2.14-\$2.25 per dozen.

What is this telling us? Unfortunately, it's something the RV industry is well aware of: Customers are budget conscious, and despite some uptick in consumer sentiment, inflation and broader macroeconomic concerns such as the conflict between the U.S. and Iran aren't going anywhere fast.

Earlier this year, the RV Industry Association changed its shipment forecast to a median of 314,000 in 2026 — down from 342,200 units shipped in 2025. Some experts say this is due to higher financing costs, and also economic uncertainty and inflation putting pressure on household budgets.

The interest in RVing is there — Go RVing projected earlier this year that 37 million Americans planned to RV this summer. Online searches for stays near U.S. national parks was up 35%, and 49% of RVers planned to work remotely from an RV over the summer months. So the desire hasn't changed — the tricky part is turning interest into sales.

Thankfully, industry professionals are keeping it real as they plan for model year 2027. As the RV PRO staff monitored the information coming in from OEMs detailing what's new for next year to prep our annual Open House preview section (check it out starting on page 28), we noticed a few patterns: a lot of talk about affordability; focus on and launches of new lightweight options that customers can tow with vehicles they already own; and an emphasis on customers getting more bang for their buck.

"We see some opportunity," Aliner Sales Director Allan Reeping says. "Consumers are increasingly looking for lightweight, easy to tow and value-oriented budgets that fit today's vehicles and lifestyles. Whether it's compact SUVs, hybrids or electric vehicles, buyers want an RV that doesn't require them to upgrade their tow vehicles."

Gary Yeoman, national sales manager for Nexus RV, says he sees significant opportunity in the evolving motorized RV market.

"I believe the exit of the gas Class A chassis and the declining demand for diesel Class A coaches gives us a tremendous opportunity to bring those buyers into Super Cs," Yeoman says. "I expect Super Cs to make up 15% of all motorized sales by the end of the year."

Recreation By Design's Sebern Combs, Baypoint brand manager, acknowledges that the RV market remains softer than in recent years but says manufacturers that continue investing in product innovation and customer service will be well positioned as conditions improve.

"The market is off a little, and when that happens, manufacturers have to find unique ways to adjust," he says. "As long as we continue to hold our course, I know we'll have another record year in sales."

That optimism and attention to customers' needs permeates this year's Open House preview section, and we hope you enjoy the sneak peek.

As for me, I think it's high time I start making my own bread and raising some chickens. How about you?

As always, thanks for reading!

Jennifer King

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HIRES & PROMOTIONS



◀ **Regan Shea & Saylor Shea** **Gulf Stream Coach**

As part of its Innovation Week, Gulf Stream Coach announced the promotions of Regan Shea and Saylor Shea. Regan has been promoted to director of dealer relations, a newly expanded role focused on strengthening Gulf Stream's partnerships with its dealer network. Saylor has been promoted to director of strategy and communications, and will centralize company analytics, oversee performance reporting and lead strategic communications. Gulf Stream Coach also unveiled a new logo and company motto during Innovation Week.



◀ **Robert Keller** **Dragonfly Energy**

Dragonfly Energy Holdings Corp. announced that Robert Keller has joined the company as its director of national fleet sales. Keller brings nearly four decades of experience across fleet operations, commercial vehicle sales, telematics and fleet technology. In his new role, Keller will focus on expanding national fleet relationships and supporting broader adoption of Dragonfly Energy's integrated power systems.



◀ **Andrew Cooley** **Remote Vans**

Ohio-based Remote Vans appointed Andrew Cooley as president of Remote Vans. Cooley will work alongside CEO Daryn Hillhouse and oversee national sales, dealer relations, strategic partnerships, customer experience, product strategy, service network development and long-term business growth.



◀ **Matt Hazelbaker** **RVMP**

RV Mobile Power (RVMP) appointed Matt Hazelbaker as chief operating officer. Hazelbaker will lead operations company-wide across RVMP's facilities in Columbus, Ohio, and Elkhart, Indiana, reporting to founder and CEO Jimmy Conroy II.



◀ **Eric McGinnis** **DexKo Global Inc.**

As part of a leadership transition announced in July, Eric McGinnis has been named as DexKo's CEO. Fred Bentley has transitioned to chairman of the board and senior adviser to Brookfield Asset Management's Private Equity Group. McGinnis brings extensive experience leading large-scale industrial and manufacturing organizations.

GIVING BACK

Fifty-two RV dealerships across the United States raised more than \$100,000 during National Camping Month through the 2026 Compete for Kids campaign, hosted by **Care Camps Foundation** in partnership with the **National RV Dealers Association (RVDA)**. The funds will help make camp experiences possible for children with cancer and their families across the United States and Canada. The top three fundraising dealerships will be recognized during the RVDA Convention & Expo in Las Vegas, when the official campaign rankings will be announced.

SUPPLIERS & AFTERMARKET

Southwire announced a strategic shift in its RV original equipment manufacturer business model. Effective July 1, Southwire has transitioned the day-to-day sales of its complete RV product portfolio to a network of three authorized dealer partners: **Dave Carter & Associates, Ranger Distribution** and **Wesco**.

Timbren Industries announced its move from a premium suspension manufacturer to a comprehensive, total vehicle performance and safety solution for the pickup truck towing and hauling markets. As part of the expansion, the company launched its Timbren BES (Brake Enhancement System) Complete Severe-Duty Brake Upgrade Kits.

Want more?



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

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EVENTS

NATDA Trailer Show

Sept. 1-4

Nashville, TN

natdatrailershow.com

2026 RV Content Creators Connection

Sept. 14

Hershey, PA

rvcontentcreators.com

America's Largest RV Show

Sept. 16-20

Hershey, PA

largestrvshow.com

Elkhart Open House Week

Sept. 28 - Oct. 2

Elkhart, IN

elkhartrvdealershow.com

2026 Hall of Fame Supplier Show

Sept. 28-30

Elkhart, IN

thervmhhalloffame.org/rv-hall-of-fame-suppliers-show

RVWA Open House Breakfast

Sept. 29

Elkhart, IN

rvwa.org/open-house-breakfast

RV Component Expo

Oct. 14-16

Shipsheana, IN

accelevnts.com/el/2026-rv-component-expo

RVWA Educational Symposium

Oct. 15-16

Chicago, IL

rvwa.org/events/educational-symposium

Las Vegas Marine & RV Dealer Trade Show

Oct. 21-22

Las Vegas, NV

linsdistributionevents.com

RV Dealers Convention & Expo

Nov. 9-13

Las Vegas, NV

rvda.org/convention

WEBINARS

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Oct. 22 | 1 p.m. CT

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RV MANUFACTURING

Holiday Rambler hosted a "Mothers' Room" at Indianapolis Colts Training Camp for the third consecutive year at Droplight Grand Park Sports Campus. The Holiday Rambler Incline 29H Unit gives nursing mothers an air-conditioned location at the event to feed their babies, pump/express milk and change diapers with privacy and comfort.



Grand Design RV launched its new Lineage Series E, expanding its motorized portfolio with a new Class C motorhome, built on the Ford E-450 chassis. Leading the Series E's launch is the 30DC floorplan, featuring a residential-inspired interior designed to maximize living space, comfort and storage.



Airstream has added World Traveler 17RB to its lightweight, aerodynamic World Traveler Travel Trailer line. In line with the World Traveler 22RB model, the new compact 17-foot travel trailer can be towed by a wide range of vehicles, including crossovers, SUVs and lightweight pickups.

inTech has introduced the redesigned 2027 Aucta line, featuring the Aucta Magnolia, Aucta Willow and Aucta Sycamore. Built on inTech's all-aluminum, fully welded frame construction, every Aucta model features premium interior finishes and expanded off-grid capabilities.

DM Vans sold out its entire 2026 model year production three months ahead of schedule. DM Vans builds its Lifestyle Vehicle by hand in Rifle, Colorado, with a direct-to-consumer model.

Outside Van announced the expansion of its national dealer network to include Donohoo Auto, located in Pelham, Alabama. This partnership establishes a foothold for Outside Van in the Southeast, bringing its adventure vehicles directly to the region's rapidly growing outdoor and overlanding community.

Embassy RV launched its new Uncharted Dolphin and Cape Cod product lines. The Uncharted package features all-terrain wheels and tires, lifted suspension and an added roof rack and side access. These additional features are built on Embassy's no-wood, all-composite platform for quality and durability.

RV DEALERS

Lichtsinn RV team members were invited to attend the quarterly **Winnebago** employee town hall, where the dealership was recognized for its 50-year partnership with Winnebago. During the meeting, Chris West, president of the Winnebago Motorhomes and Specialty Vehicles Division, thanked and congratulated the Lichtsinn team and presented them with a commemorative metal sign to mark the occasion.



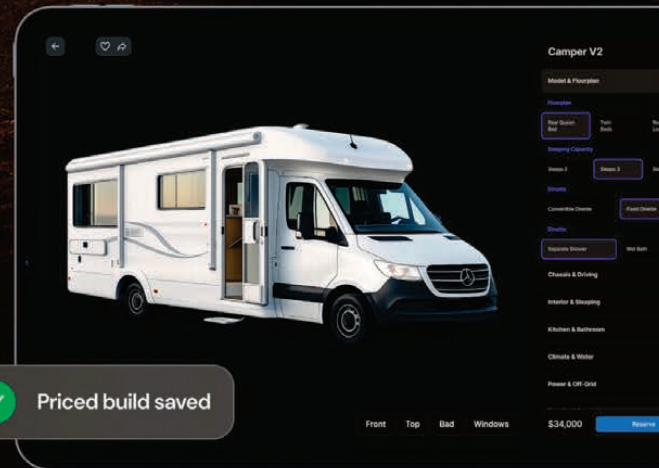
In July, **PleasureLand RV** celebrated 55 years with a company-wide Customer Appreciation and 55th Anniversary Celebration. "Reaching 55 years in business is an incredible milestone, and it simply wouldn't have been possible without the support of our customers, employees, manufacturing partners and the communities we've been privileged to serve," said Brad Bacon, president and CEO of PleasureLand RV.



Help RV buyers decide — before they move on.

Your next RV buyer is already online. When they land on your site, do they move closer to a decision — or move on to another brand?

Photos, PDFs, and option lists show the product. A real configurator helps buyers choose it.



Move from browsing to choosing

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Capture the build, not just the lead

Every submission comes with the exact model, layout, options, and visual configuration — not another vague inquiry to chase down.

Continue without starting over

Sales picks up with the buyer's actual build in hand, so the next conversation starts with decisions already made.



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buyer-to-quote
flow works

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WHERE SERVICE TAKES PRIORITY

This Gulfport, Mississippi, dealership is all-in on giving customers what they need to succeed in RVing.

BY JOHN MCCURRY

PHOTOS COURTESY OF COUNTY LINE CAMPERS



County Line Campers' renowned customer service representatives work cheaply, but are highly effective. All they ask for in compensation is some fruit and a little petting.

Bunny and Clyde, the Gulfport, Mississippi, dealership's rescue bunnies, are among the first to greet customers.

"They're very friendly and playful and have great personalities," says Rob Adkison, County Line's operating partner and chief rabbit procurer. "They love being petted, they love being interacted with and they love being fed bananas."

Adkison and his wife began rescuing bunnies around the time the dealership opened in 2022, after they realized how many pet rabbits are abandoned, especially around Easter. Within a couple of years, they had rescued and rehomed more than 90 rabbits.

The twitchy-nosed mascots are a big attraction, with some former customers stopping by just to see them.

"The two that we have now are the original two we rescued. We kept them here at the store, so they've got their own little area, and they love it," Adkison says. "They have great personalities. Families love to see them."

The rabbits are just one way County Line Campers strives to be different. Adkison and his partners have come a long way since they found a “patch of dirt” near Interstate Highway 10. COVID-19 and a steel shortage slowed initial progress, but Adkison and his staff have found their niche in service. He puts service above any goal of becoming a high-volume dealer.

“I’d rather be a lower volume guy, deliver a good product, make a good gross and earn a customer,” he says. “That’s what we strive to do, and that’s what most dealers don’t do.”

County Line gives customers buying new RVs a year of free quarterly inspections to teach them how to maintain their camper. The dealership also does quarterly inspections on its inventory to avoid unwanted surprises. Adkison prefers to be a lower-volume dealer who delivers a good product and takes care of customers.

“Most dealers will get [RVs] in here from the factory, they’ll wash them, maybe do a PDI (product delivery inspection), but then it sits in the lot for a year or over a

year, and you have a lot rot. You have issues, and those issues aren’t caught until delivery day, when the customer’s supposed to be picking up and having a great experience,” Adkison says. “I think dealers have pushed more people out of the industry from that kind of thing and that has really harmed the market overall. That’s what we’re trying to change here.”

County Line offers about a dozen different brands, pretty much across the board except for truck campers and diesel coaches. About 100 to 130 units are on the lot at any given time.

Nikki House, who previously worked with several RV dealerships in Texas before joining County Line, serves as fixed operations director. She works in tandem with the sales department as well as managing the warranty and parts departments.

“Customers prefer people who understand the industry that they’re





in. This isn't like the automotive industry, where I can see that I'm 2,000 miles away from needing to get my oil changed or my AC serviced on my car," House says. "Customers appreciate, when something happens, having a dealership that supports them. They are finding more often than not that they cannot get that level of service through a chain. My assessment is that working with customers on a daily basis, they just want somebody who's willing to help."

House expresses gratitude to the manufacturers County Line represents for their willingness to communicate. They are all willing to listen to dealers regarding quality issues, she says.

"I'm looking to see if they have made changes in their newer models, or if they've attempted to rectify issues. With the brands we represent, I can absolutely see the changes, even if they are just slight," House says. "I'm looking to see how receptive they are about taking our feedback and integrating that into the next

**"CUSTOMERS
APPRECIATE
HAVING A
DEALERSHIP
THAT SUPPORTS
THEM."**

models. They are listening to us, helping to solve future problems. I'm pleased to say that I see a lot of improvements and changes based on dealer feedback."

House strives to present a customized experience for every client based on how they intend to use their camper. This includes providing information on the accessories County Line offers to the details of the extended service plan.

"Everything about how we set our delivery experience up for our clients is 100% customized and tailored to how they plan to use it," she says. "We listen to what their plans are for the camper, and we set an entire program up around them on the day of delivery.

"If a client is going to be using this camper once or twice a month, and they're going to go here, [or] they're going to go there, we set that delivery up. We focus heavily on how to disconnect and hook up. We create a checklist with the customer."

House says many customers buy from County Line because they get a good feeling about the service department. One reason is that after the deal is done, the last delivery step is to introduce clients to the service department and introduce them to their service adviser. She says that is the No. 1 thing County Line does differently from any place she has ever worked. From that point, an app called Podium is used by the service adviser to text message the client.

"The coolest part about all of this is that the client will get it on their phone, and then we ask them, just go ahead and reply

back, 'Got it,'" House explains. "And then we hold up our phones. Podium is on all of our service advisers' phones, so the client instantly sees that if they are in trouble, if they need help, if they text someone, they will get the message. It gives them a sense of safety and security."

Knowing customers have a way to text message County Line staff and get through is a game changer, House says. And customers do actually use it.

"We have customers that use the program, so that's what's different," she says. "I care that you know when you buy a camper from County Line, you buy the whole service. We travel with you wherever you go."

Word gets around about County Line's dedication to service. House says two customers from Texas recently bought units based on referrals from other campers.

She says Adkison's pitch to entice her to join County Line's management focused on service.

"When Rob reached out to me [to join the dealership], he didn't talk to me about how great a sales department he had," House says. "The one thing that he was adamant about is he knows County Line can be the best on the coast with a good service department. Once we got our service and parts department in the direction that Rob and I want it to go, the sales and delivery process became refined and a well-oiled machine."

Adkison says the industry's biggest opportunity involves RV dealers working hard to keep people in the industry. Too many customers are being driven out of the industry by dealers focusing too much on front-end gross profit instead of educating them about what the RV lifestyle entails. He has been talking to fellow dealers about this issue.

"We drive away more consumers out of RV just by doing stupid stuff all the time, and focusing on the initial sale," he says. "I don't care what brand you buy or what manufacturer or how much you spend, you're going to have your own problems. That's part of the lifestyle. Education, maintenance — all these things have to be a priority. That's where we're going to make a mark to keep people in this industry." **RV**



HOPPER 3



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HOPPER 4



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THE BEST CONTROL SYSTEM IS THE ONE YOU FORGET YOU HAVE

Get this right, and the owner won't have to think about the control system at all.

BY DAVID KINDT

PHOTOS COURTESY OF FIREFLY INTEGRATIONS

A common joke about millennials like me is that a manual transmission doubles as an anti-theft device. Even though I've driven a manual as my daily, I still enjoy the humor. Operating a manual transmission takes practice, coordination and constant attention. While some believe the engagement is worth the effort, most drivers would rather relax and let an automatic do its thing.

Ironically, automatic transmissions are far more complex devices. When they work well, they fade into the background, shifting so seamlessly that drivers hardly notice them. But when they don't, every harsh shift and delayed gear change becomes impossible to ignore — and the repairs are often as painful as the driving experience.

From this we can see that technology, done well, makes complicated things simple. And as Steve Jobs famously observed, "Simple can be harder than complex: You have to work hard to get your thinking clean to make it simple. But it's worth it in the end because once you get there, you can move mountains."

This metaphor aptly describes RVs as well. Combining a trailer with a house is complicated, more so if we need to add an engine. And if that weren't already enough, consider the incredible number of features the modern RV comes with: multizone HVAC, generators, smart batteries, solar controllers and inverters, to name a few. Will my RV be cool when I get back from my hike? Will I run out of charge while I watch the game? Will I wake up the neighbors if the generator runs into quiet hours?

And this isn't only about keeping your customers happy — though it does that, too. It's about what happens after the sale. A coach that keeps coming back to your service bay for issues a smarter system would have caught early is a coach that ties up a bay, eats into warranty reimbursement and shows up on your CSI scores.

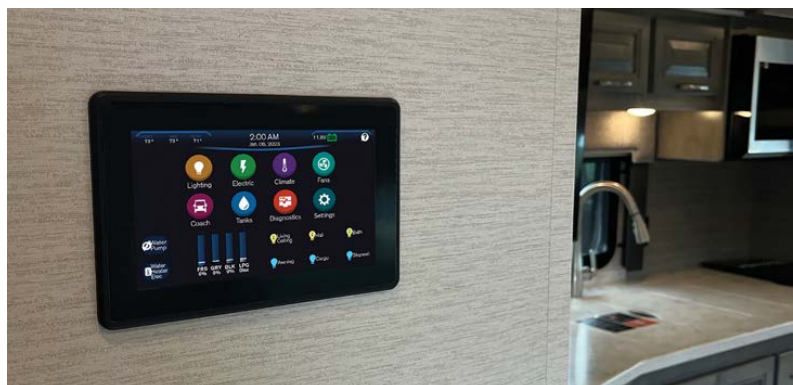
A coach that rarely comes back — or comes back with the problem already identified — is a coach that makes

you money twice: once at the sale, and again every time that owner tells a friend how easy it's been to own.

RVing isn't intended to be stressful or challenging — it should be relaxing and easy. We don't go RVing to experience more of regular hurried life. We go RVing to get away from it all. This is where a unifying control system can significantly enhance the user experience. Specifically, there are three ways it will do this for the end user:

1. A Unified Experience

When evaluating the latest control systems, dealerships should look beyond superficial feature checklists. These are an easy way to compare products, but they do little to truly define the value a control system can bring to a user. Instead, consider how unified the controls experience is for the end user. In many cases, an owner must juggle four or five separate apps and disjointed manual switches just to adjust the climate, check tank levels or manage power flow. This requires lots of training and creates a disjointed aesthetic for the coach. Further, it limits controls techniques that transcend each of the individual systems. The time required to learn these systems and keep up with them is onerous. In the end, the best control system is the one you forget you have.



2. Predictive Maintenance

There are few things as annoying as planning a trip in your unit only to discover that one of the components has failed. Suddenly, relaxing time away becomes a crisis management situation requiring quick online searches and phone calls looking for the broken part. A great control system should tell the user when and how the coach is having issues, before those issues present themselves. A great control system can predict when a water pump will fail, when the generator needs maintenance, and when the tire pressure is low.

What's more — in motorized units, the control system can create notifications on the user's device for the engine as well. Getting ahead of these issues keeps RVers doing what they want and not struggling with inconvenient downtime in the middle of a vacation.

3. Diagnostics

Finally, a powerful control system must act as a digital road map for technicians and owners alike. There is no profit or joy when a technician spends billable hours crawling under a chassis to hunt down a loose wire — and there is certainly no vacation joy when an owner is forced to do the exact same thing at a campsite. The system should explicitly isolate the root cause, such as differentiating between an overcurrent and an open circuit on a water pump, before a toolkit even opens. By instantly identifying the precise point of failure, dealerships and owners can verify and order parts immediately rather than wasting days on a teardown. This proactive approach to resolve component failure avoids costly time waiting for parts to arrive so that repairs can be done.

More Than the Sum of Its Parts

Circle back to that automatic transmission for a second. The best ones ask nothing of you — no thought, no effort, just smooth forward motion. A great control system works the same way: it just works, quietly, in the



background. The moment you have to think about it, something's already gone wrong.

You'll see that same pattern walking the lot at a trade show. Two coaches can carry nearly identical spec sheets — same batteries, same generator, same HVAC — and still hand the owner two completely different lives. One coach is a single, unified experience the owner barely has to think about. The other is five apps and a wall of switches nobody remembers how to use. One warns the owner the water pump is wearing out weeks before it quits. The other waits until they're standing at a campsite with no water pressure and no cell signal. One points a technician straight to the loose wire. The other has him flat on his back under the chassis all afternoon, running up a bill nobody wanted to pay.

That's the real test, and it's the one worth running before you ever write a check for inventory: is it unified, does it warn you before something breaks and does it tell you exactly what's wrong when something does? A feature checklist won't show you that. Walking the show and asking the right questions will.

Get that right, and the owner won't think about the control system at all — not on day one, and not three years down the road. They'll be thinking about the fish they caught or the sunset outside the window, while the system quietly does its job in the background. That's not a small thing to sell. That's the whole reason people buy an RV in the first place. **RVP**

5 Questions To Ask on the Show Floor

Before you write a check for lot inventory, get the rep to show you — not tell you — these five things:

1. "Pull up the tank levels and battery state from your phone, standing outside the coach." If they have to walk you inside to a panel, that's a red flag.
2. "Turn off the Wi-Fi. Does it still work?" Most campgrounds don't have a reliable signal. A control system that needs the internet to function is a control system that fails at the worst time.
3. "How many apps does it take to run this coach?" One is the right answer. Three or four means you're selling a headache.
4. "Show me what a real fault looks like on the owner's screen." You want plain language — "water pump losing pressure" — not a blinking light or a code number nobody but a technician can decode.
5. "If something breaks, how fast can your service department find out what it is?" This is the difference between a 10-minute fix and a coach sitting on your lot for a week.

David Kindt is the vice president of engineering at Firefly Integrations. Bringing nearly two decades of technical leadership from Honeywell and General Electric, he focuses on designing reliable mobile automation systems that simplify operations for manufacturers, field technicians and RV owners across the industry.



WINTERIZATION DONE RIGHT: PREVENT POST-STORAGE PROBLEMS BEFORE THEY START

Proper winterization practices to protect toilets and water heaters during storage.

BY SCOTT LICKTEIG

IMAGES COURTESY OF DOMETIC

Winterization must start before the first freeze. You see it every year. RVs come out of storage with leaking toilets, cracked water heaters and broken valves. The most common cause: improper winterization.

Even after lines are drained, water can remain in the system. When that water freezes, it expands by up to 9%, rupturing pipes, cracking fixtures and destroying water pumps.

A few extra minutes spent on proper winterization can prevent springtime service calls before they start. Make sure every rig that leaves your bay is properly winterized before the first freeze, so your customers are road-ready when camping season returns.

Start with the method, then focus on the two systems most vulnerable to freeze damage: toilets and water heaters. Here is a practical guide to do just that.

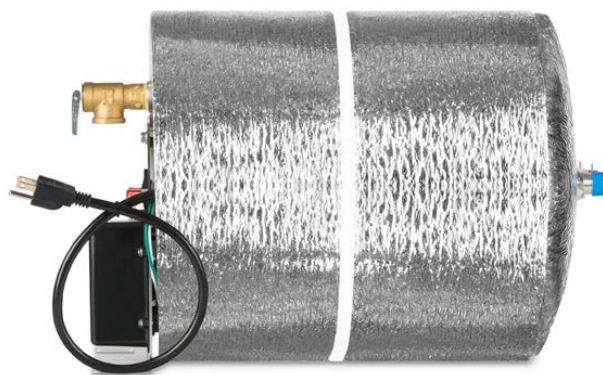
Winterization Methods

Not all RVs are winterized the same way. Start with the method.

The two most common approaches are the antifreeze method and the compressed air method. Know the options, then choose the one that best fits your customer's setup.

Method 1: Antifreeze Method

1. Set the water pump to winterization mode.
2. Insert siphon. Place the siphon hose directly into RV antifreeze.
3. Turn on the water pump to introduce antifreeze.
 - o Do not use ethylene glycol-based antifreeze.
 - o Do not dilute the antifreeze with water.
4. Start with the faucet closest to the pump. Open the hot and cold valves individually. This ensures antifreeze reaches water lines and displaces trapped water.
5. Confirm antifreeze reaches all fixtures, valves and components.



6. Protect traps. Pour 1-2 cups of antifreeze down every sink and shower drain. Leave a small amount in the toilet bowl to protect the seals from freeze damage.

Pros: Ensures complete protection and easy to verify.

Cons: Requires 2-3 gallons of antifreeze and may leave a slight taste that requires flushing.

Method 2: The Compressed Air ("Blow-Out") Method

1. Attach adapter. Screw a blow-out plug into the city water inlet.
2. Set pressure. Adjust the air compressor to 30-50 psi.
3. Connect air.
4. Remove remaining water using compressed air. Open the faucet closest to the inlet.
5. Clear the pump. Turn on the water pump for 30 seconds to clear line.
6. Protect traps. Pour 1-2 cups of antifreeze down every sink and shower drain. Leave a small amount in the toilet bowl to protect the seal.

Pros: No antifreeze taste and fewer chemicals used.

Cons: Requires an air compressor. Harder to verify complete water removal. Still requires antifreeze for traps.

The 5 Winterization Mistakes We See Most Often

- ✓ Forgetting to bypass the water heater
- ✓ Leaving water trapped in toilet valves
- ✓ Using automotive antifreeze instead of RV antifreeze

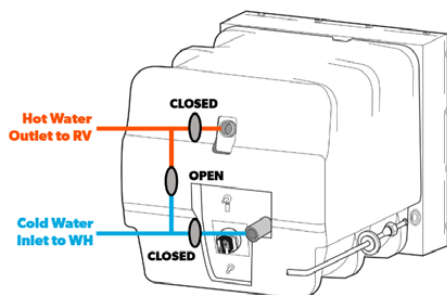


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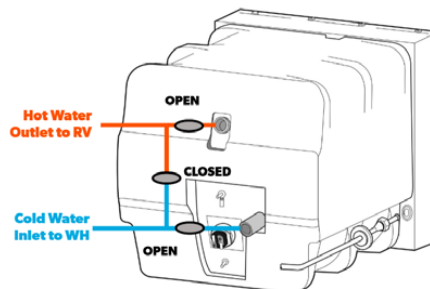
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Bypass System (Winterization Mode)



This is what the bypass system should look like for winterization mode.

Bypass System (Operation Mode)



This is what the bypass system should look like for normal operation, when taken out of winterization mode.

- ✓ Forgetting sink and shower traps
- ✓ Returning the RV to service with the bypass still engaged

Plumbing should be your top priority. Freezing water can cause some of the most costly and extensive damage during winter storage. Take the time to properly winterize.

Toilets & Water Valves

Winterizing comes down to fully draining the plumbing. Improper winterization can leave toilets and water valves damaged when they return for the season.

Start here:

1. Thoroughly flush the system with fresh water.
2. Empty the holding tank.
3. Shut off the water supply to the toilet and remove the inlet water line.
4. Push the flush lever until all the water is drained from the toilet and the water valve.
5. Drain the potable water tank.

Always drain the waste tank first, followed by the gray tank. The gray water helps to rinse.

How To Winterize With Antifreeze

- Add antifreeze to the potable water tank.
- Reconnect the water inlet to the toilet. Flush the antifreeze through the system into the holding tank.
- Verify antifreeze reaches the water valve and vacuum breaker. This is a visual inspection.
- Turn on the pump. Run until you see the pink antifreeze.

How To Winterize With Compressed Air

- Confirm water has been removed from vulnerable toilet components.
- Take additional precautions by further draining or disconnecting water valves after blowing out lines to remove all trapped water.

Freeze damage is one of the most common post-winter service issues, not product defects. Following these steps can help reduce repairs, prevent callbacks and keep service bays moving for the busy season.

Water Heaters

Water heaters are next. If a tank is not fully drained before storage, retained water will freeze, expand and crack the tank. Take these extra steps:

1. Turn off the main water supply.
2. Allow the water heater to cool completely (30 minutes).
3. Remove the drain plug or anode rod to drain the water heater. If the water is not a steady stream, open the pressure/temperature relief valve to allow air into the tank. If needed, use a small gauge wire to poke through the drain coupling, dislodging obstructions.
4. Flush out the sediment. With the tank drained, around 2 quarts of water should remain. This water contains harmful corrosive particles. Simply running water through the inlet does not stir up and flush out all sediment. To remove, use a commercially available RV Water Heater Flushing Tool, suspending and flushing the materials back out of the drain coupling. Continue flushing until the water runs clear.
5. Replace the drain plug.

Remember: An undrained tank with a water level above the drain plug level will crack.

6. Close the cold-water inlet and hot-water outlet valves and open the bypass valve.

Winterizing With Antifreeze

Route RV antifreezes through the plumbing system while bypassing the water heater tank.

Winterizing With Compressed Air

Turn the valves to the bypass position, ensuring there's no wasted compressed air.

"Common mistakes often are not discovered until the RV has returned to service," says Jason Stutsman, Dometic technical service trainer. "One of the most common is forgetting to close the bypass before returning to normal operation. Cold water then mixes into the hot water line, causing only lukewarm water to be delivered."

Understanding the difference between winterization mode and operation mode is important so you can prevent avoidable service calls and customer complaints season after season. For a deeper dive, the Dometic Product Academy is a go-to resource for winterization training videos, service resources and best practices. [RVF](#)

Scott Lickteig is the customer experience technical service and warranty manager at Dometic, where he oversees technical service and warranty support to help dealers and customers navigate complex challenges. His experience is focused on strengthening service operations and ensuring Dometic remains a trusted, reliable partner throughout the ownership journey.



The 200-Mile Price Gap: Why Local Market Intelligence Matters for RV Dealers

An RV can sell fast in one market and sit in another. National benchmarks often miss the difference.

By Kishore Rajgopal, Founder & CEO, Rapidious

Two dealers can sell the same RV, with the same floorplan and similar MSRP, just 200 miles apart—and still be in two very different markets. In one market, local supply is thin and demand is strong, so the unit can hold the price and move quickly. In another, similar units are already sitting nearby, forcing discounts and creating aging risk.

The problem is not dealer instinct. The problem is visibility.

RV dealers have long used national benchmarks to value floorplans. They help, but they're not local market intelligence and don't show what's happening inside a dealer's trading radius.

Two dealers. Two local markets. One national benchmark. Two very different business outcomes.

That distinction matters more in today's RV market. Buyers are more price-sensitive, financing pressure is real, and dealers are watching inventory more closely than in stronger cycles.

Price too low vs local demand and margin is lost. Price too high vs nearby supply and the unit ages.

Consider a simplified example:

Market A: The same travel trailer floorplan sells within roughly 30 days, close to MSRP, in a market with limited competing inventory.

Market B: An identical unit, listed at the same price, sits past 100 days and moves only after a discount of several thousand dollars because the local market has much heavier competing supply.

SAME FLOORPLAN. DIFFERENT PAYOUT.

What a 200-mile gap in visibility can look like



"The gap isn't the market. It's visibility."
Same floorplan. Same season. Same national benchmark.

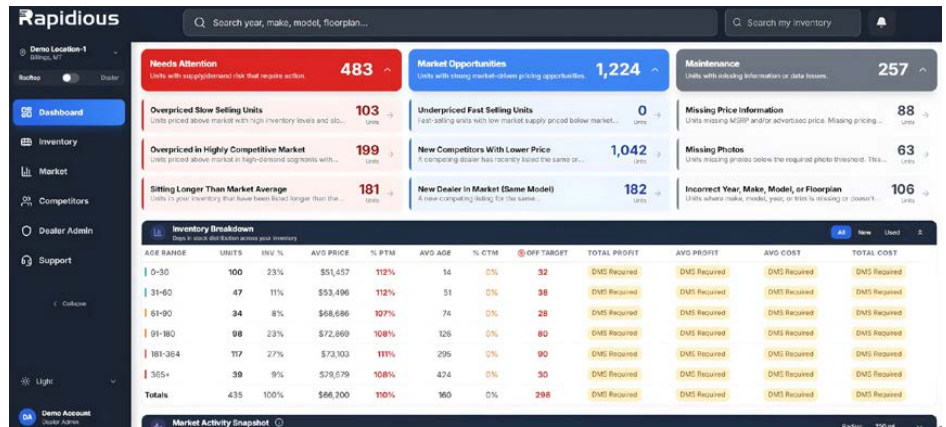
Illustrative example

Same floorplan. Same season. Same national benchmark. Two very different real-world outcomes.

The common thread is that dealers are making local decisions using national information.

The missing piece is market intelligence— visibility into a dealer's own market: local inventory levels, competitive pricing, aging trends, and sold activity inside the trading area that actually drives buyer behavior.

In practice, that means a sales manager can check a unit against comparable



inventory nearby before setting a price. An appraiser can weigh a trade against current local market signals instead of relying only on a static guidebook value. A GM planning the next stocking order can see which floorplans are already saturated in their radius before adding more of the same unit to the lot.

What local visibility allows dealers to do

- See where local demand supports pricing above a national benchmark.
- Spot units that are overpriced relative to nearby competing inventory before they start aging.
- Check trade appraisals against regional market signals.
- Identify local oversupply on a floorplan.
- Understand whether nearby supply is tightening, building, aging, or turning quickly.

Rapidious Titan.AI brings these signals together in one workflow.

The 200 miles between two dealers is not a gap in effort or instinct. It is a gap in visibility.

The dealers who close this gap will stock with more discipline. Local *intelligence* is no longer a nice-to-have. It is becoming a core operating advantage.

Learn more about Rapidious Titan.AI at rapidious.com.

Curious what your 200 miles look like?

If you're curious or want to learn more about it — specifically for your dealership — scan the code and meet the team to discuss your priorities.



Kishore Rajgopal is the founder & CEO of Rapidious, helping RV dealers and OEMs use local market intelligence to price inventory better, manage aging units, and make sharper stocking decisions. He is building an AI-powered intelligence layer for the RV industry that turns fragmented market signals into actionable insight.



PREVENTING COSTLY FREEZE DAMAGE: RV WINTERIZATION BEST PRACTICES

Use this guide to help safeguard your customer's investment and reduce avoidable repairs.

BY TODD HENSON

After years of teaching RV technicians and working with service professionals across the country, I've noticed that freeze damage is one of the most preventable issues we see in RVs. Yet every spring, service departments are repairing cracked fittings, broken valves, damaged water pumps, split water lines and leaking water heaters that could have been protected with a thorough winterization process.

The challenge isn't usually a lack of effort. Most technicians understand the basics of winterization. Problems occur when a small detail gets missed. A forgotten outside shower, an ice maker line that wasn't protected or a water heater that wasn't properly bypassed can create significant damage once temperatures drop.

As RVs become more complex, winterization should be viewed as more than a seasonal service. It should be treated as a comprehensive inspection and protection procedure that helps safeguard the customer's investment and reduces avoidable repairs later.

Common Mistakes

One of the biggest misconceptions is that draining water is the same as removing water. In reality, water can remain trapped in numerous areas throughout an RV.

I always tell students that water is going to find the lowest point and hide in places you don't expect. The goal is to make sure no water is left behind that can freeze and expand.

Areas commonly overlooked include:

- Exterior showers
- Spray ports
- Refrigerator water lines

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- Ice makers
- Washer and dryer hookups
- Check valves
- Water pump housings
- Low-point sections of plumbing runs

A consistent process and checklist ensure these areas aren't forgotten.

Let's Start With the Fresh Water System

The fresh water system remains the most vulnerable area of the RV during freezing temperatures.

Before introducing antifreeze into the plumbing system, technicians should verify that the fresh water tank has been drained completely and that all low-point drains have been opened.

A proper winterization process typically includes:

- Draining the fresh water tank
- Opening low-point drains
- Draining hot and cold water lines
- Relieving system pressure
- Draining the water heater
- Bypassing the water heater
- Removing or bypassing water filters when required

Once the system has been properly drained, RV antifreeze can be introduced according to manufacturer recommendations. Each fixture should be operated individually until antifreeze is visible. This includes both hot and cold sides of faucets, toilets, exterior showers, bar sinks and appliance connections.

We teach our students to develop a routine and follow it every time. The technicians who get into trouble are usually the ones who think they can do it from memory. A checklist doesn't care how many years you've been doing it.

Water Heater Preparation

Water heaters deserve special attention because they are frequently involved in winterization mistakes.

After confirming all power sources have been disconnected and the unit has cooled, the tank should be drained

completely. The anode rod or drain plug should be inspected and replaced if necessary. Many service departments use winterization appointments as an opportunity to identify maintenance items before the next camping season.

Proper operation of the bypass system should also be verified before antifreeze is introduced into the plumbing system.

Failing to bypass the water heater properly not only wastes antifreeze but also can create additional cleanup and service concerns when the RV is placed back into service.

Protecting Holding Tanks & Drainage Systems

Holding tanks themselves generally have room for expansion, but drain systems and associated plumbing components can still suffer freeze damage.

Before storage:

- Empty and flush all holding tanks
- Inspect termination valves
- Verify proper operation of gate valves
- Add RV antifreeze to drains
- Protect P-traps throughout the coach

A small amount of RV antifreeze in sinks and shower drains helps protect plumbing traps and prevent freeze-related damage during extended storage.

Battery Storage Is Part of Winterization

Many customers associate winterization strictly with plumbing systems, but battery care is equally important.

Improper battery storage is one of the leading causes of springtime service issues.

Technicians should verify:

- Battery state of charge
- Terminal condition
- Charging system operation
- Manufacturer-specific storage recommendations

Customers often think cold weather

ruined their battery. In many cases, the battery was already discharged going into storage. Winter simply exposed the problem.

Different battery chemistries have different storage requirements, making manufacturer guidance particularly important.

Conduct an Exterior Inspection Before Storage

Winterization appointments provide an excellent opportunity to identify developing maintenance issues before harsh weather arrives.

A walk-around inspection should include:

- Roof sealants
- Sidewall sealants
- Window seals
- Slideout seals
- Compartment seals
- Awning condition
- Signs of water intrusion

Small sealant failures discovered before winter can prevent much larger repair bills later.

Documenting the condition of the RV prior to storage helps both the dealership and the customer understand the unit's condition when it enters storage.

Don't Overlook Generators & Appliances

Many winterization issues involve systems that are not immediately connected to the plumbing process.

Generators should be prepared according to manufacturer recommendations. Fuel stabilization, exercise procedures and storage guidelines vary depending on equipment type.

Technicians should also review winterization requirements for:

- Residential refrigerators
- Ice makers
- Washer and dryer systems
- Dishwashers
- Specialty plumbing fixtures

Whenever specialty equipment is involved, it is best to refer to the



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manufacturer's service information to help guide the process.

Quality Control Prevents Comebacks

The best winterization programs include a final inspection before the

RV leaves the service department. A quality-control review should verify that all plumbing fixtures, appliances and auxiliary systems have been properly protected.

Documentation not only improves consistency among technicians but

also helps establish accountability within the service department. The extra few minutes required for verification are often insignificant compared to the time and expense involved in repairing freeze damage later. **RVF**

Dealer Winterization Checklist

Before releasing the unit:

- ☐ Fresh water tank drained
- ☐ Water heater drained and bypassed
- ☐ Low-point drains emptied
- ☐ All plumbing fixtures protected with RV antifreeze
- ☐ Toilet protected
- ☐ Exterior shower protected
- ☐ Appliance water lines protected
- ☐ P-traps protected
- ☐ Holding tanks emptied and flushed
- ☐ Batteries inspected and charged
- ☐ Exterior seals inspected
- ☐ Generator storage procedures completed
- ☐ Final quality-control inspection performed

Winterization remains one of the most valuable preventive maintenance services offered by dealership service departments.

The process goes far beyond pumping antifreeze into a plumbing system. It requires attention to detail, consistency and a commitment to protecting every system that could be affected by freezing temperatures.

The dealerships that approach winterization as a complete protection service rather than a seasonal task are often the ones that experience fewer customer complaints, fewer springtime repairs and stronger long-term customer relationships.



**“WINTERIZATION
SHOULD BE
TREATED AS A
COMPREHENSIVE
INSPECTION AND
PROTECTION
PROCEDURE.”**

Todd Henson is the lead instructor at the National RV Training Academy in Athens, Texas. With decades of experience in RV systems, diagnostics and technician training, he has helped thousands of RV owners, technicians and inspectors develop the skills needed to properly maintain and service modern RVs.



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OPEN HOUSE

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By Darian Armer, Maura Keller,
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By plane, by train, by automobile and, of course, by RV, members of the RV industry from across the country and beyond make their voyage to Elkhart, Indiana, for the annual Open House. More than just an opportunity for OEMs to show off their latest and greatest updates for the upcoming model year, this is where industry friends reconnect and new relationships are fostered. The 2027 RV PRO model year preview is your chance to check out what's new from dozens of OEMs before your boots hit the ground in Indiana. From new models, brands and floorplans to innovative features, shiny exteriors and cozy interiors, you'll find updates galore that are sure to please current customers and bring more to your doors. Enjoy perusing the next 85 pages, and if you see the RV PRO team at Open House this year, be sure to say hello!

contents

Forest River

Coachmen	29
East to West	32
Prime Time RV	36
Sunseeker/Forester	37
Wolverine	37

THOR Industries

Airstream	44
Heartland RV/DRV Suites	38
Jayco	45
Keystone RV	51
KZ RV	42
Tiffin Motorhomes	49
Thor Motor Coach	40

Winnebago Industries

Grand Design	56
Winnebago	61

Terex Recreation Group

American Coach	62
Fleetwood RV	63
Holiday Rambler	64
Renegade RV	66

Independents

AEONrv	85
Aliner	76
Alliance RV	70
ATC Trailers	110
Axiom RV	78
Bontrager Outdoors & SGC Campers	80
Brinkley RV	82
Chinook RV	84
Ember RV	74
Encore RV	100
Gulf Stream Coach	102
Grounded RVs	105
inTech	88
IROK Trailers	90
Kropf Industries	67
Lancaster Cabins	110
Lance Camper Mfg. Corp.	106
Leisure Travel Vans	96
Nexus RV	86
Outside Van	98
Recreation by Design	103
Remote Vans	71
Roadtrek	73
Rossmönster	94
Sunset Park	92
Vantera	112

COACHMEN RV



Coachmen American Spirit

American Spirit

Newly introduced in May of this year, American Spirit sees new floorplans in Ultra-Lites, Bijous, DLX and Compact floorplans for 2027.

"American Spirit travel trailers are built for those who see the road as an open invitation. Wide open highways, hidden campgrounds and spontaneous stops along the way define the journey. A Coachmen RV dedicated lineup for the United States, American Spirit brings a bold expression of a proven platform, designed for travelers ready to go further and experience more," says Marketing Manager Allison Winters.

American Spirit was built on the trusted Northern Spirit foundation, she says.

"Every model combines lightweight towability with smart, efficient design. Thoughtful layouts, intuitive storage and purpose-driven features make it easy to travel without overthinking it. From flexible couple's coaches to spacious bunkhouse floorplans designed for longer stays, American adapts to every kind of adventure," she says.

New standards include Camping Simplified features: Max Bed Storage Sky View front cap with LED strip lights, on-demand tankless hot water heater, 6-foot, 11-inch interior height, Twice Cool dual ducted air conditioning, 10-cubic-foot 12-volt refrigerator, three-burner cooktop, pet bowls (per floorplan), under bench dinette storage (per floorplan), fishing pole storage in front pass through, Easy Up quick connect



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FOREST RIVER

3/4-inch stabilizer bit and 200-watt solar panel with a 30-amp charge controller.

Winters says American Spirit is embracing the trends they're seeing in 2027 of camping with emphasis on being pet-friendly, family-friendly and affordable. Affordability being something she says she sees the market moving toward.

"Guided by the Camping Simplified philosophy, American Spirit is designed to remove friction from the travel experience. Setup is easier, systems are smarter and every feature works to give you more time outside and less time managing the details," she says. "With dependable performance, modern styling and a focus on comfort and usability, American Spirit delivers a travel experience that feels effortless and rewarding. It is more than a trailer. It is your way to explore the U.S. with confidence, freedom and the flexibility."

Shasta Travel Trailers

There's a new lineup for Shasta travel trailers this year, including five new floorplans: 34DQTS, 34UBH, 28BHS, 33DS and 30RKS, all with a new interior and exterior look. New standard features include BRAUN Built Sidewalls, 0.030-inch aluminum exterior skin,



Coachmen Shasta 28BHS



Coachmen Shasta 521CK



Coachmen Shasta 521CK



Compact Shasta 18FQ

aerodynamic radius front profiles, R-7 fiberglass insulation in all walls and floors and Roof Tufflex PVC roof material with a lifetime limited warranty.

"Built with BRAUN, Shasta takes a bold step forward with the introduction of the all-new BRAUN wall system. Moving beyond traditional wood-framed walls held together with staples and jigs, BRAUN features a precision-engineered, single-piece construction that brings new strength and durability to the category," says Winters. "This advanced sidewall system is proudly built in the USA and sets

a new standard for performance in introductory level travel trailers. BRAUN is more than just a structural upgrade. It represents a shift toward smarter, tougher construction that gives RVers confidence and peace of mind on every journey. By integrating this cutting-edge technology, Shasta redefines what buyers should expect in an introductory level trailer and reinforces its commitment to quality, consistency and long-term value."

With an 8-foot exterior width and 82-inch interior height on all models, Shasta travel trailers not only feel spacious, but actually are.

Winters says other standard

FOREST RIVER

features new for 2027 include blackout shades in the bedroom, box valances in the living area and bedroom, USB charging stations throughout, cable TV hookup in the living area, underbed storage with baskets, sink covers, range hood with exhaust fan, decorative backsplash, Wi-Fi prep, motion sensor lights and skylights. A flip-down storage rack adds convenience for carrying bikes, coolers or extra gear.

Just as in other Coachmen products, Winters says they are moving toward affordable RVing for 2027 and the foreseeable future.

“Shasta Travel Trailers by Coachmen RV have been part of the American camping experience since 1941, trusted by generations of travelers to deliver quality, value and adventure. With a legacy built on simplicity and reliability, Shasta continues to offer lightweight, easy-to-tow travel trailers designed for campers who want to explore more and worry less.”

Concord Luxury Class C

Coachmen RV is reintroducing its Concord Luxury Class C motorhome line, returning to the market this summer with an updated design, expanded floorplan options and a renewed focus on craftsmanship and customer experience.

“Originally known for its upscale approach to Class C motorhomes, Concord returns as a design-



Coachmen Concord



Coachmen Concord

Coachmen Concord Class C



forward touring platform within the Coachmen motorized lineup,” says Winters. “The Class C motorhome has been refined for travelers seeking elevated finishes, modern technology and confident drivability in a manageable coach size.”

The Concord is built on the Ford E-450 chassis, including the two newly introduced floorplans: 321DS powered by a 7.3L V8 engine, and the 320SS.

Concord is equipped with an air ride suspension system designed to

FOREST RIVER

enhance ride quality and stability, contributing to an exceptionally smooth driving experience on highways and long-distance trips.

Aerodynamic fiberglass front and rear caps improve airflow while contributing to both performance and curb appeal. Dual 15,000-Btu AC units paired with 50-amp electrical service support consistent interior comfort across a wide range of climate conditions.

Concord models feature 2-inch-thick sidewalls, floors and ceilings, constructed with dual layers of Azdel composite panels for added durability and moisture resistance.

Select models offer the power inclining residential king bed, allowing for adjustable comfort while sleeping, relaxing or viewing the bedroom entertainment center.

Key components are produced within a dedicated facility on the Coachmen campus, supporting consistency across chassis modification, lamination, component assembly, full body paint and final installation of hydraulic leveling jacks.

"This integrated approach carries through the entire building process. It allows production teams to maintain quality control throughout, resulting in a motorhome designed for long-term reliability and performance. That same attention to detail is reflected



Compact Shasta

inside the coach."

Inside, you'll find high-gloss cabinetry, solid-surface countertops, contemporary lighting, premium upholstery options and integrated entertainment systems.

"Floorplans are designed to maximize usable traveling space through strategic slideout configurations while maintaining a proportionate exterior suited for touring," says Winters. "To complement the design and construction, driver-assistance technology and touch screen coach management systems further support ease of operation and overall ownership experience."

The multiple floorplan options available in the Concord lineup are unique to different travel styles, including layouts designed for couples as well as touring-focused configurations.

"The new Concord lineup includes updated floorplans focused on drivability, usable space and a more intuitive layout for daily use," she says.

See Coachmen's entire new lineup at Open House this year at the Coachmen RV Display. ■

EAST TO WEST MOTORIZED

Packing a lot of features into one floorplan and new for 2027 is the Super C Bravado 35KB. This model is built on a Ford F600 4x4 diesel chassis and is designed with thoughtful interiors and durable materials.

The 35KB floorplan features a king bed, dual pane windows with integrated day/night shades, an 8,000-watt diesel generator, two lithium batteries, a 36-inch by 36-inch shower, two 200-watt solar

panels and power theater seats. The cab-over-bunk measures 53 inches by 96 inches, and a TV is located over the dinette.

National Sales Manager Rob Schwindaman says the most successful features this year have been the features on the E450 floorplans, including 50 AMP/15K AC with heat pump in the living room and 13.5 AC in the bedroom with a 6,000-watt generator.

For the upcoming year, he says new full body paints for Entrada, Alita and Bravado will catch dealer's and customer's eyes alike.

He also says the brand is capitalizing on customers' desire for a smooth ride in 2027 and doing so with the Precision ride option, which is an upgraded suspension system including Bilstein shock absorbers and Hellwig sway bars.

Looking at this year's market and ahead to next year as well, Schwindaman says, "The market is challenging, but our industry is very resilient and we will persevere."

You can find East to West on display at the Forest River site at 29861 U.S. Highway 33 during Open House. ■



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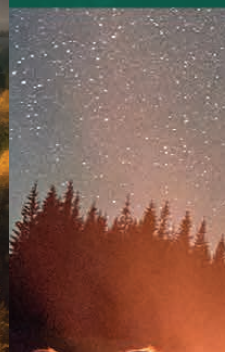




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RIVER RANCH • RIVERSTONE • ROCKWOOD • SABRE • SALEM • SANDPIPER • SANIBEL
SANDSTORM • SHOCKWAVE • SIERRA • STEALTH • SURVEYOR • TAKODA
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BEYOND • GALLERIA • HELIX • NOVA • OGV LUXURY COACH • PIXEL

CLASS C MOTORHOMES

ALITA • BRAVADO • COLLEGE AVENUE • CONCORD • CROSS TRAIL • DX3
DYNAQUEST XL • ENTOURAGE • ENTRADA • EUROPA • FREELANDER • FORESTER
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FOREST RIVER

PRIME TIME RV

Avenger

New this year for Avenger is the 25RKM floorplan, featuring a rear kitchen layout.

“Rather than introduce the standard rear kitchen that most brands have offered for years, we sought out retail and dealer feedback to determine what features mattered most, as well as what concepts they wanted to see come to life,” says Avenger Sales and Product Manager Spencer Kaylor. “The end result is a sub-30-foot unit that offers a true entryway into the unit.”

That entryway has it all. It offers a coat closet (complete with washer/dryer prep), a bench with shoe storage underneath, coat hooks and catch-all storage above.

Once a person passes through the entryway, they are met with dual 72-inch windows across the rear and camp sidewalls, providing unparalleled views from the inside. The kitchen offers robust countertop space with integrated dining space.

The living room area is complete with a 40-inch LED TV, electric fireplace and jackknife sofa (theater seat option available).

“Despite the overall length coming in at the all too important sub-30-foot mark, there was no sacrifice in space in either the large bathroom or the standard configuration bedroom, complete with a camp king bed and a massive 36-by-36-inch camp side window,” says Kaylor.

Other new floorplans under the Avenger lineup for 2027 include the 17RDX, a new single-axle layout featuring a large rear U-shaped dinette, a bathroom with all the amenities RVers are looking for and true walk-around bed.

The 20RBS is a new concept with a rear bath layout coming in under 26-feet in total length. Similar to

the 25RKM, it offers an abundance of countertop space with integrated dining and a 40-inch LED TV. The layout offers viewing angles from either the bed or sofa.

The 23DBX is a new entry-level, nonslide bunk model featuring two double-over-double bunks, a dinette, a sofa and the camp king bed. This unit also comes in under 30-feet in total length.

Kaylor says 2026’s top seller for Avenger was the 26DBS.

“I expect it to be this upcoming year as well. The price and features set that this unit offers allows it to be one of the best values in the market,” he says.

As for what he expects to see in trends for 2027, Kaylor says the biggest trend is a continuation of what he’s seen since the COVID-19 pandemic.

“Customers are gravitating toward the best value, rather than just the lowest price,” Kaylor says.

You can find Avenger on display within the Cherokee Group at the Forest River site at 29861 U.S. Highway 33 during Open House.

Crusader | Sanibel

Prime Time RV’s Crusader and Sanibel both see new floorplans in 2027, including the 2SUITE and FAM37 in Crusader, and 39ESTATE and 40BUNK in Sanibel.

Crusader’s 2SUITE features two bedrooms and two full baths with a loft and projector in the second bedroom. The FAM37 features a front bunk with two full baths, a U-shaped kitchen and a sectional sofa with recliners.

Sanibel’s 39ESTATE features a rear kitchen and a bath and a half with laundry room and walk-in closet. Sales Manager Mark Baskerville says the 40BUNK is the new and improved two-full-bath version of Sanibel’s staple front bunk.

New standard features include an AC package of two 18,000-Btu

Furion Chill Cubes and one 15,000-Btu in Sanibel. Crusader gets one 18,000-Btu Chill Cube and two 15,000-Btu. Standard appliances include an 18.5-cubic-foot refrigerator, 30-inch microwave, a 24-inch four-burner range, accessory sink and standard camp king bed.

“We’re very proud to say that we don’t have optional features because they all already come standard,” says Baskerville.

He says the most successful models and features for this year were the 38LAUNDRY in Sanibel and Crusader’s FAM37.

“The 38LAUNDRY has become the new 39ESTATE and is the finalized version of our very successful rear kitchen with laundry room/half bath, walk-through double vanity bath, and massive walk-in closet,” Baskerville says. “FAM37 Crusader has become an industry standout in the front bunkhouse segment with two full bathrooms and a bunkroom that is both fun and functional. Upgrades to this floorplan include a massive dual wardrobe in the main bedroom.”

Baskerville says they are having success with unique floorplans that still have “tried-and-true” concepts that campers care about.

“We aim to capitalize in model year 2027 by continuing to be feedback focused, listening to our dealers and campers, and striving for innovation that is functional first. We believe the market is faring well. All things considered, Sanibels and Crusaders from the 2026 model year have some of the best turn times in the industry,” he says.

Part of the strategy for Crusader and Sanibel is to offer only a few floorplans to dealers.

“We want to keep our lineup thin and offer simply the best floorplans,” he says. “We read the comments. Please let us know what floorplan we need to run next.” ■

FOREST RIVER

SUNSEEKER | FORESTER

Class C Motorhomes

Sunseeker and Forester will each debut two new floorplans at Open House this year: Sunseeker debuts 3150 and 2530, and the Forester debuts the 3151 and the 2531.

The Sunseeker 3150 and Forester 3151 feature the new super sofa Lounger King Bed, entry coat closet, larger windows and a shower 30% larger than in a standard Class C.

“It has a great kitchen in terms of both storage and counter space,” says Product Manager Kary Katzenberger.

For a smaller footprint, the new Sunseeker 2530 and Forester 2531 are under 26 feet, with a great

kitchen space, and a twin bed feature that converts to a 90-by-72-inch king bed.

For the outdoor enthusiasts, there is exterior storage with room for kayaks, e-bikes and camping equipment.

New for 2027, all units will be equipped with Starlink prep. The new Sunseeker 2030 and Forester 2031 are built on the Ram ProMaster cutaway that debuted last year, and Katzenberger says that design is doing very well.

“These units are designed for outdoor enthusiasts,” he says. “It’s a smaller affordable unit designed for people on the move.”

While there aren’t any major exterior changes for 2027, the interiors of Sunseeker and Forester get complete makeovers.

Katzenberger says in terms of the market and 2027 trends, he’s expecting to see smaller units as business is tough and might be tight for the next year.

“Our goal is to build the best, most affordable unit on the market,” says Katzenberger.

Attendees can see Sunseeker and Forester at the Forest River site at 29861 U.S. Highway 33 during Open House. ■

WOLVERINE LUXURY FIFTH WHEELS

Debuting for model year 2027, the all-new Wolverine Luxury Fifth Wheels will be on display at this year’s Open House, with two floorplans: the 32JF and the 36BC.

The 32JF is a rear kitchen/mid-living layout with a large L-sofa, 65-inch TV, dishwasher, residential range and 19-cubic-foot refrigerator.

Product Manager Jeffrey Cripe says the unit is built on the Colossal Chassis with a CURT Helux pin box, auto level, Road Armor suspension and frameless square windows.

The 36BC is also a rear kitchen/mid-living floorplan with a large L-sofa, mid-bunk/flex room, 65-inch TV, dishwasher, residential range and 19-cubic-foot refrigerator.

Similar to the 32JF, it is built on the Colossal Chassis with a CURT Helux pin box, auto level, Road Armor suspension and frameless square windows. It features three air conditioners to keep customers cool wherever they travel.

“This is an all-encompassing, full-featured brand,” Cripe says. “We’ve done plenty of research as to the equipment load and customer needs so no options are necessary. There’s no confusion to the customer and [dealers] can make a sale quickly.”

Cripe says these are just the first two of five to six models to round out the Wolverine lineup. ■



Forest River Wolverine



Forest River Wolverine

THOR INDUSTRIES

DRV & HEARTLAND

DRV Suites

DRV will be debuting the 39RKTS and 40FBRL floorplans for 2027. The company also touts the debut of the DRV Mobile Suites. DRV wanted to make a bold statement about what true luxury fifth wheel living can be, says Trent Brickner, DRV director of sales and Heartland director of sales – fifth wheel and toy hauler divisions. Every detail reflects residential comfort and craftsmanship, from premium materials and refined finishes to thoughtful design and high-end features throughout.

Brickner says dealer and customer feedback consistently pointed toward greater residential luxury, better usability and smarter technology. “For MY27, we’re focusing on refined craftsmanship, functional innovation, premium amenities, and features that enhance the ownership experience while maintaining the quality and value expected in a luxury fifth wheel.”

Notable standard features include full body paint with choices of Black Diamond, Black Pearl, Coral Reef and Silky Blue. Another standard feature is the SMART (Safety Markers and Reverse Travel) water manifold system with individual shutoff valves. Electric dump valves are included for all tanks, as are frameless dual-pane tinted safety-glass windows and MORryde independent suspension with hydraulic disc brakes and shock absorbers. For the interior, a dishwasher under a stainless-steel kitchen sink, pull-out cutting board, handcrafted hardwood cabinetry, soft-close cabinet doors and drawers, and JBL home entertainment system with soundbar and wireless subwoofer all come standard. The bedroom is CPAP-prepped with flip-up shelf. In select models, standard features include a cedar-lined front wardrobe closet, ceiling fan, built-in laundry hamper in the wardrobe and a “shoe

garage” in the hallway step.

For 2027 options, DRV will offer the 7000 Onan Quiet Series generator, a queen residential foam-top mattress, slide toppers and an outside Halo griddle.

Looking ahead, Brickner is optimistic. “Interest in RVing remains strong, and as consumer confidence continues to improve, I believe the industry is well positioned for steady growth. I’m excited about the opportunities ahead and confident we’ll continue to see healthy demand,” he says.



Cyclone exterior



Cyclone with party deck

At Open House, DRV Suites will be located in the THOR display at the RV/MH Hall of Fame.

Heartland RV

For 2027, Heartland is adding floorplans to Milestone, Bighorn, Cyclone and Cyclone Travel Trailers.

The Milestone brand has expanded significantly, says Brickner. “Milestone is a high-value, quality-built, affordable, family-friendly, full profile/widebody fifth wheel.” It will gain four new floorplans, among them the 36RK, a couple’s floorplan



Cyclone interior

THOR INDUSTRIES



Milestone 31RL



Bighorn 38RE

this floorplan is the entrance from the slide, allowing for a spacious walkway, and separation between kitchen and the entertainment area. The company also did a complete overhaul for Cyclone standard features, adding solid-surface countertops, custom hardwood cabinetry, high-end entertainment systems and new furniture designs. On the exterior, find a step caddy for more exterior storage and the Helux Pin Box by CURT paired with Heartland's Road Armour Suspension and Dexter Tow Assist. The company is introducing a new matte black paint job called Midnight Matte and an optional extreme weather package with heat pads.

The Cyclone toy hauler brand is also expanding into the travel trailer segment, debuting three floorplans (2214, 2615 and 2816) ranging from 14-foot to 16-foot garages. These models will be equipped with 6,000-watt generators and will maximize garage widths and heights, Brickner says. All come equipped with king bed slides.

For 2027, Bighorn is introducing the 38DS, a new double-suite floorplan that maximizes seating and sleeping. Brickner says the GE dishwasher will now be standard. "We added a new water manifold system, so not only will you be able to shut off the water at the water source, you will also be able to shut it off before it even enters the respective water line." A 7,000-watt generator is optional.

The dealer feedback Heartland received this year was "phenomenal," Brickner says. "All product lines are standing tall and strong in the field." He adds that dealers and customers are both looking for quality-built products that are also affordable.

Among its most successful models and floorplans this year were Bighorn's 39RK, 39FL, 38RE and 31RL; Milestone's 31RL and 39TB; and Cyclone's 3913 and 3914.

At Open House, Heartland will be located in the THOR display. ■



Bighorn in Ash paint

with a massive rear kitchen; the 37MB, a family-friendly floorplan with a mid-bunkroom and a loft; and the 38BH, a family friendly floorplan with a bunkroom, ample storage and an outdoor kitchen with a refrigerator, griddle, sink and smart TV. Now standard on Milestone is the Dual 15K Whisper Quiet AC System. "This is typically an upgrade or something you would see on a \$100,000 unit, now going

to be available on all Milestone floorplans," Brickner says. "This will give our customers a quieter, more efficient AC system that also has air filtration returns built into the units." An optional heat pump in the main AC is available.

Cyclone will introduce the 15-foot 4115 garage floorplan. It features a five-seat, L-shaped sofa that holds a trifold bed for extra sleeping. Brickner says a unique feature on

THOR INDUSTRIES

THOR MOTOR COACH

Thor Motor Coach (TMC) is making several introductions for 2027. The company says affordability remains the overriding theme in the market and drives sales across all product categories. Thor Motor Coach will show new launches in Class A, B and C product lines, all intended to complement current product offerings.



Gemini



Pasadena



Tellaro

New floorplans added include the Scope and Rize 18R compact Class Bs — ultra-affordable models added to lineup. Enhanced features

in the Scope and Rize models include a Thule power patio awning with integrated LED lighting, now standard on all models. Upgraded cassette window shades offer more privacy and a stylish look on the inside.

The Sequence and Tellaro will provide opportunities for connection, including the Winegard Connect system that acts as a Wi-Fi extender, 4G hotspot and TV antenna, and Starlink prep. New looks inside the Palladium and Talavera include the new Hampton and Amberwood collections.

Also, Magnitude C33 is being introduced as a crew cab model with 4WD, lift and tuned suspension.

Four Winds 30W is a traditional Class C on the Ford E-series, with many interior upgrades. The Tranquility 24E DRW Mercedes-Benz Sprinter model features a large bath and ample sleeping area.

“Smaller motorhomes are growing in size as we see a shift in the market toward buyers. Affordable models drive the most opportunity, as they support the largest overall pool of consumers looking for the right product at the right price,” says Jon Krider, TMC’s vice president of marketing and product development.

The company reports that retail sales on dealer lots are improving.

“Thor Motor Coach continues to lead the motorhomes market in retail sales. We are achieving these sales based on great dealership partners, innovative floorplan design, focused manufacturing and a commitment to bring affordable models to the masses,” Krider says.

In its diesel lineup, the Palazzo features a new dual-fuel high-output gas range top with a single induction cooktop. New residential vinyl flooring adds style to the motorhome while also providing a



Talavera

durable, easy-to-clean surface ideal for families with children or pets, Thor Motor Coach shared in a press release. New to the Aria and Riviera models this year is the split-screen capabilities on the touch screen dash radios. All diesel Class As, including the Palazzo, now feature upgraded HD cameras, providing a sharper image when driving or maneuvering.

The 2027 Class A motorhome lineup adds new cockpit features, including touch screen dash radios now compatible with split-screen on models like the A.C.E., Resonate, Hurricane and Windsport.

Super C upgrades center on convenience, style and usability to deliver a more intuitive and memorable experience, the company says. RVers can enjoy improved views in the Inception and Pasadena with a new 12-inch touch screen dash radio. Owners will also appreciate the newly reimagined rear bath layouts in the 38DX and 38XL floorplans, as well as the improved wardrobe storage in the bedroom.

The Magnitude and Omni are also introducing some stylistic changes, including a new front cap and durable vinyl flooring, TMC says. ■



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KZ RV

KZ is offering new floorplans across all of its brands for 2027.

The Durango HT offers two new short fifth wheels, both under 30-foot exterior lengths (D230RDD has two slides and D250RST has three slides). The 34-foot, 3-inch triple-slide fifth wheel (D304MKT)



Sportster X



Connect Mini

and four-slide, two-bedroom and two-bathroom fifth wheel (D349TBQ) will also debut for 2027. Durango Gold is introducing a new mid-living short fifth wheel with four slides that's only 34 feet, 11 inches (G312MLQ).

New hidden pantry features are being shown on several brands. Many have new full body paint and partial paint packages. The Ridgeway brand has been revamped on the exterior and interior with five new floorplans. "The response from our dealers has been fantastic with the new look," says Brent Froman, KZ general manager.

"We put a lot of focus this year on Sportster X and getting the price point and features dialed in to get us in the sweet spot of the market," adds Nick Francis, product manager.



Ridgeway interior

New floorplans for Sportster include the X 3813 (fifth wheel), which includes an optional full body paint and MB Quart audio system, and the X 20X (travel trailer).

A new standard feature is coming to the Connect line — the MORryde Safe-T-Rail. New floorplans within Connect include the C221ML (travel trailer), SE C191RKSE (travel trailer) and the Mini CM221RB (travel trailer).

Looking forward to the last half of 2026 and into 2027, Francis says the market is fairing very well. "We have hit the right price point, especially on Connect and Sportsmen Brands."

Sportsmen products have a whole new interior look for MY 2027.

Sportster X travel trailers and fifth wheels have been reimagined with new aggressive price point and new exterior graphics. New floorplans within the lineup include the Select 271BHSL (travel trailer) and Sportsmen 321BHK (travel trailer). New options for Sportster X 3813 include full body paint and an MB Quart audio system.

"Every KZ brand that we offer will have at least one to two new floorplans," Froman says, "and we know our dealers will be excited to see them."

Open House attendees can find KZ RV at the THOR display at the RV/MH Hall of Fame. ■



Durango kitchen

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THOR INDUSTRIES

AIRSTREAM

Airstream's 2027 Touring Coach is touting the Rangeline 21PL, a 21-foot Class B camper van that sleeps up to four people. New for this model year is the Stonehaven decor, which replaces modern greige on all Atlas and Interstates.



World Traveler



Atlas exterior

Updates on the Atlas 25MS include towing capacity and hitch weight increasing from 4,000/400 pounds to 5,000/500 pounds. Pedestal tabletops have been enlarged to 22 inches by 22 inches. Updates to the Atlas 25RT include a belted jump seat behind the driver's captain's chair, increasing seating capacity from two to three.

The Interstate 24GL offers a new screen door, reinforced for durability and ease of use. The Interstate 24GLX has similar updates with new HD LED lights on the Tenzing front brush guard. The Interstate 24GT has a galley that is 3 inches longer. The Interstate 24GTX, 19GT, 19GTX and 19X also have similar updates.

The Rangeline 21PS offers



Flying Cloud interior



Atlas interior

Lunar Gray and Onyx Black as new decors. Insulation was changed from Lizard Skin to the same batt insulation used in the rest of the touring coaches. The Rangeline 21PL is a new model with a power

lift bed and belted Smartbench system that accommodates sleeping up to four with a fixed roof.

Also new to Airstream's lineup is the World Traveler 17RB US, with Willow Green or Canvas Cream



World Traveler interior

upholstery colors available. It features a countertop extension on the front end of the galley and a removeable and retractable countertop extension on the back end of the galley.

The Globetrotter has standard solar with lithium on all floorplans. Trade Wind offers a standard window awning package on all floorplans. International models have the solar upgrade as standard, as well as a recirculating water heater.

Flying Cloud now offers solar with lithium power on all floorplans. The rear and roadside awning package option are now standard for all floorplans. The second AC with heat pump (50 amp) option is now standard on 27FB and 28RB floorplans. Caravel models offer solar and the rear and roadside awning package as standard. Bambi



Flying Cloud

also has solar as standard.

Basecamp XE has an air conditioner update from 11,000 Btu with heat strip to heat pump. ■

JAYCO

Jayco Travel Trailers

Jayco is offering an array of new floorplans in its travel trailer segment. The manufacturer reports that its smaller, lightweight campers sold well this year, noting that 2027 marks the 25th anniversary of the Jay Flight series.

These include the Jay Feather Air SL Travel Trailer 17RBSL, a couple's coach with a rear bathroom. Also new is the Jay Feather Travel Trailer 33BH with an overall length of 36 feet, 11 inches. It features a large outside kitchen with pull-out griddle and a double-door refrigerator/freezer combo.

The Jay Flight 270BHS Sport Edition is a family-friendly coach with double-over-double bunk with rear bathroom with outside access and new interior. The Jay Flight 270MKS couple's coach offers a spacious kitchen with a hidden pantry and new interior. The Jay

Flight 280BHS Bunkhouse floorplan offers a rear bathroom with access from the outside, plus a new interior.

The Jay Flight Travel Trailer 290RLS couple's coach sleeps up to six with a rear living area and new interior. The Jay Flight Travel Trailer 335BHS family coach sleeps up to 10 with a new bunkroom layout and new interior.

New standard features in the Jay Feather series includes an exterior TV backer with 120-volt receptacle and cable hookups. In the Jay Flight Travel Trailer Series, a new standard exterior feature is the Armor-Coat exterior metal with special protection on the metal to help prevent scratches.

New optional features in the Jay Feather Air Travel Trailer include a rear 2-inch receiver hitch, app-monitored in-stem TPMS. Jay Feather SL Travel Trailer offers theater seating, and the Jay Feather Travel Trailer app-monitored



Jayco Eagle

in-stem TPMS. The Jay Flight Travel Trailer single-axle has a fiberglass side wall option.

Jayco Fifth Wheels

The company touts an across-the-board exterior graphics package as an eye-catching feature. The biggest MY27 debut is the introduction of the all-new Eagle SLE Fifth Wheel lineup, giving customers a more accessible way to experience Eagle's premium quality and construction. The lineup adds the new 28RKS rear-kitchen floorplan while bringing premium features like the NuvoH2O whole-coach water filtration system, HELIX Cooling

THOR INDUSTRIES

System, Climate Shield weather protection and Jayco's exclusive 4-Star Handling Package into the Eagle SLE family.

Combined with Eagle's residential interiors, HELIX Cooling System, Climate Shield weather protection and Jayco's exclusive 4-Star Handling Package, the 2027 lineup delivers an even more comfortable and capable ownership experience for extended travel and full-time adventures.

Jayco says the Eagle Travel Trailer line was especially successful this year, with front-kitchen floorplans with expansive countertop space, panoramic front windows and a residential feel. Front kitchens continue to be one of Eagle's strongest differentiators.

Jayco's Fifth Wheel lineup has several new floorplans. They include the Eagle TT 250RLCS: a single slide under 30 feet as a couple's coach; the 325BROK: a double slide bunkroom with a U-shaped dinette; the 270DDBR: a single slide double-over-double bunk; the Eagle

New standard features throughout the Eagle TT include 100% residential plumbing (PEX & FLEX HOSE), dovetail drawers, soft-close cabinet doors (uppers and lowers), and an MB Quart stereo head unit with stronger AMP and additional functions.

New optional features on the Eagle TT include a king mattress in place of an Olympic mattress, the Spartan Lync TPMS System 2nd Power Awning with LED Lights, and 16-inch H-rated tire upgrade.

Jayco says dealers and customers continue to look for lightweight fifth wheels that deliver premium features without moving into a luxury price point. For MY27, the company is building on that demand by offering more residential amenities, all-season capability and exclusive Jayco features that provide value while keeping Eagle SLE accessible to a broader range of buyers. For Eagle Fifth Wheel, the biggest trend for customers is demand for residential comfort, extended-season camping capability and features that make RV ownership easier.

North Point & Pinnacle

Jayco says North Point continues to elevate the luxury RV experience with the addition of the NuvoH2O

whole-coach water filtration system as a standard feature. Combined with residential styling, the HELIX Cooling System, Climate Shield weather protection and premium GE Profile appliances, the company touts the 2027 lineup as delivering comfort and convenience for extended travel and full-time RV living.

Pinnacle continues to build on its position as Jayco's flagship luxury fifth wheel by enhancing the premium ownership experience.

Feedback from dealers and customers emphasizes strong demand for residential-style luxury, spacious floorplans and true four-season capability. North Point's rear living and bath-and-a-half floorplans continued to be among the company's strongest performers, thanks to their residential layouts and abundant storage.

North Point is introducing several new floorplans, including the 310RLTS with a rear living room and hidden pantry behind the TV. The new 375TBDB features two bedrooms with two full bathrooms with loft. There is also a five-seater sofa in the living room with island dining and high-back bar stools.

In addition, the 391TBBH offers a radius sectional sofa, oversize booth dinette, U-shaped kitchen and a



North Point



Seismic

SLE FW 34MBL: L-shaped sofa with rear living and a mid-bunk or office; the Eagle FW 27MLTS: a triple-slide L-shaped sofa rear kitchen; the 25RKC is an under-30-foot couple's coach single slide; and the 26OKC is a 30-foot dual-slide with an open concept and mid-living area.



Jay Feather Air SL 17BHS

bath and a half. In the bunkroom, there is a trifold sofa with a bunk above, computer desk and door side oversize bunk. The 381CKRE offers rear entertainment with a radius sectional sofa. A huge door-side slideout with roll top dinette, computer desk, theatre seats and island kitchen are featured.

The new 365RKTS is the same as Jayco's top-selling Pinnacle 38FBRK, but with a traditional bed/bathroom in place of the front bathroom and no half bath. The 395DSDB has two full bedrooms with two full bathrooms with a loft. A radius sectional sofa and U-shaped kitchen are included. The 361RLBH with a rear living room has a hidden pantry behind the entertainment center and theatre seats with a roll top dinette.

Open Range

Open Range is focusing on enhancing its existing floorplans rather than introducing new layouts. Every floorplan has some significant upgrades, including wider body construction, refreshed interior decor, improved cabinetry with slow-close hinges, upgraded lighting, recessed solid-surface sink design and improved slide fascia. Select models also receive upgraded docking stations with the Nautilus P4 system and integrated front and rear black tank flush controls.

New floorplans for the Colt travel trailer series are 13RD and the 28RLD. New floorplans for Range Lite travel trailer series are 211RKM, 225BSM, 215MKU and 260RKB. The 13RD-CTR Edition is a single-axle couple's floorplan that sleeps two to four people. The length is 16 feet, 1 inch, and it weighs 2,550 pounds.

Jayco Toy Haulers

Jayco is expanding its toy hauler lineup with new floorplans designed around larger, more versatile living spaces. The travel trailer lineup introduces a new 286 floorplan, which has a 16-foot open concept featuring an 82-inch full-length



Open Range 3X

garage width for greater cargo flexibility and living space. The fifth wheel lineup adds a new 15-foot garage floorplan, which is a 16-foot open concept layout that maximizes usable garage and living space while offering greater flexibility for work, recreation and entertaining.

Jayco says its open concept garage floorplans and premium residential interiors resonated strongly with customers this year. Buyers continue to prioritize flexible living spaces that can serve as cargo areas, home offices or entertainment spaces. It also saw continued demand for upgraded

technology, improved storage and residential-style comfort features.

New standard features are found across the Jayco toy hauler lineup. These include new Velarium awnings, LED-lit rear patio awning, black aluminum wheels and new roof truss construction.

Entegra Coach

Jayco describes Entegra Coach's 2027 offerings as modern and eye-catching, both on the interiors and exteriors.

New floorplans include the 2027 Entegra Coach Arc 18L. This floorplan offers a bench seat behind the driver's seat with a seat belt.



Entegra Coach Centurion

THOR INDUSTRIES



Open Range



Entegra Coach Accolade

In the rear, there are opposing bench seats/sleeper sofas that offer separated sleeping space, or they can combine into one large pullout bed.

The 2027 Entegra Coach Ethos 20L has rear bench seating on either side that also converts into a bed. Between the bench seats is a liftable panel that reveals in-floor storage.

The Entegra Odyssey is introducing the Odyssey 22F 4x4 Odyssey, the 27G Odyssey SE and the 20SF Condor 23A.

Jayco Class Bs

The new 2027 Jayco Comet 18L floorplan offers a bench seat behind the driver's seat with a seat belt for a passenger or a pet to ride along. In the rear, there



Open Range

are opposing bench seats/sleeper sofas that offer separated sleeping space, or they can combine into one large pullout bed. The Comet now includes the Truma Combi G as standard.

The 2027 Jayco Swift 20L offers rear bench seating on either side that also converts into a bed. Between the bench seats is a liftable panel that reveals in-floor storage.

The Seneca Prestige has new full

body paint packages this year. The Seneca and Seneca Prestige feature new interior decor packages that are sleek and modern. The Seneca Prestige now has flush-floor slides with matching tile to the main flooring which makes the interior look modern and residential.

The Comet and Swift Class B vans also have new interior design packages that lighten the space and bring a nature feel indoors. ■

TIFFIN MOTORHOMES

At Tiffin Motorhomes, product development isn't driven by adding features simply for the sake of change. Instead, the company continues to focus on refining every aspect of the ownership experience, combining customer feedback with engineering innovation to create RVs that are easier to drive, more comfortable to live in and better suited to today's travel lifestyles.

For the 2027 model year, that philosophy is evident across the company's diverse lineup, from nimble adventure vans built for off-grid exploration to luxurious Class A coaches equipped with premium technology and residential-style amenities. New floorplans, upgraded connectivity, expanded storage solutions and thoughtful interior enhancements all reflect Tiffin's commitment to continuous improvement while maintaining the craftsmanship that has long defined the brand.

On the adventure van side, Tiffin is expanding its lineup with two all-new Sprinter-based floorplans.

According to Trey Edwards, product manager of adventure products at Tiffin Motorhomes, the company is introducing the 19FV, built on the 144-inch wheelbase Mercedes-Benz Sprinter chassis, and the 24FT, built on the extended 170-inch wheelbase. Both feature rear bathrooms and twin-bed layouts designed to maximize comfort without sacrificing versatility.

In addition to the new floorplans, Tiffin is rolling out a significant technology upgrade through its new 1UP trim package.

"Our new Tiffin-exclusive audio upgrade on the 1UP trim level of our GH1 van allows our comprehensive suite of audio upgrades to transfer from being completely synced to the Mercedes-Benz MBUX system to being powered by the house lithium system and controlled from your



Allegro Bay

phone via Bluetooth with the flick of a switch," Edwards says.

The feature gives owners greater flexibility while camping by allowing the premium audio system to operate independently of the vehicle's ignition, creating an improved outdoor entertainment experience.

The 1UP package also introduces several optional features designed for active travelers. Buyers can equip their vans with a 500-pound sliding cargo tray for the rear gear garage or choose an innovative Girard awning featuring integrated flexible solar cells capable of generating an additional 600 watts of power.

"This awning was developed in partnership with Tiffin and is manufactured in Red Bay, Alabama," Edwards says.

The company believes the new package delivers exceptional

value for customers shopping the increasingly competitive adventure van segment.

"The 1UP package on our existing GH1 floorplans is by far the best dollar-for-feature van on the market today," Edwards says. "Nobody comes close, and nobody at any price point has a factory audio upgrade as comprehensive as ours."

Tiffin is also introducing a completely new twin-bed, rear-bath floorplan across both its GH1 and GH2 models.

"This will be a rear-bath, twin-bed floorplan with lots of seating for the whole family to enjoy the outdoors together," Edwards says.

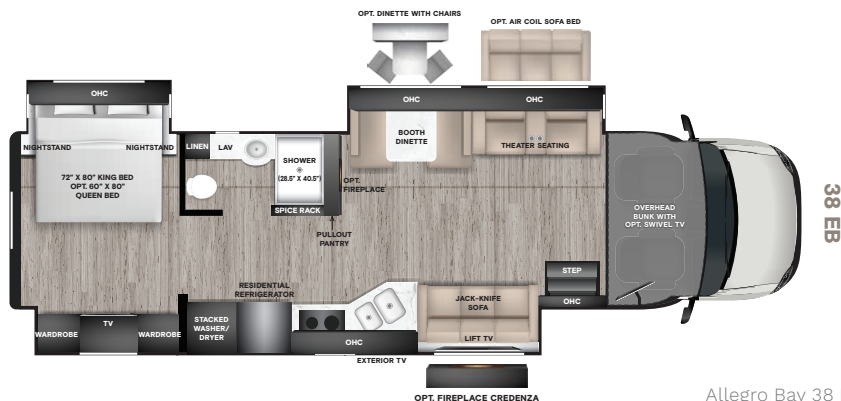
While innovation continues on the adventure van side, Tiffin's luxury motorhome lineup is also receiving substantial upgrades for 2027.

Emily George, product manager for

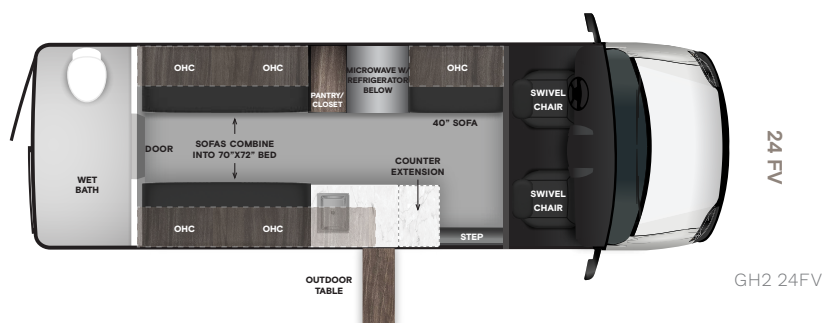
Allegro Bay interior



THOR INDUSTRIES



Allegro Bay 38 EB



GH2 24FV

Class A and Super C motorhomes, says Tiffin is introducing the all-new 38EB Allegro Bay floorplan while enhancing nearly every premium coach in the lineup.

Among the most significant updates is the addition of TiffinConnect with Starlink, which now comes standard on both the Zephyr and Allegro Bus, giving owners internet connectivity wherever their travels take them.

The Phaeton and Allegro Bay also receive notable upgrades, including standard heated tile floors and all-electric coach systems.

Several engineering improvements focus on making ownership easier. The Allegro Bus now features a sliding front cap that provides simplified access to the generator as well as hot and cold water hookups. Both the Allegro Bus and Zephyr receive redesigned wet bays

TIFFIN

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MEET OUR
NEW FLOOR PLANS



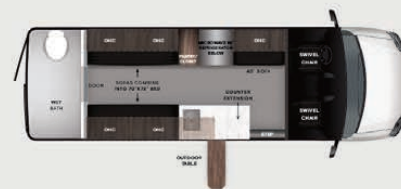
ALLEGRO BAY 38 EB

SEATS 4-10 SLEEPS 3-6
SIZE 39' 4" CLASS C+



GH1 19 FV

SEATS 4 SLEEPS 2
SIZE 19' 8" CLASS B



GH2 24 FV

SEATS 6 SLEEPS 3
SIZE 24' 4" CLASS B

featuring exterior touch panels that allow owners to manage tanks, power window awnings and other exterior systems more conveniently.

Interior comfort also receives considerable attention for 2027. Most Phaeton, Allegro Bus and Zephyr floorplans now feature a pull-out peninsula in the galley, creating additional countertop workspace. Flush-floor showers have been added to the Allegro Bus and Zephyr, while centrally located air-conditioning vents improve cooling performance throughout the coach during travel.

Luxury details continue throughout the flagship Zephyr, including dovetail drawers throughout the coach and genuine leather furniture. The Allegro Bus and Zephyr also benefit from X-braced chassis construction and, on 605-horsepower models, a 175-gallon fuel tank for extended travel.

Technology upgrades continue inside the cockpit as well. The redesigned Phaeton dashboard features a new infotainment system supporting both Apple CarPlay and

Android Auto, along with split-screen capability that allows drivers to simultaneously display navigation and backup camera views.

Tiffin is also responding to changing customer preferences with more flexible interior layouts.

"Many floorplans now offer a fireplace/credenza storage option in place of a second sofa," George says.

Among the company's strongest performers this year has been the Allegro Bus.

"The Allegro Bus has done really well this year, especially with the addition of the Gallery Window Package," George says.

Another standout feature is Tiffin's PowerDrive steering system.

"PowerDrive was also a great addition for us in recent years and has made a huge impact on the Allegro Bus and Zephyr drivability. We hear positive comments on the ride of the Bus and Zephyr at every show."

For 2027, George believes dealers and customers alike will be drawn to the all-new 38EB Allegro Bay floorplan, while many of the

company's design improvements address practical day-to-day usability.

"Walk-through space when the slides are in has been a major focus of ours this year," she says. "We are adjusting furniture, cabinets, etc., in order to maximize walk-through space while continuing to offer plenty of storage space."

To accomplish that goal, Tiffin has introduced expanding booth dinettes and pivoting mid-lavatory doors on numerous floorplans, allowing owners to move comfortably throughout the coach without extending the slideouts.

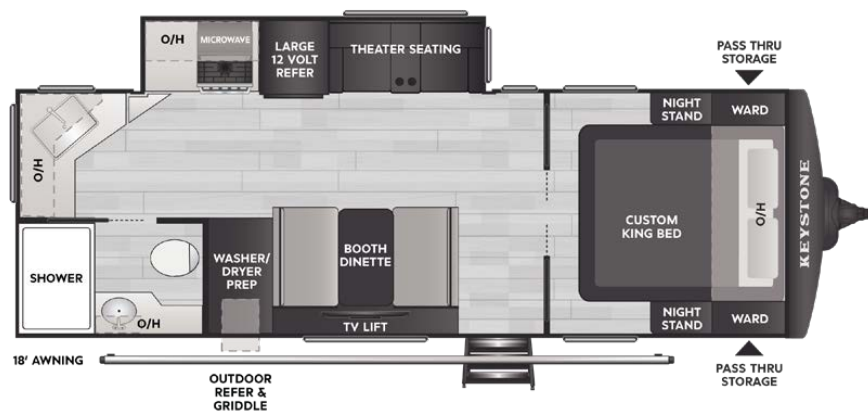
Beyond the floorplans and technology upgrades, Tiffin is also refreshing the visual appeal of its lineup with new interior decor packages, updated exterior paint schemes and redesigned ceiling treatments for the Allegro Bus and Zephyr. The company is also introducing the limited-production Bob Tiffin Limited Edition Phaeton, available exclusively in the 40RTH and 44RTH floorplans. ■

KEYSTONE RV

Bullet

Keystone's Bullet brand has increased the towability and livability aspect with new data-driven floorplans and common-sense features demanded by customers in the laminate segment. A new standard feature for Bullet is Hypercore composite sidewalls, and upgraded furniture is available as an option.

Standard features for Bullet Crossfire include Hypercore walls, Hyperdeck flooring, Road Armor Suspension, an upgraded cap with reinforced rock guard protection, upgraded max interior height of 82 inches, max viewing window placement, increased placement



Bullet Crossfire 234RBK

of outdoor kitchens and 30-by-48-inch showers. A second and/or third Furion Chill Cube 8K AC is available as an option.

New Bullet Crossfire floorplans include the 234RBK with large windows, a hidden 40-inch smart TV, a large pantry with washer/dryer prep, an outdoor kitchen, custom

king bed and corner galley with radius countertops. The 259REV has expansive rear windows, washer/dryer prep, a custom king bed, an outdoor kitchen, a chef-inspired kitchen and a 30-by-48-inch shower with large sky light, which Keystone says is the largest in an ultra-lite travel trailer. The company is also

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introducing the 267MRB and 331WFA floorplans for Crossfire.

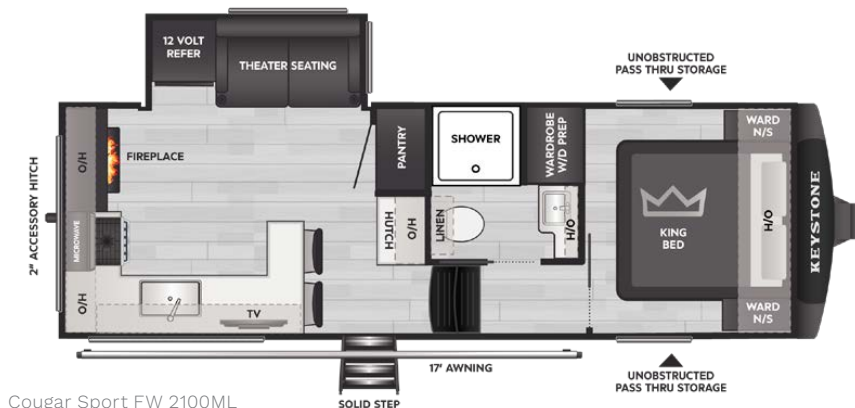
Coleman

Keystone's Coleman segment is introducing the Coleman 19B and 19S, giving customers and dealers a price-point option and upgrade over its most popular floorplans, the Coleman 17B and 17R. These new floorplans offer more space, while still keeping the units lightweight, towable and affordable. In the Coleman Light lineup, Keystone is adding the Coleman Light 23TX and 24RX. The 23TX is a toy hauler with a front garage and side ramp door for loading gear. It also offers a bunkroom area when the garage is empty, with two foldable bunks.

Keystone says it is excited about the 24RX floorplan, a nonslideout unit with a twist up front. It features a twin-to-king bed conversion, a first for the Coleman brand, along with washer/dryer prep and ample bedroom storage. The bathroom layout is unique. Keystone engineered the main entry door to pivot and double as the door to the shower area, giving a separate, private shower apart from the sink and toilet area, with a hallway in between.

In the Coleman Lantern series, the company is introducing three new floorplans. The first is the 25RK, which is very similar to the Coleman Light 24RX. It is a nonslide unit with the twin-to-king bed up front and a new bathroom design. It comes with Keystone's residential Big 6 features and upgraded interior height over the Coleman Light series. The Coleman Lantern 28RKE debuts opposing slideouts in a traditionally built Coleman camper.

The Coleman Legacy lineup is getting a makeover for 2027, including a brand-new front cap. Keystone is also introducing a new dual AC setup utilizing the Furrion 18K Chill Cube, making all Legacy floorplans 30-amp. This makes it more convenient to use a Legacy unit without having to pay extra for a



Cougar Sport FW 2100ML

50-amp premium campsite.

Keystone says the main feedback they've gotten from dealers and customers alike has been about price point. "People still want to get out and go camping, but they're being price-conscious," says Andrew Elliott, general manager for Coleman.

Cougar

Keystone says its most successful features this year for Cougar are centered around RV ownership and utility. Residential interiors, updated slide mechanisms, new travel trailer profile, expanded washer/dryer prep and the residential water manifold system were tremendous hits across the 2026 lineup, resulting in more of these features across all floorplans.

The Cougar line will have new floorplan launches across many segments: three new travel trailer floorplans (21LBK, 29RDS and 29RKE); two new Sport floorplans (2100ML and 3100BH); and two new full-size floorplans (295RDS and 365DBR).

The Keystone Cougar will be offering a five-year frame warranty, vinyl flooring warranty and updated exterior skirt metal standard across all lineups. Keystone also added auto leveling to the sport lineup and flush floor ram slides. Half-ton travel trailers got a large profile update, with higher interior ceiling heights and slide box heights. The company added a heat pump to the 18K Chill Cube ACs and added this into its travel trailer lineup.

For 2027, Cougar focused on making every product more livable, more durable and easier to own, Keystone says. The biggest visual debut is the all-new half-ton travel trailer front cap and redesigned profile, paired with a significantly taller interior featuring an 82-inch flat ceiling, 72-inch slide room height, larger windows and a much more open residential feel. Across the lineup, customers will also notice premium construction improvements, including a five-year frame warranty, upgraded exterior metal, residential-style finishes and meaningful mechanical upgrades that improve everyday camping.

Fuzion & Impact

The Fuzion 383 offers a new double-axle floorplan and L-shaped couch, dinette and one-and-a-half bath. New standard features include solid-surface countertops, soft-close drawer guides, Starlink prep, ATC switch panel with app support instead of InCommand, a larger 55-inch living area TV, a Furrion furnace, and a 15,000-Btu heat pump in the garage and a 18,000-Btu one in the living area.

There is also fully redesigned bedroom layout in Fuzion, which Keystone says it's excited to debut. Previously, this room has not been touched in any meaningful fashion despite extensive changes to the brand over the previous two model years. Some of its updates include a new drop-down TV, closet dresser, fireplace and an accent wall.

For Impact, new standard features for 2027 include solid-surface countertops, soft-close drawer guides, a larger 50-inch living area TV, a Furrion furnace, RVMP Flex Power EFI Dual Fuel Generator, and three Furrion Chill Cube ACs with a 15,000-Btu heat pump in the garage and a 18,000-Btu one in the living area.

New full body paint options are available for both Fuzion and Impact.

Consumer demand has moved from focusing purely on loading zone for toys to a more residential living space with dedicated living and kitchen areas and utilizing garages as a flex space rather than just for toys. Ian Griffith, general manager for Fuzion, says they've seen a trend toward entry level and premium price points selling more in the current market. This, he says, "led us to create the lower cost LT series and focus on expanding the Fuzion and Raptor lines to meet market demands."

Eddie Bauer

Eddie Bauer is introducing multiple new floorplans for 2027 across both the Summit Series fifth wheels and Expedition Series travel trailers. In the Summit Series, the new 3511RK features a spacious rear kitchen with abundant countertop space and storage, complemented by a residential-style sectional sofa for comfort and entertaining. The new 3810MB, the brand's first mid-bunk fifth wheel, combines a functional family-friendly layout with a spacious kitchen, expansive storage, a sectional sofa and features arguably the most well-executed outside kitchen, Keystone says.

For the Expedition Series travel trailers, the new 265RB delivers one of the most functional rear bathrooms in its class, offering ample storage, generous countertop space and excellent travel-day accessibility. The 275MK is designed with couples in mind, featuring both theater seating and a trifold sleeper sofa to comfortably accommodate

overnight guests. The 285ML showcases a spacious rear kitchen and residential-style sectional seating, delivering an impressive amount of living space, countertop area and storage in a travel trailer under 33 feet.

Eddie Bauer is introducing the Coleman 18,000-Btu Chill Cube air conditioning system as a standard feature on all models. Equipped with soft-start technology, the Chill Cube delivers increased cooling performance while reducing startup power demand, allowing customers to enjoy quieter operation, improved comfort and the ability to run multiple air conditioners on limited campground power more efficiently.

Other key upgrades the company thinks will attract dealers and customers are dielectric-greased weatherproof exterior electrical connectors, rack-and-pinion flush-floor slideouts, underbelly service access panels for holding tank connections and slideout motors, and water shutoff valves at all sinks and toilets. Keystone says the enhancements will improve long-term durability, simplify service and maximize time spent at the campground.

Hideout

Keystone is making significant additions and enhancements for 2027 to its Hideout group, with a strong focus on expanding into larger floorplans to complete its product offering and better serve both dealers and consumers.

The 300BRS floorplan is a dual-slide, two-entry travel trailer. It features a spacious bunkroom designed for families. A standout feature is the fully equipped outdoor kitchen, complete with a refrigerator, microwave, cooktop and plumbed sink, creating an exceptional outdoor entertaining experience, Keystone says.

The 300RKS is designed with couples in mind while still offering additional sleeping accommodations, this triple-slide

rear kitchen floorplan combines luxury, comfort and functionality. The front bedroom features an Olympic queen bed slide and abundant storage and is prepped for a stackable washer and dryer.

The triple-slide 380DB is designed for larger groups, featuring two private bedrooms and two full bathrooms. The kitchen and living area connects both ends of the coach, providing a comfortable and functional layout that delivers privacy without sacrificing space.

The nonloft destination model 389FKRB features three slideouts and a roomy front kitchen layout designed for extended stays. Offering one and a half bathrooms, an L-shaped sofa, a large entertainment center with a fireplace and oversize TV, this floorplan creates a true home-away-from-home experience, Keystone says.

The 360DLFT is a lofted destination model, designed to maximize both living space and sleeping capacity. The front living room features a large sofa, theater seating, fireplace and oversize TV. A large center island in the kitchen provides abundant prep space and storage, while the centrally located bathroom offers convenient access from the main entry. The private rear suite is complemented by a generous loft, providing sleeping accommodations for family and guests.

For 2027, more Hideout models will offer optional dual and triple air conditioner packages. Additionally, a fiberglass exterior will be an available option across the Hideout lineup, which Keystone says gives dealers greater flexibility to tailor inventory to their market while providing customers with a premium exterior appearance.

Montana

Keystone says the Montana MO3500RD has a rear den with a beverage bar and may be one of the only fifth wheels with a hidden appliance caddy that comes

THOR INDUSTRIES



Montana 3600RO

out of the countertop. Montana High Country HM396BH is a rear bunkhouse with one of the largest tables in the industry — the whole family can not only sleep in this unit but will also be able to sit around for dinner and game nights together. It also features two full bathrooms and sleeping for seven. The Montana High Country 391TB is a dual suite with a 35-inch tall loft with a sliding door that can fully separate the loft from the living room.

All the Montana units will have pass-through slide trays, rear storage trays, a pull-out exterior TV, power cord reel, CURT Helux pin boxes, hydraulic leveling and water manifolds standard. 2027 Montana and Montana High Country products will also offer a five-year structural warranty.

By offering fewer floorplans across the Montana product lines, Keystone says more thought has been put into each floorplan — something dealers and customers are both seeing the results of.

Passport

Keystone's Passport brand has increased the towability and livability aspect with new data-driven floorplans and common-sense features demanded by customers in the laminate segment. For MY27, Passport is introducing four new Super Lite floorplans: 2340RBK, 2590REV, 2670MRB and 3310WFA. The 2340RBK, 2590REV and 2670MRB all feature a custom king bed, Road Armor suspension, washer/dryer prep and an outdoor kitchen. The 3310WFA is designed

to be the ultimate family adventure or work from anywhere floorplan, Keystone says. It offers a dual-purpose bunk/office room with kayak storage and washer/dryer prep and large drop frame style storage with two extra large bike doors.

A new standard feature for Passport is Hypercore composite sidewalls, and upgraded furniture is available as an option. Passport Super Lite will offer more new standard features, such as an upgraded cap with reinforced rock guard protection, an increased interior height of 82 inches, 18K Chill Cube AC and SolarFlex Protect Chill. A second and/or third Chill Cube 8K AC is available as an option for Super Lite.

Raptor & Raptor Carbon

Keystone is introducing four new floorplans across its Raptor and Raptor Carbon lines. The Raptor 380 is a new double-axle l-couch floorplan, with dinette and one-and-a-half bath. The Raptor 443 is a new triple-axle floorplan with side patio layout, but it adds a camp side slide with dinette and pull-out pantry. Some new standard features include solid-surface

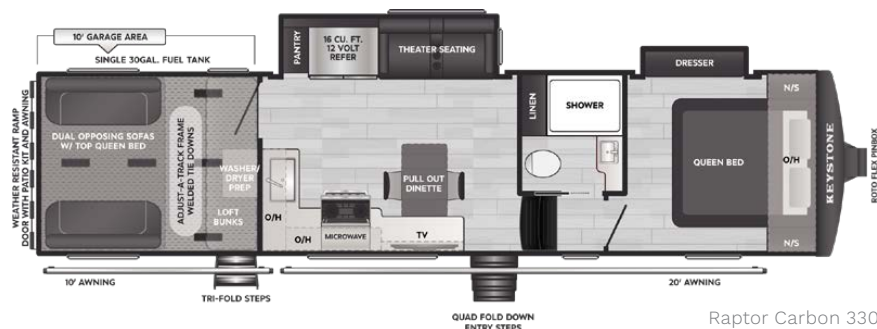
countertops, soft-close drawer guides, Starlink prep, ATC switch panel with app support instead of InCommand, a larger 55-inch living area TV, a Furion furnace, and a 15,000-Btu heat pump in the garage and a 18,000-Btu one in the living area.

Raptor Carbon sees the addition of Carbon 330 and Carbon 361LT for MY27. The 330 is a "state park unit," 35 feet total length with a garage wall and a 10-foot loading zone. The 361LT is a double axle with cross-conversational seating, a garage wall and a 13-foot loading zone. Among its new standard features for 2027 are solid-surface countertops, soft-close drawer guides, roller shades, a larger 50-inch living area TV, a Furion furnace, RVMP Flex Power EFI Dual Fuel Generator, and three Furion Chill Cube ACs with a 15,000-Btu heat pump in the garage and a 18,000-Btu one in the living area. Carbon models also have new paint options.

Reign

Reign is getting a facelift with a new graphics package as well as upgraded interior cabinetry, marking a shift away from open cubbies with netting. Reign is also expanding into the tandem axle segment, building upon the innovations introduced in the single axles.

Two new models are being introduced for MY27. The 18MBH floorplan is single axle bunkhouse, featuring a Murphy bed, oversize awning window and large bar top. The 22FK is a tandem axle couples coach, featuring a fiberglass front cap with windshield, TCS



Raptor Carbon 330

suspension, Chill Cube AC and camp king bed.

Composite solid steps are being added to all 2027 Reign models as standard for 2027. The tandem axle Reigns will be upgraded to TCS suspension, with a fiberglass front cap and 82-inch sidewalls. Options for tandem axle Reigns include the addition of a second AC.

Springdale

Model year 2027 brings four new Springdale floorplans to the lineup, all of which will have a fireplace standard. Keystone says it has significantly expanding the Springdale platform with the introduction of larger travel trailers and an all-new lineup of Destination trailers. This expansion is designed to give dealers a broader, more competitive lineup to meet the needs of today's RV buyers.

The new Springdale 3000BRS is designed for families or campers who need a dedicated secondary sleeping or work space. It is a double-slide travel trailer that prioritizes versatility. One of its standout features is a fully equipped outdoor kitchen, complete with a microwave, refrigerator, sink, cooktop and generous storage, allowing campers to prepare meals and entertain entirely from the campsite.

The 3000RKS is a triple-slide rear kitchen model that delivers residential comfort throughout. The private main suite features an Olympic queen bed slide, washer/dryer prep, abundant wardrobe storage and a spacious bathroom. In the living area, an oversize L-shaped sofa maximizes seating, sleeping capacity, and entertainment, while a standard fireplace and TV create a comfortable gathering space. The rear kitchen offers plenty of countertop space and storage.

The 3601DLFT introduces a triple-slide destination trailer with a loft designed to feel like a home away from home. Opposing front slideouts create an open living area featuring

theater seating, a residential sofa, fireplace, entertainment center and a large kitchen island. The centrally located bathroom offers convenient access from the main entry door, while the private rear suite provides exceptional comfort. Above the bedroom, a generous loft adds extra sleeping room or additional storage.

The new 3890FKRB is a triple-slide destination trailer without a loft. Its front kitchen is highlighted by expansive windows that provide panoramic campsite views while providing natural light inside. The living room features a large L-shaped sofa designed for relaxing, entertaining and accommodating overnight guests. A half bath is conveniently located just off the living room, while the rear main suite delivers residential amenities, including an Olympic queen bed slide, washer/dryer prep, extensive wardrobe storage, dual vanities and a large shower.

Sprinter

Sprinter is introducing five new floorplans for 2027 — three fifth wheels and two new travel trailers. Keystone says its focus for Sprinter for the upcoming model year is to maintain a desirable price point while offering the most fifth wheel for the money, provide additional upgraded features and expand its lineup to include some shorter, more price-driven floorplans.

In Sprinter fifth wheels, new floorplans include the 3500RDB, a double-over-double bunk plan with a four-position versa table, hidden pantry and outside storage; the 3600RLS, a rear living floorplan with

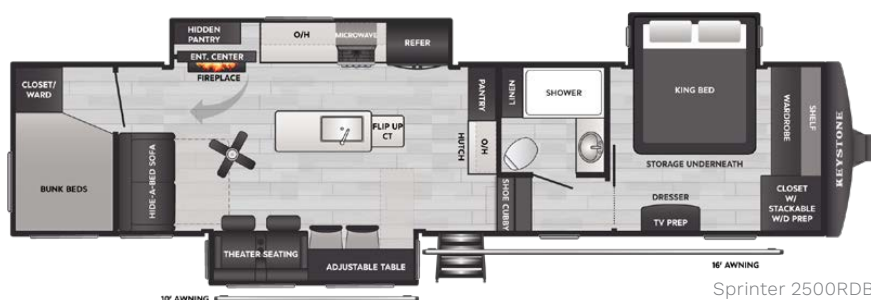
walk-in mud room that includes hidden washer and dryer/ bench seating, overhead storage and pull-out pet dish; and the 910RLQ, a rear loft layout with a queen bed below, full outside kitchen, 40-inch TV and oversize L-shaped super sectional. All fifth wheels will come with three ACs standard in all floorplans.

For travel trailers, Keystone is adding the 38DKB and 35BHS. The 38DKB offers dual king bed slides, two full bathrooms, a 120-inch window in the main slide and a 20-foot awning. The 35BHS features a wide body, king bed suite with rear bunk, a 120-inch window in the main slide, coffee nook and a 20-foot awning.

Walkabout

Walkabout's continued product development focused on providing its dealer partners with a comprehensive solution for the adventure-minded customer, Keystone says. Walkabout will introduce two new models for 2027 — 25MAX and 221FROST.

The 25MAX is a rear bath model under 30 feet overall length. Its features include an atrium slideout, full-size pantry, and washer/dryer prep in a dedicated mudroom. The 221FROST is a Murphy bed bunk model, featuring 500-pound rated bunks, Chill Cube AC and more at an aggressive price point, Keystone says. All Walkabouts will feature an upgraded three-burner cooktop standard. ■



WINNEBAGO INDUSTRIES

GRAND DESIGN

Across nearly every product line, Grand Design RV is introducing new floorplans, refreshed interiors, enhanced towing technology and customer-inspired features.

The resulting lineup reflects a commitment to delivering thoughtful improvements that enhance the ownership experience.

Lineage Class B

After a successful first year in the Class B market, Grand Design RV plans to expand its Lineage touring van lineup with new floorplans, upgraded technology and refinements inspired by owner feedback.

Leading the lineup is the new Lineage Series VP LVP3, a twin-bed, rear-bath floorplan built around one of the most popular layouts in the Class B segment.

This coach offers a 6-foot, 10-inch interior height, curved cabinetry, a flush-floor shower pan, Aqua-Haven shower system, 18,000-Btu Furrion Chill Cube air conditioner and an Invisacook induction cooktop as standard. Grand Design also incorporated a larger refrigerator and added storage to the LVP3.

"The additions build on the strong momentum we've seen from Lineage and provide customers with even more flexibility to choose a floorplan that fits their travel style," the company says.

Buyers can also pick exterior color choices to customize the appearance of their coach. New Starlink compatibility makes it easier to stay connected during extended



trips. Customers can also add a second battery to increase power capacity for off-grid adventures.

Grand Design says one of the biggest drivers behind the 2027 updates has been owner feedback.

"Some of our best ideas come directly from the customers who use our products," Grand Design says.

During the past year, the Lineage Series VT and Series VP emerged as standout performers, with customers responding well to their premium features, innovative design and everyday drivability.

Lineage Class C

Grand Design RV is expanding its Lineage Class C portfolio for 2027 with an all-new gas-powered motorhome, more floorplans and new technology that enhances comfort, drivability and off-grid capability.

The headline introduction is the Lineage Series E 30DC, Grand Design's first gas-powered Class C motorhome. Built on the Ford E-450 chassis, the new coach combines ample exterior storage with premium residential features and craftsmanship synonymous with the Grand Design name.

"The excitement and interest surrounding this product have been tremendous," the company says.

The Series E joins two new floorplans for 2027. The Lineage Series F 29AN offers twin beds that convert into a king-size bed in a compact footprint, along with a large rear cargo area featuring a drop-frame design. Buyers can choose between power theater seating or a dinette booth for added flexibility.

The new Lineage Series M 25MD, built on the Mercedes-Benz Sprinter 4500 chassis, combines ample storage with theater seating and a Murphy bed that converts from the dinette into a 70-by-80-inch king-size sleeping area. Porcelain countertops and an Invisacook induction cooktop complete its upscale residential feel.

Every Lineage Class C now includes FOX Factory suspension, along with COBRA air conditioning. Generator packages are also tailored to each chassis, including an 8kW diesel generator for Series F, a 4.5-kW LP generator for Series M and a 6-kW gas generator for the new Series E.

Adventure-minded buyers will also find two new appearance and capability packages available on select Series F models.

The new 43 Package includes custom paint, LiquidSpring suspension, custom offset wheels, larger Goodyear tires, a WARN winch, upgraded lighting and exclusive



Grand Design Lineage

WINNEBAGO INDUSTRIES

badging. The 35 Package adds 20-inch wheels, BFGoodrich HD Terrain tires, custom fenders and rock sliders for a rugged appearance.

The Lineage lineup is backed by a two-year limited warranty, three-year structural warranty and the company's Check-In Warranty Program, which proactively connects with owners throughout their ownership experience while gathering feedback to shape future product development.

Foundation & Transcend

Grand Design is expanding its destination trailer and travel trailer lineups with a strong focus on affordability and innovative floorplans.

Three new floorplans headline the Foundation lineup. The 44LVG introduces a dual loft design that maximizes sleeping capacity and living space. The 40FLG is a new nonloft laminated floorplan that delivers comfort and functionality in an affordable package. Rounding out the introductions is the 395FGK, a traditionally built destination trailer that provides exceptional value and maintains a residential feel.

One of the company's biggest successes this year was the launch of the Foundation 42GD, which Grand Design says exceeded expectations. Customers responded enthusiastically to its residential design and feel, while dealers began requesting additional floorplans, Grand Design says.

Affordability is a major priority

with the Transcend Lite. While the new series delivers the company's lowest ever MSRP, the company emphasizes the Transcend Lite is built to the same standards as every Grand Design RV, backed by the same warranties and supported by the brand's customer-first philosophy.

The Transcend family is also growing with several new floorplans across both the Transcend and Transcend Xplor lineups.

The Transcend 345DQT is a floorplan designed for extended stays with two private bedroom suites, each featuring a 60-by-80-inch queen bed slideout. The layout includes dual-entry doors, a dedicated workspace, washer/dryer prep, a coffee bar and triple AC capability. All slideouts are positioned on the off-door side to maximize campsite living space.

The new Transcend 275FKT reimagines the front-kitchen floorplan with one of the largest front windows available in a traditionally built travel trailer. The under-32-foot, half-ton towable model features a 66-by-80-inch grand king bed, a rear bath with washer/dryer prep, a camp kitchen and a dedicated coffee nook. And both slideouts are on the off-door side for improved campsite usability.

The Transcend Xplor 18FQX packs residential comfort into a trailer less than 25 feet and weighing under 5,000 pounds dry. Its features include a queen bed, oversize refrigerator, spacious pantry, direct-



Transcend 345DQT

view entertainment center and additional sleeping capacity.

Rounding out the introductions is the Transcend Lite 121RBL, a compact travel trailer measuring 15 feet long and weighing less than 3,000 pounds dry. This travel trailer includes a large rear bath, dedicated desk and flex space, roof-mounted air conditioning, a 12-volt refrigerator with freezer, heated and enclosed underbelly, the Transcend Kitchen Features Package and Grand Design's 1-3-5 warranty coverage.

The Transcend lineup also features bonded roof rafters that increase structural integrity and durability and interior accent walls that create a more residential atmosphere. Dedicated toothbrush holders and exterior drying racks for towels, swimwear and outdoor gear further enhance campsite convenience.

Imagine

Grand Design is introducing one of the most significant updates in the history of its Imagine lineup with a complete redesign.

The changes begin on the outside with an all-new exterior graphics package, refreshed styling and an updated front profile. For the first time ever, Imagine models will feature an expansive front windshield to let more light in and give the trailers a distinctive presence on dealer lots.

Inside, the transformation continues with an all-new interior featuring updated color palettes, redesigned cabinet doors, new flooring and countertops, and premium residential touches such as backlit bathroom mirrors. Grand Design has also expanded its pet-friendly features with the addition of



Featured inside the Reflection 350RDS

WINNEBAGO INDUSTRIES

Grand Design Imagine

a Screen Defender entry door and an integrated pet leash holder.

The redesign extends throughout the standard Imagine lineup, where every 2027 model will receive the new interior and exterior styling as standard equipment. Additional upgrades include an all-new front cap design, solid-surface countertops and power stabilizer jacks.

Grand Design is also expanding its Imagine AIM lineup with two of its most successful floorplans.

The 17MKA features an efficient layout that maximizes living space within a compact footprint. With its functional design, comfortable living area and practical storage solutions, it offers an ideal combination of comfort and maneuverability.

Joining it is the 21MBA, which offers a versatile layout centered around a multipurpose bonus room that can serve as additional sleeping space, storage, a home office or extra living area.

Reflection

For 2027, Grand Design continues to evolve its Reflection lineup with new floorplans, upgraded technology and enhanced towing performance.

Among the biggest additions are two all-new floorplans that expand the Reflection lineup and boost livability and convenience. The company is also making the Lippert Touring Coil Suspension standard on Reflection fifth wheels and travel trailers for a smoother, more comfortable towing experience, improved ride quality and handling.

The refreshed interior showcases the all-new Porter interior, which features cloth furniture, rich warm cabinetry and a more residential atmosphere. Entertainment has also been upgraded with larger TVs, premium Klipsch audio systems and enhanced entertainment features.

Additional enhancements throughout the lineup include a standard CLM water filtration system, larger beds in the 100 Series



and 150 Series, expanded storage with additional hidden pantry designs, a redesigned wheel package and a new front-rail TPO light that improves convenience and safety after dark.

Leading the new floorplans is the Reflection 310RL, a fifth wheel that combines towability with residential comfort. Measuring less than 35 feet and weighing under 10,000 pounds dry, the 310RL features an L-shaped seating arrangement that allows slideouts to operate without moving furniture, along with a concealed pantry and entertainment center. The floorplan also includes a redesigned bedroom and bathroom, a standard king bed and washer/dryer prep.

The Reflection 350RDS features large door-side windows for expansive outdoor views and more natural light inside. Its rear-den layout features a 65-inch TV and seating for up to six people. Additional highlights include a spacious bathroom, redesigned bedroom with washer/dryer prep and a residential-style kitchen. At less than 40 feet, the 350RDS balances spacious residential living with practical towability.

For 2027, Grand Design is also introducing full body paint as a new option on select Reflection fifth wheels and travel trailers. The premium finish gives the lineup a

more refined, automotive-inspired appearance.

One of the company's biggest successes this year was introducing the CURT Touring Coil Suspension and Helux pin box to the Reflection 150 Series. Dealers and customers responded well to the improvements in ride quality, towing comfort and the overall travel experience.

Momentum

For 2027, Grand Design is expanding its Momentum toy hauler lineup with new floorplans, technology and an entirely new product segment designed to make fifth-wheel toy hauling more accessible than ever.

The all-new Momentum MAV Fifth Wheel marks Grand Design's entry into a completely new segment. Designed for outdoor enthusiasts who want the benefits of a fifth wheel toy hauler without the size and weight, the new MAV combines lightweight construction, a single-slide design and easier towability that opens the market to more truck owners. Grand Design describes it as toy hauling made simpler, not smaller.

The new Momentum MAV Fifth Wheel will launch with multiple floorplans and will deliver comfortable living spaces, durable construction, smart storage solutions and practical functionality.

We put more into our RVs so you can put more on the road.



At Grand Design, building a better RV starts with putting more into every detail, more innovation, more durability, and more support. From our industry-leading construction standards to our customer-first service model, every coach is engineered to deliver long-term value and reliability.

That means fewer service calls, greater customer satisfaction, and more confidence for you, on the lot and beyond. With standout features like our exclusive 1-3-5 warranty and a commitment to responsive, dealer-focused support, Grand Design RVs are built to perform and built to last.



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Reflection 350RDS

Standard features include a Worry-Free Composite Roof System on both the main roof and slideouts, an Omega fifth wheel frame, MORryde CRE3000 suspension, garage lengths of 13 feet or more, a 65-inch TV and easy towability.

The company is also expanding the MAV travel trailer lineup with the Momentum 30MAV. Building on the popularity of the 27MAV and 28MAV, the new model was developed to meet growing demand for a lightweight toy hauler with greater cargo capacity and versatility while introducing several first-ever features for the MAV lineup.

The 30MAV introduces the first separate garage in the MAV travel trailer lineup with an 11-foot garage, along with a dedicated mudroom, a kitchen-to-garage pass-through with shade, a large U-shaped kitchen, a flip-up bar top in the garage and sleeping accommodations for up to six people. MORryde CRE3000 suspension further enhances ride quality and towing performance.

Rounding out the new products is the Momentum G-Class 363G, a premium tandem-axle fifth wheel toy hauler that delivers a premium fifth wheel toy hauler experience in a tandem-axle platform measuring less than 42 feet. It features large door-side windows, an open-concept kitchen and living area, a redesigned bathroom with a large linen closet, a new bedroom

layout, an Omega fifth wheel frame, hydraulic auto-leveling, a drop-frame generator setup with large pass-through storage and the Worry-Free Composite Roof System on the main roof and slideouts.

For 2027, Grand Design is expanding its Worry-Free Composite Roof System across the Momentum lineup. The company also strengthened its chassis and running gear with the Omega fifth wheel frame, while upgraded suspension options, including MORryde CRE3000 suspension and MORryde Independent Suspension with disc brakes, depending on the model, deliver improved ride quality, handling and braking performance.

Another major addition is an exclusive 3-Season Wall option for select Momentum and Momentum

G-Class fifth wheels. Designed to extend the usability of the garage and patio area, the system features improved insulation, keyed locks on the wall and sliding glass door, and a pull-down privacy shade. The design allows owners to keep the rear ramp in patio mode more often while maintaining privacy, security and protection from the elements.

Influence & Solitude

Grand Design is expanding its Influence lineup with the all-new Influence 3705RD, a floorplan designed to blend residential living with flexibility. The coach features a flip-up workstation, a king bed and a refreshed interior. Updated exterior styling, including cleaner trim lines and modern squared windows, gives the fifth wheel a more contemporary appearance inside and out.

While the 3705RD expands the lineup, customer favorites such as the 3904BH remain available.

For 2027, the Influence lineup features the premium components that define the brand. Standard equipment includes Grand Design's Worry-Free Composite Roof System covering both the main roof and slideouts, the Omega fifth wheel frame and MORryde Independent Suspension with disc brakes. Together, these features provide greater durability, improved towing confidence and a superior ownership experience.



Momentum G-Class 363G

WINNEBAGO INDUSTRIES

Additional options for 2027 are still being finalized, Grand Design notes.

Grand Design is introducing a comprehensive refresh of its Solitude lineup with updated interiors, all-new exterior graphics and new floorplans.

The all-new Solitude 394RO features a floorplan designed for RVers who want to combine luxury living with the ability to work from the road.

Inspired by the success of the Solitude 414LJM, the new model replaces the traditional rear bunkroom with a large and functional dedicated office space. As more owners embrace extended travel, remote work and full-time RV living, Grand Design believes the 394RO delivers a unique blend of productivity, comfort and residential luxury.

The 394RO features a stand-up motorized desk, large picture windows and a versatile den that can serve as a home office, entertainment room or gaming space. It also includes an outdoor side patio with an outdoor kitchen and a large TV.

Standard equipment includes the Omega fifth wheel frame, Worry-Free Composite Roof System covering both the main roof and slideouts, and MORryde Independent Suspension with disc brakes.

Also joining the lineup is the Solitude 320RK, a lighter, more compact luxury fifth wheel with premium residential amenities. The floorplan includes a residential king bed, thoughtfully designed living spaces and the same premium standard features found throughout

the Solitude lineup, including the Omega fifth wheel frame, Worry-Free Composite Roof System and MORryde Independent Suspension with disc brakes.

One of the company's biggest success stories this year was the Solitude 414LJM, developed in collaboration with Grand Design Brand Ambassadors Less Junk, More Journey.

The model quickly became one of the most sought-after floorplans in the Solitude lineup, Grand Design says, with customers embracing its combination of luxury, functionality and flexibility for extended travel.

At the same time, the 310GK continued its long-standing reputation as a customer favorite, reinforcing the importance of thoughtfully designed, highly livable floorplans. ■

WINNEBAGO

For 2027, Winnebago is continuing to build on its focus on strategic product expansion, innovation and differentiation across its motorized and towable lineups.

The company will be highlighting newer platforms, including Elora and Resa, which represent an important step forward in evolving design and overall user experience, along with ARKA, which will introduce a drop-bed option designed to increase flexibility and broaden appeal to a wider range of adventure-focused customers. Winnebago will also highlight expansion in its Access lineup with the debut of a new tandem-axle floorplan.

In addition, Winnebago will be showcasing updates to key models that reflect improvements in usability, flexibility and overall livability. Travato will see updates focused on advancing system capability and overall performance, and View and Navion continue to evolve with refinements aligned to customer and dealer feedback.



Winnebago ARKA

Across the lineup, updates for 2027 emphasize improved functionality, enhanced experiences and thoughtful feature integration that supports both on-grid and off-grid use, reinforcing Winnebago's commitment to delivering differentiated solutions for a

wide range of RV customers, the company says.

Winnebago will be displaying at the Elcona Country Club, located at 56784 County Road 21 in Bristol, Indiana, as it has in previous years, and is invite only. ■

TEREX RECREATION GROUP

AMERICAN COACH

The all-new American Eagle 45J is a luxury diesel pusher designed for travelers who refuse to compromise on power, comfort or convenience.

“The American Eagle 45J combines flagship luxury, exceptional road capability and



American Coach Eagle

advanced technology in one refined package,” says Doug Miller, director of sales for American Coach. “Its 605-horsepower Cummins X15 engine, 1,950 pound-foot of torque, 20,000-pound hitch rating, a 74,000-pound gross combined weight rating and 150-gallon fuel tank support confident long-distance travel, while a spacious rear suite, walk-in closet, stackable laundry, flexible seating, Cambria quartz surfaces and Apex furniture create a true residential experience.”

Miller says the new coach boosts driving confidence with UltraSteer to reduce the coach’s turning radius and Select Drive steering. The RoadWatch safety suite offers adaptive cruise control, collision mitigation, active braking, traction control and electronic stability support. An upgraded Ghost Audio system and a 20-inch cockpit display further improve the driving experience.

Exterior enhancements include new full body colorways, a driver-side window with a power sliding toll window and wireless remotes for the power cord and water hose reels.



2027 Eagle 45J floorplan

Power basement trays, push-button luggage locks and redesigned utility bays also elevate the experience.

Inside, matte black hardware is now standard, while chrome hardware is available as an option. American Coach also updated its decor offerings with the Appaloosa, Dakota and Black Walnut/Charcoal two-tone cabinetry selections while retiring the Arabella interior.

Additional decor choices now include the new Maybrooke package. The company updated the front air-conditioning system to a high-efficiency unit connected to the house battery system.

While performance remains a hallmark of the American Eagle, Miller says, the new 45J is equally focused on creating a true residential living environment. The rear suite features a walk-in closet, generous storage and washer/dryer prep.

Throughout the living area, buyers will find premium residential finishes, including Cambria quartz countertops, Apex custom furniture and a Fisher & Paykel induction cooktop.

The standard layout includes a 72-inch motion theater sofa, sleeper sofa and freestanding dinette, while multiple seating configurations allow owners to tailor the coach to their style.

Available options include multiple entertainment upgrades, additional

TV configurations, several seating arrangements, booth or banquette dining, multiple stackable washer and dryer packages, an exterior freezer and a rear ladder.

Buyers can equip the Eagle with Starlink satellite connectivity, a technology package that includes a cellular booster and 330-watt solar panel, or a lithium battery package to support greater off-grid capability.

Additional personalization options include brushed bronze or chrome interior hardware, expanded exterior graphics and an available Blackout Package.

Miller says buyers increasingly want luxury coaches capable of extended off-grid travel, enhanced connectivity and premium residential comfort while maintaining driving performance.

Those insights helped shape the 2027 lineup, which places greater emphasis on off-grid capability, long-distance touring, residential amenities and advanced technology integration.

“American Coach’s MY2027 strategy is focused on refining the premium ownership experience, improving cockpit comfort, safety, connectivity, convenience and personalization, while retaining the high-output diesel platforms and residential interiors expected in the luxury Class A segment,” Miller says.

American Coach will display its 2027 lineup during the Elkhart Open House at 2707 County Road 15. ■

FLEETWOOD RV

Fleetwood RV will introduce new floorplans across its Fortis, Frontier and Discovery models and expanded technology, safety, connectivity and personalization options throughout its Class A lineup. The updates emphasize residential living, family-friendly layouts and features that make life on the road more convenient.

According to Director of Sales Doug Miller, dealer and customer feedback played a key role in shaping Fleetwood's MY2027 lineup. Specifically, they asked for versatile floorplans, a stronger residential experience, greater personalization and contemporary design, more emphasis on technology and improved driving confidence and everyday usability.

The all-new Fortis 35R expands the company's gas Class A lineup with a floorplan that maximizes living space. Opposing slide rooms in the front create an open living area, while a private, rear king bedroom provides residential comfort. The coach also includes a Dream Dinette, jackknife sofa and available theater seating, along with 160 cubic feet of exterior storage.

Buyers can choose from five new full body paint schemes.

Upgraded technology includes standard smartphone- and tablet-controlled Multiplex controls, a 50-inch exterior TV and a 100-watt solar panel.

Expanded driver assist capabilities include Advanced Vehicle Safety with adaptive cruise control and lane-departure warning, plus optional collision mitigation. SumoSprings, a steering stabilizer, and LiquidSpring suspension improve suspension and driver handling.

Connectivity includes Winegard 360+ with a 4G gateway, SG-ready capabilities and available Starlink.

For buyers seeking a larger diesel coach, Fleetwood's Frontier 39B fills the bill. The triple-slide floorplan combines dedicated bunk beds, a

bath-and-a-half configuration and a private, rear king bedroom. The 39B also boasts 192 cubic feet of exterior storage.

The Frontier includes redesigned cabinet doors and drawer fronts, new window treatments, fresh exterior paint selections and updated decor and wood combinations.

Buyers can tailor the interior with available power theater seating, multiple dining configurations and optional side-by-side laundry appliances. The Aqua-Hot 400D provides continuous hot water and hydronic heating throughout the coach.

Optional equipment includes Starlink satellite connectivity, LTE Wi-Fi and cellular connectivity, solar power, Mobileye collision mitigation, a Hide-A-Loft electric drop-down bed, central vacuum system, power shore-cord reel and a 90-inch full-bay slideout storage tray.

Fleetwood is also expanding its premium Discovery lineup with two new floorplans.

The Discovery 38K targets families and larger groups by accommodating up to eight while retaining a residential bath-and-a-half layout, rear king suite, heated porcelain flooring, Aqua-Hot heating and generous interior and exterior storage.

The Discovery 38L is designed specifically for couples, providing what Fleetwood describes as a luxury resort-style living experience focused on two-person travel.

Discovery interior updates include redesigned cabinet doors and drawer fronts, a pivot-style mid-bath door for easier movement through the coach and new decor collections featuring updated fabrics, bedding, countertops, backsplashes and interior accents. Eight new exterior paint options, multiple cabinetry finishes and black interior hardware further modernize the Discovery's appearance.



Fleetwood RV Fortis



Fleetwood Frontier

Connected technology in the lineup includes Safe-T-View camera integration that allows side-view and backup-camera images to be displayed on interior TVs, smartphone- and tablet-based Multiplex controls that can be paired with an available Technology Package that adds LTE Wi-Fi, a cellular booster, solar charging, Mobileye collision mitigation and app-based remote access.

Buyers can also select available Starlink satellite internet, a dishwasher, motion power lounge, Hide-A-Loft electric drop-down bed and freestanding dinette with credenza.

Fleetwood RV will display its model year 2027 lineup during the Elkhart Open House at 2707 County Road 15. ■

TEREX RECREATION GROUP

HOLIDAY RAMBLER

Holiday Rambler made everyday livability the centerpiece of its 2027 lineup with coaches that maximize sleeping capacity, entertaining space and residential comfort.



Holiday Rambler Endeavor



Holiday Rambler Endeavor

"Overall, the most compelling MY2027 theme is greater livability for real-world travel: more sleeping capacity, flexible seating, residential conveniences, expanded storage, updated decor and stronger connectivity," says Doug Miller, director of sales for Holiday Rambler. "Rather than introducing technology for its own sake, Holiday Rambler is making its coaches work better for families, guests and extended stays."

He adds Holiday Rambler will debut the all-new Endeavor 38K and 38L diesel pushers and the new Invicta 35R gas Class A at this year's Open House.

Miller says, "The all-new Endeavor 38K and 38L are Holiday Rambler's most notable model year 2027 debut because they bring family-scale capacity to a premium diesel coach. The 38K and 38L's bath-and-a-half floorplan includes a private rear bathroom, mid-coach powder room and 72-by-80-inch king bed."

The 38K sleeps up to eight people, while the 38L accommodates up to six. Both floorplans feature a large rear owner's suite with a king bed, dual wardrobes, a

stackable washer and dryer, and a private rear bath.

Holiday Rambler redesigned the coach with new doors and drawers and added a pivot-style mid-bath door to improve traffic flow. Three new decor packages, two cabinetry selections and updated exterior graphics gives buyers more opportunities to personalize their coach. An exterior entertainment center with a TV and Bluetooth soundbar comes standard.

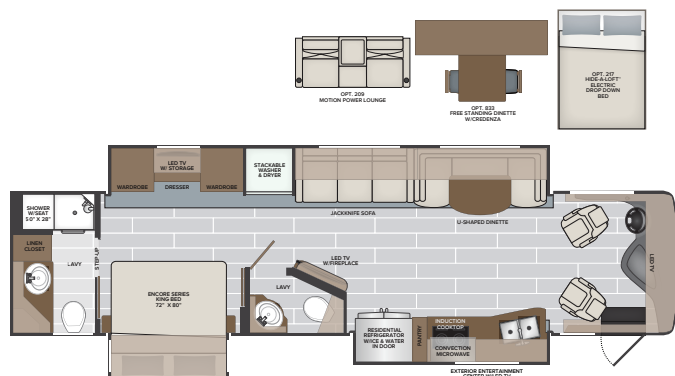
Buyers can also add Starlink satellite connectivity, choose chrome interior hardware in place of the standard black finish, and configure the 38K with features such as a freestanding dinette with credenza, motion power lounge, Hide-A-Loft bed and dishwasher.

Holiday Rambler is also expanding its gas-powered Class A lineup with the new Invicta 35R, a 36-foot coach.

"The new Invicta 35R offers a more approachable gas Class A centered on an open, seating-rich living area, a private king suite and the most exterior storage in the Invicta lineup," Miller says.

"The fresh, vibrant interior and exterior decor create a bright and inviting look that sets it apart from other coaches in its category. It broadens Holiday Rambler's MY2027 appeal by delivering residential comfort and entertaining space in a manageable 36-foot coach."

The private rear owner's suite includes a 72-by-74-inch king bed, dresser, wardrobe and dedicated CPAP storage.



Endeavor 38K floorplan

Buyers can also select optional all-in-one or stackable laundry configurations.

With 160 cubic feet of exterior storage, the 35R offers the largest cargo capacity in the Invicta lineup.

The Invicta also features a 7-kW generator with automatic generator start and 2,000-watt inverter to replace the previous 5.5-kW unit; square windows with integrated blinds and hardwood window treatments; and offers six new full body paint selections.

Starlink satellite connectivity joins the options list for the entire Invicta lineup, while buyers can tailor seating arrangements to match their travel style.

Dealer and customer feedback played a key role in Holiday Rambler's product development for 2027. According to Miller, buyers continue to seek residential comfort in a smaller footprint. This feedback led the company to focus on five key areas:

1. Residential livability within manageable footprints
2. Flexibility for different travel styles
3. Stronger connectivity and app-based controls
4. Greater driving confidence and safety
5. Contemporary styling with expanded personalization options

Holiday Rambler will display its 2027 lineup during the Elkhart Open House at 2707 County Road 15. ■

THE FUTURE OF RV HAS FRONT ROW PARKING

TEREX RECREATION GROUP

RENEGADE RV

Headlining Renegade RV's 2027 lineup is the all-new Explorer TS (Twin Screw) model, a luxury Class 8 Super C designed with maximum towing capacity, long-haul comfort and advanced technology.



Renegade Explorer TS



Renegade Explorer TS

According to Chris Cook, director of sales for Renegade RV, the Explorer TS was developed to meet changing customer expectations in the premium Super C market.

"Consumers are looking for greater towing capability, enhanced off-grid performance, long-distance travel comfort, residential amenities and advanced technology integration," Cook says. "The Explorer TS meets those needs."

Built on the Freightliner Cascadia 116 chassis, the Explorer TS introduces a second powered rear axle, or "Twin Screw" configuration, which increases carrying capacity while delivering a 30,000-pound



Renegade Explorer

towing capacity and enhanced driving stability. The coach also offers an optional cab-over bunk for more sleeping space.

The Explorer TS comes equipped with three roof-mounted air conditioners; a 12.5-kW generator; Aqua-Hot 450D hydronic heating; a 540Ah lithium battery system, scalable to 1,080Ah; and a 600-watt solar package, scalable to 1,000 watts. Standard equipment also includes Starlink, a recordable 360-degree camera system, and electric dump valves.

Renegade also continues to build on the success of the Verona and Veracruz models.

The Verona, built on the Freightliner M2-106 Plus chassis, receives two new triple-slide floorplans. The new 40VTB and 40VTR offer more layout choices and maximize interior living space.

Other updates include porcelain tile flooring throughout the coach, woven vinyl flooring in slide rooms, standard dual high-capacity lithium batteries for greater off-grid capability and an optional heated floor system. The cab-over bunk also becomes standard equipment for 2027. There is even ceramic window tint with IR rejection to reduce solar heat gain and improve interior climate control.

The Veracruz, built on the Ford F-600 chassis, also expands with two new floorplans.

The 33VDS features a redesigned living room and kitchen layout



Renegade Explorer

with more countertop space and improved dining accommodations. The 33VRS increases walk-around bedroom space, has more windows and three 200-watt solar panels that come standard for added off-grid capacity.

Cook says the Verona and Veracruz have been among Renegade's strongest-performing products over the past year, reflecting continued demand for premium Super C coaches.

Renegade sees several trends shaping the motorhome market, including growing demand for greater towing confidence, extended off-grid capability, residential-style interiors and integrated technology.

"Renegade RV is maintaining its strength and fortifying its market position with the addition of new models and features like those in the Explorer TS," Cook says.

At Open House, Renegade RV will be displaying at the company's Customer Experience Center, 2707 County Road 15. ■

INDEPENDENTS

KROPF INDUSTRIES



Kropf Eldorado 9110



Kropf Island 4720 exterior

Kropf Industries is broadening its lineup for 2027 with seven thoughtfully designed new floorplans. The company's latest offerings reflect the evolving priorities of campground owners, seasonal campers and families looking for a true home away from home.

Leading the lineup is the new Eldorado 9115P, a park model designed to maximize indoor-outdoor living. The floorplan features an offset porch entry that improves traffic flow, a large galley-style kitchen positioned away from the main living area and an outdoor kitchen that enhances the camping experience.

For Canadian customers, Kropf has introduced the Eldorado 9114, a spacious family-oriented floorplan featuring a king-size primary suite with generous storage, a washer/dryer combination and a private en-suite bathroom complete with a 60-inch tile shower, 54-inch soaker tub and separate water closet. A second bedroom with twin bunks and an additional full bathroom makes the model well suited for larger families.

The company's Island Series also receives several notable additions. The Island 6478QP (Quad Bunk



Kropf Eldorado 9110 interior

with Porch) introduces what Kropf believes is a first-of-its-kind loft design in the park model segment. The loft stretches from the front to the rear of the unit and incorporates four separate twin sleeping cubbies that provide privacy for children while maintaining open gathering space for the family. Parents also benefit from a private king bedroom with its own porch.

"Kropf's Quad Loft provides a solution for large families," Designer Liz Wogoman says. "Thoughtful sleeping spaces provide a zone for each child without sacrificing common living space for the entire family to enjoy together."

Additional Island Series models broaden the company's lineup even further. The Island 6474 features a practical front kitchen, spacious living room, king bedroom and large loft, while the Island 6481 is designed specifically to maximize sleeping capacity with a queen

primary bedroom, triple bunkroom, expansive loft and sleeper sofa for accommodating family and friends.

Alongside the expanded floorplan selection, Kropf is enhancing its feature offerings across multiple product lines. The Eldorado Series receives additional standard amenities designed to satisfy growing demand for luxury park models that arrive equipped with premium finishes and conveniences. At the same time, the Island Series gains a wider range of optional features, giving dealers and buyers greater flexibility to personalize each unit through an à la carte approach.

Customization continues to be a major focus for the manufacturer as more buyers seek unique vacation homes tailored to their individual tastes. According to Wogoman, Kropf has responded by carefully expanding its decor selections while continuing to offer layouts that dealers know perform



Kropf Island 4720 Cabin interior

INDEPENDENTS

well in their markets.

“Dealers want tried and true floorplans and decor combos,” Wogoman says. “They know their market well and look forward to Kropf options that have anticipated the preferences of a wide range of buyers.”

She noted that the company’s retail business has grown significantly as more customers pursue personalized builds.

That emphasis on personalization is supported by Kropf’s in-house engineering, design and sales teams that work closely with dealers and retail customers to create stock inventory and custom homes.

The company believes that thoughtful design can make even compact living spaces feel spacious, comfortable and indulgent.

Residential-inspired upgrades

continue to drive purchasing decisions as well. Exterior porches, premium residential siding and metal roofing have all experienced steadily increasing demand as buyers prioritize durability and lower maintenance.

“Residential upgrades that increase longevity and decrease maintenance are at the forefront of our customers’ priorities,” says Brian Wogoman, director of product development.

Among all of Kropf’s 2027 introductions, company leaders believe the new Quad Bunk concept will generate the most excitement among dealers and consumers.

“Park models have had single, double and even triple lofts for years. The construction and location of our new Quad loft utilizes square footage in a practical way that isn’t currently offered anywhere else in

the market,” Brian Wogoman says.

Looking ahead, Kropf remains optimistic despite softer conditions affecting portions of the RV market. Company leadership believes continued investment in product development, quality construction and customer customization positions the manufacturer well for sustained growth.

“While the majority of the market is feeling a bit soft, Kropf Industries is thankful to have a demand that far exceeds expectations,” General Manager Trevor Kropf says. “This industry is more resilient than most and we remain optimistic that improvements and corrections that have been made across all levels of the industry will preserve the health and longevity of the industry as a whole.” ■





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INDEPENDENTS

ALLIANCE RV



Alliance Avenue 27RK



Alliance Avenue 27RK

Alliance RV will roll into Open House with one of its most ambitious model year launches to date.

The company is introducing new lightweight travel trailers, fifth wheels and luxury toy haulers, an expanded lineup of floorplans, upgraded standard features and a high-end, four-season fifth wheel.

According to Jeremiah Dumka, vice president of sales, the 2027 lineup reflects Alliance RV's focus on listening to dealers and consumers while expanding into the market's fastest-growing segments.

"At this year's Open House, we will have a ton of new things to showcase," Dumka says. "We'll be unveiling our all-new, high-end four-season fifth wheel; new Kirkwood decor on Delta, Paradigm and Avenue models; as well as many new floorplans in all segments."

Avenue Fifth Wheels

The Avenue lineup grows with the 34RLS, an upscale evolution of the brand's bestselling 32RLS. Stretching to just under 37 feet, the

new model retains an open rear living layout and adds a larger, spa-inspired bathroom, dual vanities and more storage.

Avenue All-Access

The All-Access series welcomes two new floorplans aimed at couples. The 27RK combines versatility with residential appeal in a coach measuring just under 31 feet. Its spacious rear kitchen centers around a large island, while panoramic windows flood the interior with natural light. A telescoping TV keeps sightlines open, and a rear workstation doubles as a desk or additional countertop space.

Also joining the lineup is the 26RE, which packs an impressive amount of living space into a compact footprint. An L-shaped sofa anchors the rear entertainment area, while a concealed pantry adds storage. Massive campsite-side windows create an airy interior.

Delta Ultra Lite

The Delta Ultra Lite lineup receives six new floorplans, each designed to deliver maximum livability in a lightweight package.

Families will gravitate toward the BH255, a bunkhouse measuring less than 30 feet that includes exterior bathroom access, a full-size dinette, private front bedroom and comfortable entertainment layout.

For couples, the ML216 represents a thoughtful redesign of the ML226. Although 1 foot shorter, a new dinette configuration that opens up the main living area makes the inside feel spacious.

The RE250 delivers residential comfort in a sub-30-foot trailer with ample kitchen countertops, a large 50-inch TV across from the sofa, a four-person dinette and a side-aisle bathroom that improves traffic flow throughout the coach.

The LK254 also targets couples, pairing an L-shaped kitchen with a three-piece sofa positioned across from a 40-inch smart TV. Combined with a dedicated dinette, the layout

creates an inviting space for relaxing or entertaining.

Buyers seeking a compact coach without sacrificing kitchen space will appreciate the FK228. Measuring less than 26 feet, it features a front kitchen layout and a queen bed slide in the primary bedroom.

Rounding out the lineup is the 2713, Delta's first wide-body toy hauler. The new model pairs a 13.5-foot garage with a private king bedroom, large front windshield and rear patio deck.

Delta

The standard Delta lineup also expands with the 258FK, a front-kitchen floorplan that combines generous meal preparation space with a queen bed slide for added bedroom comfort. An all-new front cap featuring an integrated windshield brightens the interior while giving the coach a distinctive exterior profile.

Valor Toy Haulers

Valor continues to push the luxury toy hauler segment with three new floorplans emphasizing residential design and entertaining.

Leading the introductions is the 4213, which debuts an all-new side patio concept. Inside, an L-shaped sofa, 65-inch TV, four-person dinette and full-height pantry create an upscale living environment. Outside, the patio features a residential sliding glass door and 50-inch TV.

The redesigned 42V16 builds upon the success of the brand's popular 16-foot garage configuration while introducing a refined interior featuring L-shaped seating, an oversize entertainment center, four-person dinette and expanded pantry storage.

For larger families or those who frequently entertain, the 43V10 offers two full bathrooms, a large living room with eight windows, an L-shaped sofa and a telescoping TV.

Paradigm Luxury Fifth Wheels

At the top of the lineup, Paradigm



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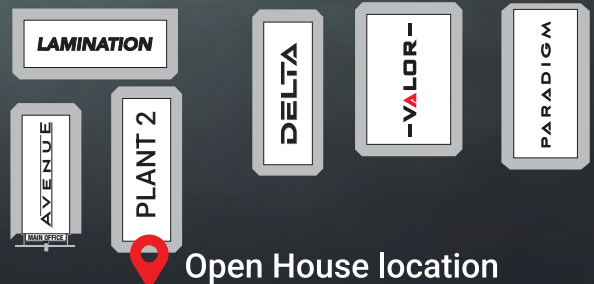
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INDEPENDENTS

introduces two luxury floorplans that elevate full-time living.

The 386FL reimagines the front living concept with a redesigned entertainment area centered around an L-shaped sofa. Panoramic windows wrap the living room, creating a bright, open space. A large kitchen and full-height pantry reinforce the model's residential feel.

The 373FB takes inspiration from the company's bestselling floorplan while introducing a new rear living configuration and redesigned bedroom suite. The highlight is a residential-style walk-in primary bathroom with dual vanities, complemented by a convenient half bath for guests and an oversize front wardrobe.

Alliance has made Furrion air conditioners standard across every product line for 2027. The company is also introducing the Solar Package



Alliance Valor 4213

Plus for its Valor and Paradigm models. This package delivers enough power to rival an onboard generator for extended time off-grid.

"Our main takeaway for model year 2027 was our Delta Ultra Lite and Solo lineup needed to grow," Dumka says. "With younger buyers coming into the market, towability and giving a great value proposition were a couple of items we tackled in what our dealers will see at this year's Open House."

Alliance is optimistic about market conditions throughout the rest of

2026 and into 2027. Dumka points to improving consumer confidence, lower fuel prices, positive economic indicators and the company's two strongest sales months ever in May and June as signs of positive momentum.

He adds, "Our 2027 lineup is the strongest it's ever been."

View the complete 2027 Alliance RV lineup at Plant 2, 301 North Benchmark Drive during Open House Week. ■

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ROADTREK

The most exciting 2027 debut for Roadtrek is its all-new Rovik — the company's first purpose-built overland adventure van on the Ford Transit platform.

"Rovik represents a bold new direction for Roadtrek — combining rugged, all-season capability with the comfort, craftsmanship and intelligent design our customers expect from the brand," says Len McDougall, head of sales.

Standard features include all-wheel drive, enhanced insulation, in-floor heating, substantial solar power and a flexible interior built for extended travel.

"It is for the young at heart: ambitious, active travelers who are not content simply following the familiar route," McDougall says.

One of Rovik's most distinctive features is integrated side flares, which expand the sleeping area and create a more spacious bed. The layout's flexible rear lounge can quickly adapt to how owners want to travel, relax, dine or sleep. A sliding bed system allows the sleeping area to be positioned above the lounge, preserving living space below and reducing the need to constantly convert the interior throughout the day. The sliding tabletop can easily be expanded to support dining or remote working. The adaptability is especially important, McDougall says.

The van's standard features center around all-season comfort, energy management and dependable off-grid performance. One addition is in-floor heating, which works with enhanced insulation and protected utility systems to help create a comfortable living environment in a wider range of climates and seasons. Rovik also features the Garmin finger-touch tablet-style command center, along with advanced power and battery management systems designed to support the coach's appliances, HVAC, utilities and everyday living functions efficiently and reliably.

The Roadtrek Rovik will be available with multiple adventure package configurations, letting owners tailor the vehicle to their preferred style of travel and level of off-grid capability. Each configuration will include a selection of equipment and enhancements designed to support greater independence, durability and confidence beyond the campground. Formal details and presentation materials for the adventure packages will be introduced on-site during Open House.

In 2026, two models stood out for the company: the Wave for 2 and the Play TUFF, each appealing to a distinct type of traveler. The Wave for 2 has found a strong audience among couples who value comfort, simplicity and intelligent use of space. The Play TUFF allowed Roadtrek to enter a more adventure-focused segment of the market.

"As we move into 2027, one of our priorities is continuing to strengthen our dealer network by working with partners who are committed to representing our product, supporting our customers and investing in long-term growth. In a challenging and highly competitive market, the relationship between the manufacturer and the dealer is more important than ever," McDougall says. "Our goal is to provide the right dealers with a distinctive mix of product that gives them a meaningful advantage in their markets while remaining competitive for today's consumer." Achieving that requires finding balance between desirable features, quality, capability and price.

"By the time this article reaches its audience, the outlook for the RV market may have shifted several times," he says. "That level of uncertainty has become part of the operating environment, so we are approaching the beginning of 2027 with cautious optimism. The market has experienced softer conditions over the past 24 months, and we do not expect every segment or region

to recover at the same pace."

There is a great deal of work happening behind the scenes, McDougall adds.

"What gives us confidence is the continued performance of proven Roadtrek models, such as the Chase and Zion. These established premium products continue to resonate because they deliver the quality, comfort and functionality customers recognize and trust."

In the months leading up to Open House, product details, packages



and opportunities have continued to evolve as Roadtrek refines its 2027 offerings and responds to dealer and market feedback.

"That is why I would strongly encourage our dealer partners to visit us at Open House. It will be the best opportunity to experience the new products firsthand, explore the full range of configurations and understand how Roadtrek can support their business in the year ahead," McDougall says. "We have also made an important investment in strengthening our sales team to provide our dealer network with more direct communication, better support and a stronger partnership at the market level. 2027 is about more than introducing new products; it is about giving our dealers the products, people and resources they need to compete successfully. There is more to come."

Visit Roadtrek along Executive Parkway near the RV/MH Hall of Fame from Monday to Wednesday during Open House. ■

INDEPENDENTS

EMBER RECREATIONAL VEHICLES

Ember RV has built its reputation on listening closely to customers and continuously refining its travel trailers to improve capability, flexibility and the overall ownership experience. That philosophy is on full display in Ember's 2027 lineup, where meaningful enhancements have been introduced across the company's Touring Edition and E-Series models.

"Every new 2027 improvement answers a question, solves a problem or fulfills an active request from our customers," Ashley Bontrager Lehman, founder and CEO of Ember RV, says.

Updates include expanded solid-surface kitchen countertops on the 190MSL and 240TKR Touring Edition floorplans, enhanced signature LED front and rear lighting with integrated brake and turn signal functionality, larger 12-cubic-foot French door refrigerators, residential-size convection/air fryer microwaves on select floorplans and upgraded cooktops.

The E-Series receives several updates for 2027, including new exterior graphics, a new Ash Gray exterior finish, the addition of the NautiDock centralized water management and docking center, and improved slideout dinette storage featuring cabinet doors for easier organization.

Ember is also giving buyers more opportunities to personalize their RVs. Customers can choose between residential queen Murphy beds or fixed Twin XL bed configurations on select floorplans. Other options include larger French door refrigerators, residential convection/air fryer microwaves, solid-surface countertops paired with stainless steel kitchen and bathroom sinks, Dexter E-Z Flex suspension upgrades and premium LED exterior lighting packages.



Ember RV Touring Edition

One innovation that continues to distinguish Ember across its entire product lineup is the company's patent-pending EmberTrack configurable storage system. Available on all three Ember product families, EmberTrack can transform interior spaces with bunkrooms, cargo areas, mobile offices, pet spaces or expanded living areas.

"From the very beginning, we focused on the wide variety of customer use cases, including off-grid camping, off-road travel and the flexibility to configure an RV differently from one trip to the next," Chris Barth, co-founder and chief operating officer, says. "Those trends continue to accelerate as overlanding and dispersed camping become increasingly mainstream."

Another standout for 2027 is the evolution of the Touring Edition.

Built on the CURT Touring Coil Suspension System and engineered by the same team responsible for Ember's award-winning Overland Series suspension, the Touring Edition combines heavy-duty coil springs, premium shock absorbers, Goodyear Endurance tires, Ground Control TT3 automatic leveling, standard tire pressure monitoring and EmberLink smart controls.

The company completed a comprehensive redesign of its plumbing system, adding expanded washer/dryer prep, in-line shutoff valves, manufactured plumbing assemblies, upgraded fittings and easier service access. These changes have generated positive owner feedback by simplifying maintenance while improving long-term reliability.

Rather than simply requesting more luxury features, customers increasingly want a single RV capable of supporting weekend camping, extended off-grid adventures, remote work, pet ownership, cargo hauling and family travel.

"Our 2027 enhancements reinforce Ember's commitment to continuous improvement rather than annual cosmetic redesigns," Barth says. "Every model was evaluated through the lens of customer feedback, resulting in meaningful enhancements to quality, flexibility, durability, serviceability and everyday usability."

Ember RV's Open House display will be set up in its Ember Trails Campground at 710 Commerce Drive in Bristol, Indiana, located one exit east of the RV/MH Hall of Fame. ■

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INDEPENDENTS

ALINER

Aliner is sticking with super-light, easy-to-tow camping for 2027, bringing back a fan favorite and dropping a new floorplan.

The company will present its latest lineup, including the return of the Alite and the all-new Scout 15, during Open House Week.

After being off the market for over 10 years, Aliner is bringing the Alite back. The original Alite earned a loyal following for its lightweight construction and simple, hard-sided A-frame design.

The company has reimagined the trailer for today's RV market. The new Alite More will have a dry weight of less than 700 pounds, while still offering generous stand-up headroom.

According to Aliner Sales Director

Allan Reeping, the Alite's return reflects an evolution in the RV market over the past decade.

"What made the Alite special in 2013 is even more relevant today," Reeping says. "There are millions of drivers who own vehicles that can't tow a traditional travel trailer but still want the comfort, security and convenience of a hard-sided camper."

Reeping expects the Alite to draw a crowd at the Open House, mainly from dealers trying to connect with new RV buyers and younger outdoor lovers. The market for lightweight towables is growing as more consumers focus on fuel efficiency and electric vehicles.

While the Alite may grab attention, the new Scout 15 may capture the headlines.

The Scout 15 brings Aliner's popular 15-foot floorplan to the



Scout series. The Scout 15 features over 8 feet of interior headroom and generous storage throughout the cabin. With a dry weight of less than 2,000 pounds, this budget-friendly trailer can be pulled by most SUVs, crossovers and electric vehicles.

Aliner has also refreshed the appearance of its Scout and Ranger

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models, with clean, white fiberglass sidewalls accented with silver aluminum trim for a fresh, modern appearance. The company also gave the Classic LXE and Expedition a premium contemporary look by pairing black aluminum extrusion with white fiberglass.

These updates reflect what Aliner has heard from dealers throughout the past year.

"The feedback was remarkably consistent," Reeping says. "Dealers told us consumers are looking for lighter, more affordable and easier-to-tow RVs without giving up comfort or quality. Customers continue to value quick setup, stand-up headroom and practical floorplans that make camping simple and enjoyable."

Despite economic uncertainty, including higher interest rates and more cautious discretionary spending, Reeping is optimistic about the year ahead.

"We see some opportunity," he says. "Consumers are increasingly looking for lightweight, easy to tow and value-oriented budgets that fit today's vehicles and lifestyles. Whether it's compact SUVs, hybrids or electric vehicles, buyers want an RV that doesn't require them to upgrade their tow vehicles. That's exactly where Aliner has always excelled."

Reeping believes the combination of the new Scout 15, refreshed styling and the Alite's return will position the company to attract longtime Aliner owners and a new generation of campers discovering lightweight RVing for the first time.

Aliner will also display a pair of patriotic campers created to commemorate America's 250th anniversary.

Open House attendees can see the complete 2027 lineup at Aliner's display in front of the RV/MH Hall of Fame at the corner of County Road 17 and Executive Parkway. ■

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INDEPENDENTS

AXIOM RV



Axiom Vendetta



Imperium i3800



Axiom Vendetta

Axiom RV's newest models blend creative floorplans with premium features and smart technology. From new luxury Imperium models with expanded living capabilities to the introduction of its more accessible Avora and Vendetta Grit Series offerings, the company is focused on reaching a broader range of RV buyers while maintaining the craftsmanship and engineering that define the brand, says AJ Jones, president and co-founder of Axiom RV.

The company's latest lineup reflects its commitment to maximizing comfort, storage and functionality, with new designs that incorporate features such as high ceilings, oversize windows, advanced climate control and patio systems. For Axiom RV, the goal for 2027 is not simply adding new models

but creating RVs that deliver more flexibility and livability for today's travelers.

"Our motto, 'Built for more,' truly showed with industry-leading features that have never been seen before along with outstanding quality and customer care," Jones says. "We aim to appeal to a larger market share of customers with our lower price point Avora and Vendetta Grit Series."

One of the biggest areas of expansion for 2027 is the company's Vendetta toy hauler lineup. The new Vendetta V-4260 introduces a larger floorplan with two full bathrooms, while the V-4260SP adds a side patio in the garage area for additional outdoor living space. The company is also launching the Vendetta Grit Series, a new line designed to bring many of Axiom's premium features to customers seeking a lower price point, Jones says.

The first Grit Series models, the G-3714 and G-3714SP, are 42-foot toy haulers featuring a 14-foot garage, one-and-a-half bathrooms and expansive living areas. Despite the more accessible positioning, Axiom says the Grit Series will maintain many of the features that have helped establish its reputation, including the company's mini-split HVAC system, 9-foot, 10-inch interior ceilings, oversize windows, large pass-through storage, exterior sidewall lighting and rear-mounted generator system.

Axiom is also expanding its Imperium luxury fifth wheel lineup with two new models designed around residential-style comfort and flexibility. The new I-3000 rear living floorplan measures 34 feet, 2 inches and focuses on maximizing usable space, offering seating for up to eight people, a large kitchen area, extensive storage capacity and expansive window coverage. The model also introduces an electric self-deploying rear patio system.



The Imperium I-3900 features a double-suite design with two king-size beds, two full bathrooms and a loft area with three twin beds. Designed for families and larger groups, the model provides multiple sleeping areas while maintaining spacious living and entertaining areas. An optional upper deck patio system will also be available.

Axiom is also entering a new segment with the introduction of its Avora product line. The first two Avora models are the A-3810, an all-new rear kitchen/front bathroom design, and the A-3010, a rear living fifth wheel measuring 34 feet, 2 inches with seating for up to eight people and one of the largest kitchens available in its class.

Across its 2027 lineup, Axiom is emphasizing technology and engineering improvements designed to enhance both comfort and convenience, Jones says. New standard features include a patent-pending mini-split HVAC system, a patent-pending rear-mounted generator, 9-foot, 10-inch interior ceilings, some of the largest windows available in the industry, voice command controls, dovetail drawers and the company's EZ L-shaped sofa system. Additionally, Axiom's clear-span roof design eliminates roof penetrations except for necessary vents and solar panels. The company says the design improves durability while providing a cleaner roof structure.

At Open House, Axiom will be displaying on Executive Parkway across the street from the THOR corporate offices. ■



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INDEPENDENTS

BONTRAGER OUTDOORS & SGC CAMPERS

As RV consumers continue searching for affordable, well-built products that deliver the features they need without unnecessary costs, Bontrager Outdoors & SGC Campers are responding with a redesigned 2027 product strategy focused on efficiency, value and customer-driven innovation.

The company, which has roots in the overland market through SGC Truck Campers, is expanding its lineup with new floorplans and construction updates designed to meet changing consumer expectations. One of the highlights for 2027 is the new 17DB stand-up camper — a 17-foot model that adds features customers have been requesting, including increased sleeping capacity and a dry bath.

“With our roots in Overland having started with SGC Truck Campers in 2019, we will be offering more robust and easier-to-use accessory options available for both dealer and consumer,” says Jason Bontrager, CEO and owner of Bontrager Outdoors & SGC Campers. “We will be rolling out a new 17-foot stand-up camper (17DB) with a more aerodynamic front styling, higher sleeping capacity and dry bath.”

The addition of a dry bath addresses a growing preference among customers who want a dedicated shower area in a compact camper. Previously, many models in this size category featured wet baths, making the new 17DB an important expansion of the company’s small-to-mid-size camper offerings.

For 2027, Bontrager Outdoors & SGC Campers is making significant changes to its construction approach. The majority of products will feature metal-sided exterior walls as a standard feature, with fiberglass exterior sidewalls available as an option for customers in areas where hail damage is a greater concern.



Bontrager Outdoors 17FD

Bontrager says the updated construction strategy is designed to make products more affordable while improving manufacturing efficiency. By reducing waste, streamlining product options and increasing production throughput, the company aims to provide customers with more accessible RV choices without sacrificing quality.

“Consumers are looking for more economical, yet well-built RVs,” Bontrager says. “In an effort to meet that demand and customer requirements, we have completely redesigned the construction of our products for MY2027.”

The company’s approach reflects a broader trend across the RV industry, as buyers continue to evaluate value and affordability. Rising prices have led many consumers to seek simpler, more economical options that still provide durability and comfort.

“In general, prices across the entire RV industry are high,” Bontrager says. “They would like to see more economical options. We are answering that with our MY2027 product lineup.”

Among the company’s most successful products this year

have been smaller to mid-size towables, along with popular features such as power awnings and outdoor kitchens. Those customer preferences continue to influence Bontrager’s 2027 development strategy, with a focus on practical features that enhance the camping experience.

Looking ahead to the second half of 2026 and into 2027, Bontrager describes the RV market as steady but facing ongoing challenges. Interest rates, fuel prices and global economic conditions remain important factors influencing consumer confidence and purchasing decisions.

On a scale of one to 10, with one being poor and 10 being excellent, Bontrager rates the current market at about a five. However, he believes improvements in economic conditions could help strengthen the industry.

At Open House, Bontrager Outdoors & SGC Campers are displaying at the company’s corporate offices located at 19974 County Road 6 in Bristol, Indiana. ■

Driving Dealership Performance Forward



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INDEPENDENTS

BRINKLEY RV

Brinkley RV is continuing to expand its product portfolio for 2027 with a focus on versatile floorplans, residential-inspired interiors and features designed around how today's RV owners actually use their campers, says Jeremiah Borkowski, marketing director at Brinkley RV.

For 2027, Brinkley is adding several new floorplans across its Model G, Model Z, Model I and Model Ix product lines. The new offerings are designed to meet a variety of customer needs, from adventure-focused travelers looking for toy hauler capability to families seeking more sleeping space and couples wanting a comfortable getaway unit.

The new Model Gx 3450 brings a luxury toy hauler option with an 11-foot garage, flex space with a half bath and a premium residential interior. The floorplan also features an L-shaped sofa with Brinkley's EZ-Out bed, providing additional sleeping capacity without sacrificing living space.

The Model Z 3510 offers a large rear residential kitchen, rear bunkhouse and laundry/flex space with cargo capabilities. Measuring 34 feet, 11 inches, the model combines family-friendly functionality with upscale amenities, including the L-shaped sofa with EZ-Out bed.

Brinkley is also expanding its Model I lineup with the Model I 290, a 33-foot, 11-inch floorplan featuring rear bunk beds, a spacious kitchen and pantry, walk-through bathroom, king bed and underbed drawers. For customers seeking a smaller footprint, the Model Ix 24 provides a family-friendly luxury travel trailer experience with rear double bunks, comfortable living space and residential-inspired features. The Model Ix 25 is designed for couples or solo travelers, offering rear living, ample storage and a premium interior in a 29-foot, 11-inch package.

One of the biggest areas of focus for Brinkley's 2027 lineup is creating



Brinkley Model G 3950 living area

more flexible sleeping solutions. The company says customer feedback has driven the continued expansion of its L-shaped sofa designs.

"The L-shaped sofa has been a very popular, very comfortable addition to our floorplans across the lineup and our owners have been asking for additional sleeping space," Borkowski says. "We kept two of the recliners in the L-sofa and added an EZ-Out bed to answer that request."

The EZ-Out bed is designed to make converting the sofa into additional sleeping space simple and accommodates additional guests without requiring a larger floorplan.

For 2027, Brinkley is also introducing several new standard features across its lineup. Dual-pane windows will become standard on both the Model G and Model Z lines. Model Z units will feature the Brinkley Platinum Smart-Command Center with touch screen, app control and one-touch awning control. Model I models will add

the Furrion 18K Chill Cube with heat pump, solid-surface bathroom countertops and a one-touch automatic leveling system. Model Ix models will include a fiberglass front cap and solid-surface kitchen countertops.

Updated aesthetics will also be a key highlight for dealers and customers. All Model G and Model Z floorplans will feature a refreshed color palette with updated cabinetry, flooring and hard-surface and wood finishes, creating a more modern residential feel.

"The need for additional sleeping areas continues to be one of the biggest trends we're seeing for 2027," Borkowski says. "Our new floorplans and features are designed to give customers more flexibility and comfort while maximizing the space they have."

Open House attendees can find the company's display at the Brinkley RV campus. ■

Brinkley Model Z 3200 — EZ-Out L-sofa





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INDEPENDENTS

CHINOOK RV

Chinook RV has refined its 2027 offerings with new floorplans, upgraded features and design enhancements.

One of the biggest additions is the all-new Destiny Mid-Twin AWD 4S, which pairs Chinook's popular mid-twin bed floorplan with the Ford Transit AWD chassis for the first time. The layout includes a dedicated wardrobe and pantry for additional storage and is available with premium full body automotive paint options, making it well-suited for extended travel.

Other new offerings for 2027 include the Concourse Mid-Twin AWD 4S, which continues the mid-twin layout on the Mercedes-Benz Sprinter AWD chassis, along with the Maverick Front Twin Bed AWD 4S and Summit Front Twin Bed AWD 4S. Both front twin-bed models feature sleeping arrangements that convert from two individual twin beds into a 60-inch queen bed.

According to Jeff Butler, general manager of Chinook RV, "One of our biggest successes this year has been the strong demand for our twin bed floorplans. Customers have embraced the versatility of a layout

that functions as two sofas during the day, converts into two separate twin beds or transforms into a 60-inch queen bed when desired. This adaptable design has resonated with a wide range of buyers, reinforcing the growing demand for multifunctional floorplans that maximize comfort, flexibility and livability."

Butler expects the new Destiny Mid-Twin AWD 4S to attract significant attention from both dealers and consumers.

"Our most exciting debut for MY2027 is the launch of an additional model to our fleet," Butler

says. "The new Destiny Mid-Twin B+ is the perfect combination of highly desirable features: the Ford Transit AWD chassis and our popular mid-twin bed floorplan. This gives customers even more choice within our premium Class B+ lineup."

For 2027, the company's popular Black Out Package becomes standard on both the Summit AWD 4S and Concourse AWD 4S models. The package includes black wheels, all-terrain tires and matching black exterior hardware.

Technology receives a boost with an optional 360-degree camera system available on the Concourse AWD 4S, Destiny AWD 4S, Maverick AWD 4S and Summit AWD 4S. Using four exterior cameras, the system creates a bird's-eye view to simplify parking and maneuvering while also providing integrated security and incident recording capabilities.

Underlying every Chinook motorhome is the company's signature construction philosophy, Butler says. Its fully welded 2-by-4-inch steel substructure cradle foundation, aluminum-framed sidewalls and roof, and bonded aluminum siding panels are designed to provide long-term durability. Many models are also available with all-wheel drive.

Chinook RV will be exhibiting across from the RV/MH Hall of Fame on County Road 17. ■



Chinook Maverick Front Twin Bed in Madera Cream



Chinook RV Maverick Front Twin Bed

AEONRV

The 2027 model year marks a significant expansion for AEONrv as the company builds on its reputation for all-season, off-grid adventure vehicles with the introduction of a new platform designed to accommodate more travelers, more gear and longer journeys away from hookups.

Leading the lineup is the all-new AEONrv EXT, which extends the company's existing platform by 18 inches on a 2026 Ford Transit AWD 178-inch cutaway chassis.

"Our customers told us adventure looks different for everyone," says Devika Maskey, marketing director at AEONrv. "Some want a highly capable build for two; others want room for family, friends, bikes, skis and longer journeys off the beaten path. That feedback drove the AEONrv EXT directly, giving buyers more flexibility in how they travel, where they go and who comes along, without giving up the all-season comfort, off-grid capability and technology that define the brand."

The expanded floorplan introduces sleeping and seat belts for four occupants through a north-south twin-bed configuration with a flexible "cuddle" arrangement, while a larger convertible dinette transforms into an additional bunk. Two three-point seat belt travel positions with child-seat latches make the vehicle more practical for families, while an enlarged 70-cubic-foot gear garage provides space for as many as four bicycles and other adventure equipment.

Designed for extended travel, the EXT emphasizes energy independence. The new model comes standard with 1,200 watts of rooftop solar and 10.24 kWh of Victron Energy NG lithium battery storage, expandable to 15.36 kWh. Combined with Victron DC-to-DC charging from the Transit alternator, the system allows owners to spend more time off-grid.

The all-electric cabin includes an induction cooktop, a mini-split heat pump and an Espar gas air heater capable of operating at elevations up to 13,000 feet. A 70-gallon fresh water tank, 35-gallon gray water tank, 5,000-pound towing capacity and dual rear wheels equipped with Toyo Open Country A/T III all-terrain tires further reinforce the vehicle's long-range adventure focus.

Both the standard AEONrv and the new EXT also receive substantial updates for 2027, highlighted by a shift to fully wood-free construction. Interior cabinetry now uses PET structural foam-core panels manufactured from recycled plastic bottles. Plyboo bamboo surfaces are incorporated into the tabletop, cutting board and shower floor, contributing to a lighter, more sustainable interior.

According to Maskey, the new construction method delivers several practical benefits.

"The new cabinetry uses a PET structural foam core made from recycled plastic bottles, cutting weight by up to 50% while improving durability and moisture resistance," she says. "The result is a quieter, stronger interior that resists rattling, warping and water damage, and frees up payload for gear and water."

Electrical upgrades are another major focus across the lineup. Both models transition to a new Victron Energy NG battery platform that offers greater energy density, improved monitoring capabilities and expanded off-grid performance while reducing overall vehicle weight. Buyers can configure battery capacity to meet their travel needs, with expansion options available up to 15.36 kWh.

The standard AEONrv now includes a 5.12-kWh Victron NG battery system, while the EXT receives 10.24 kWh as standard equipment. Both models can be upgraded with additional battery modules.

Customers also gain additional personalization options for 2027.



AEONrv interior bedroom skylight

Battery capacity can be expanded through optional Victron NG battery packs, while multiple restroom configurations allow buyers to select from cassette toilets, a urine-separating composting toilet or no factory-installed toilet at all. The EXT is also expected to offer a Super Single suspension upgrade in the future.

Looking ahead, AEONrv believes consumer expectations continue to evolve beyond traditional campground travel.

"Demand is shifting toward vehicles that do more than park at a campground," Maskey said. "Buyers want true four-season capability, real off-grid range and the freedom to reach remote places, and they expect modern technology and build quality to match. We see continued strength in the adventure and overland segment, and we are building to meet it."

Both the AEONrv and the new AEONrv EXT are available to order now. The standard model starts at \$229,500, while the EXT carries a starting MSRP of \$239,500 before options and taxes. Because production capacity for the new EXT is limited, early reservation holders will receive priority build placement. ■



AEONrv EXT

INDEPENDENTS

NEXUS RV

Big capability doesn't have to come in a big package. That's the philosophy driving Nexus RV's 2027 lineup, where rugged 4x4 Super Cs and compact couples' coaches take center stage.



Nexus Ghost



Nexus Viper

The company plans to showcase several new models at the 2026 Elkhart Open House, headlined by an all-new four-wheel-drive Super C and a pair of versatile Class C motorhomes aimed at travelers who want more functionality in a smaller footprint.

Gary Yeoman, national sales manager for Nexus RV, says the company is "focused on capitalizing on the 4x4 segment in the Super C category. This area is up 38% in sales in a tough market. The growth in the industry has also surrounded smaller couples' coach style floorplans. Therefore, we are leaning into 34 foot and under floorplans."

Leading the company's 2027 introductions is the Rebel Air XT4,

which Nexus describes as the industry's only 4x4 Super C on air suspension. This coach combines off-road capability with a smooth ride and a 15,000-pound towing capacity.

Nexus will also introduce the Rebel Air, expanding the lineup with a Super C that will appeal to buyers seeking greater capability without sacrificing comfort. New standard features on the Rebel Air include the ShowerMiser water-saving system and Kelderman air suspension.

Super C models across the lineup will now receive Starlink connectivity and larger 20.3-gallon LP tanks as standard equipment.

The company will also unveil the 27T/P Triumph and Phantom, a 27-foot, nonslide Class C floorplan that reflects the growing popularity of compact motorhomes. Despite its smaller footprint, the new coach maximizes functionality. It features a large rear storage area for outdoor gear and a twin bed that can convert into a king-size sleeping area.

Yeoman says he expects the compact Class C and the new Rebel Air models to draw attention during Open House.

The company also continues to build on momentum from some of its strongest-performing models. Yeoman says the 38DS Ghost, 30F Wraith and 30T/P Triumph were among Nexus RV's most successful coaches over the past year.

Looking ahead, Yeoman believes the motorhome market will face challenges from geopolitical uncertainty and fluctuating fuel prices. Still, he predicts many RV owners will opt for shorter, regional trips versus lengthy cross-country vacations, and he sees significant opportunity in the evolving



Nexus XT4

motorized RV market.

"I believe the exit of the gas Class A chassis and the declining demand for diesel Class A coaches gives us a tremendous opportunity to bring those buyers into Super Cs," Yeoman says. "I expect Super Cs to make up 15% of all motorized sales by the end of the year."

Nexus RV also continues to differentiate itself through its multibrand strategy, developing distinct brands with unique value propositions to help dealers protect margins and give consumers meaningful differences between products.

"In an industry filled with model clones, Nexus separates our brands to bring real value to our dealers in terms of loyalty and protecting their margins," Yeoman says. "It also helps eliminate confusion for retail buyers who otherwise may see the same coach with nothing more than a different decal. The value of each of our brands is tangible and helps bring diversification and honesty to the industry."

Nexus believes its 2027 lineup is well positioned to capitalize on changing customer preferences. By combining innovative Super C designs with compact coaches that maximize livability and storage, the company is targeting buyers who want greater versatility without moving into larger motorhomes.

Dealers attending Open House Week can see the Nexus RV lineup at its display in the grass lot south of the RV/MH Hall of Fame. ■



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Airxcel Brand Portfolio



INDEPENDENTS

INTECH

For inTech, the next generation of RV design is about more than adding features – it is about creating travel trailers that better adapt to how people actually camp. As RV owners continue to seek more versatile layouts, improved functionality and greater independence while traveling, the company is responding with a 2027 lineup focused on flexible living spaces, enhanced durability and technology designed to improve the overall ownership experience.

The centerpiece of inTech's 2027 product updates is the introduction of the new FlexKing bed system, available in the Sol Dawn, Eclipse and Dusk models, as well as the Aucta Magnolia and Willow. The design allows owners to quickly reconfigure sleeping and select dining areas.

"The inTech FlexKing Bed System gives owners greater flexibility in how they use their living space by allowing sleeping and select dining areas to be quickly and easily configured to meet their needs," Sales Manager Keith Fishburn says. "Whether maximizing sleeping capacity, creating additional daytime living space or adapting to different travel styles, the FlexKing system enhances comfort, convenience and versatility with the premium design and functionality inTech is known for."

The FlexKing system is just one part of a larger redesign of the Sol and Aucta travel trailer families. For 2027, inTech has introduced a wide range of standard upgrades based on customer and dealer feedback, with an emphasis on improving everyday usability, durability and long-term value.

The Sol lineup receives additions including Starlink prep, the FlexKing bed system on select models, a truck-style spare tire dropper system, integrated sinks in wet bath models, increased tank capacities



Sol Dusk's exterior slideout kitchen

with dedicated black and gray tanks, a black tank flush system, upgraded residential-grade foam dinette seating, PVC vinyl cushion coverings, an 8-cubic-foot refrigerator and premium plywood cabinetry.

The Aucta lineup also receives significant enhancements, including Starlink prep, the FlexKing system as standard on Magnolia and optional on Willow, a truck-style spare tire dropper system, upgraded seating materials, premium plywood cabinetry and bathroom improvements.

Beyond interior improvements, inTech is expanding off-grid capabilities with new optional features such as a slideout outdoor kitchen provides a dedicated space for cooking and entertaining, with a cast iron griddle, large sink, expanded prep space and integrated refrigerator.

The company is also introducing an enhanced Solar + Lithium Power Package, featuring 800 watts of solar on Aucta models and 300 watts on Sol models, along with a 3,000-watt inverter, MPPT solar charge controller and 460Ah lithium battery. The package is designed to provide extended off-grid capability for campers looking to spend more time away from traditional hookups.

According to Fishburn, these updates reflect a larger shift in the RV market toward products that offer greater functionality and convenience.

"The strongest trend we've seen this year is continued demand for high-quality travel trailers that prioritize functional design, durability and ease of use," Fishburn says. "Customers are increasingly



Aucta Sycamore interior



Sol Dawn kitchen

focused on features and systems that enhance the overall camping experience, from improved storage and livability to upgraded power, plumbing and connectivity solutions."

The company believes the complete redesign of the Sol and Aucta lines will be one of the most significant product evolutions in recent years. Updated interiors and exteriors, along with improvements driven by owner and dealer feedback, are intended to create a more modern and refined camping experience while maintaining the craftsmanship and distinctive styling associated with the inTech brand.

The company's approach to product development continues to focus on meaningful improvements rather than simply adding features. Updates such as increased tank capacities, improved seating materials, plywood cabinetry, Starlink prep, enhanced solar options, and upgraded bathroom and storage solutions were all developed in response to real-world experiences shared by customers and dealers.

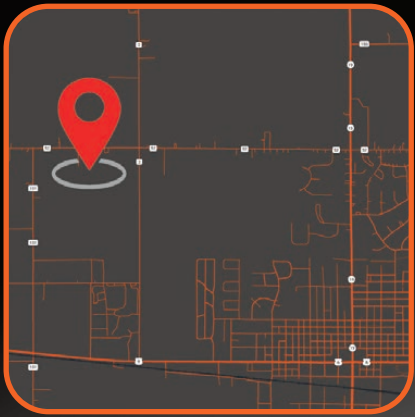
inTech will showcase its 2027 lineup during Open House at its manufacturing facility in Nappanee, Indiana. ■



At inTech, we listened.

The redesigned 2027 Sol and Aucta lineup is the result of thousands of conversations with owners who told us what mattered most.

Come discover the changes.



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During the Elkhart Open House, take the opportunity to discover the inTech difference. We invite you to visit our beautiful, state-of-the-art facility and explore our latest offerings for September 28 - 30, between 9am and 5pm.



Sol

Aucta

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INDEPENDENTS

IROK TRAILERS



IROK FW CR Classic 2816 exterior

As interest in adventure-focused RVs continues to grow, IROK Trailers is expanding its portfolio with new offerings that blend premium construction with greater versatility. Following the successful launch of its fifth wheel lineup, the company is introducing new models and features aimed at providing customers with more choices without compromising quality.

One of IROK's biggest milestones this year has been the introduction of its fifth wheel lineup, which quickly generated strong dealer and customer interest. The response has been so positive that production sold out almost immediately, reinforcing demand for a premium fifth wheel option that combines luxury, functionality and rugged construction.

"The IROK fifth wheel will redefine expectations in the segment, from the modern exterior design and bold front cap with integrated lighting features to the elevated interiors featuring luxury-inspired appliances, premium furniture, upgraded mattresses and residential-style living spaces," the IROK team says.

For 2027, IROK is expanding its fifth wheel offerings with the new IROK 3624 Fifth Wheel, a spacious floorplan designed around comfort, functionality and premium living. The company is also introducing the IROK Classic Series, which brings the brand's craftsmanship and design philosophy to a more competitive price point.

New Classic Series bumper pull models include the C-FS 2614 and

C-FS 2816. These models feature real lumber cabinetry, laminated construction and solid walls extending into the custom fender and chassis system.

IROK is also launching its SX Series with three new floorplans aimed at first-time buyers and the motocross community. The series provides a more accessible entry point while maintaining the durability and thoughtful design that customers expect from the company.

A major differentiator across the IROK lineup is the company's focus on manufacturing quality. IROK does not use MDF in its cabinetry, instead utilizing 100% real lumber that is sanded, painted and finished with careful attention to detail. The company has also expanded its in-house manufacturing, including laminating its own walls and floors while continuing to feature a fully bonded laminated roof.

"The biggest message we heard from both dealers and customers was the need for more value in today's market," the IROK team says. "Buyers want a well-built trailer with premium fit and finish, but at a price point that makes ownership more attainable."

To enhance the ownership experience, IROK is adding several new standard features across its Luxe, Classic and Race models. Among the highlights is the fifth wheel split seating MaxxBed, which is designed to increase storage capacity while providing additional legroom and improved usability. Fifth wheel models will also feature a laser-cut aluminum IROK logo with integrated LED lighting, adding a distinctive exterior design element.

Optional features for 2027 include a remote-controlled winch engineered to bolt directly into the chassis frame and floor structure for added strength and capability, along with custom IROK aluminum wheels. Fifth wheel customers will also have



IROK FS 3218 kitchen

the option of adding a fold-down desk integrated into the MaxxBed split seating system, creating a flexible workspace without sacrificing living space.

The company says the success of its fifth wheel lineup and Classic Series has reinforced the importance of listening to customers and adapting to changing market expectations. While buyers remain value-conscious, IROK sees continued demand for products that offer long-term quality and premium features.

"Our team actively uses the products we build, giving us firsthand insight into how they're used in the real world," the IROK team says. "That experience helps us identify potential pain points before they become customer issues and design floorplans that truly fit the way people camp and travel."

Looking ahead to 2027, IROK plans to continue expanding its product offerings while staying focused on its mission of building trailers with purpose. With new floorplans, upgraded features and a continued emphasis on customer-driven design, the company is positioning itself for continued growth in the toy hauler and premium trailer segments. ■

IROK Enters 2027 With Expanded Lineup, Purpose-Built Innovation, and a New Vision for Growth

IROK is entering the 2027 model year with its most significant product expansion to date, building on a year that has marked a major milestone for the company. Following the successful launch of its fifth-wheel lineup earlier this year, IROK is broadening its offerings with new floorplans, additional model series, and manufacturing enhancements designed to bring the brand to a wider range of customers while maintaining the quality and structural integrity that define every IROK RV.

The company's fifth-wheel lineup has quickly become its biggest success story. Dealer and customer demand exceeded expectations, with initial production selling out shortly after launch. The strong response validated IROK's approach to designing a premium fifth wheel that combines modern styling, residential comfort, and purpose-built functionality. Features such as an illuminated front cap, handcrafted real lumber cabinetry, premium appliances, custom furnishings, and spacious living areas have positioned the lineup as a standout in the toy hauler market.

For 2027, IROK is expanding that momentum with several new floorplans. The new CR3624 Fifth Wheel joins the growing fifth-wheel family, offering a spacious layout focused on luxury living and customer comfort. The company is also introducing the Classic Series, available in both fifth-wheel and bumper-pull configurations, including the C-FS 2614 and C-FS 2816 floorplans. Designed to deliver exceptional value without compromising quality, the Classic Series maintains the same structural integrity found throughout the IROK lineup while making the brand more accessible to a broader customer base.

IROK is also launching its new SX Series, featuring three floorplans aimed at first-time buyers and the motocross community. The SX Series provides an affordable entry point into the IROK family while preserving the durability, thoughtful design, and functionality expected from the brand.

Today, IROK offers three distinct product series – Classic, Luxe, and Race – each tailored to a different type of customer. The Classic Series is designed for buyers seeking maximum value and affordability. The Luxe Series focuses on elevated finishes, premium amenities, and a more



residential experience. The Race Series is built for customers who prioritize functionality, cargo capacity, and durability for active motorsports and outdoor lifestyles. Although materials and finishes vary between the series, every IROK is built on the same structural foundation, ensuring consistent strength, durability, and long-term reliability across the entire lineup.

That structural foundation is one of the company's greatest differentiators. Unlike many manufacturers that utilize MDF cabinetry, IROK builds with 100% real lumber that is carefully sanded, painted, and finished for lasting quality. The company has also invested heavily in expanding its in-house lamination capabilities, allowing IROK to laminate its own walls and floors while maintaining tighter control over quality, consistency, and production standards. Every trailer also features a fully bonded laminated roof system, creating a stronger, more integrated structure designed for long-term durability.

IROK's laminated wall construction extends into its custom fender and chassis system, creating a cohesive structure that enhances both strength and appearance. Every IROK trailer is built on a heavy-duty chassis supplied by Stance, engineered and strength-tested to exceed industry standards. These certified, overbuilt chassis feature patented outriggers and crossmembers that allow the laminated walls to sit flush with the frame, creating a stronger, more rigid foundation while delivering a cleaner, more refined exterior profile. This advanced chassis design improves structural integrity, increases durability, and provides the solid platform that supports IROK's premium laminated construction. New standard features for 2027 include the innovative MaxxBed split seating system for fifth-wheel models, maximizing storage while improving comfort and legroom. Fifth wheels will also feature a laser-cut aluminum IROK emblem with integrated LED lighting, reinforcing the premium styling of the brand.

Customers will also benefit from expanded factory options across the lineup, including a chassis-mounted remote-controlled winch

engineered directly into the trailer's frame structure, custom IROK aluminum wheels, and an optional fold-down workstation integrated into the MaxxBed seating system, creating a functional workspace without sacrificing living space.

Dealer feedback has played a significant role in shaping the 2027 lineup. According to IROK, today's buyers continue to prioritize quality construction and premium amenities but are increasingly focused on value. That insight directly influenced the introduction of the Classic Series, allowing customers to experience the craftsmanship and engineering associated with the IROK brand at a more competitive price point.

The company's product development philosophy is rooted in real-world experience. The IROK team actively uses the trailers they build, giving them firsthand insight into how customers camp, travel, and transport their recreational vehicles. That perspective helps identify potential pain points before they become customer issues and allows the company to develop floorplans and features that solve practical challenges rather than simply following industry trends. Combined with ongoing feedback from dealers and customers, this approach has become a key driver behind IROK's rapid product evolution.

Looking ahead, IROK expects the RV market to remain steady as consumers continue seeking products that deliver lasting value. By investing in manufacturing, expanding its product lineup, and listening closely to dealer and customer feedback, the company believes it is well positioned for continued growth.



About IROK

Founded with a vision to build toy haulers differently, IROK combines decades of RV industry experience with a customer-focused approach to product development. The company designs and manufactures premium toy haulers built around real-world use, innovative features, and high-quality construction. From laminated walls and fully bonded roofs to real lumber cabinetry and purpose-built chassis systems, IROK is committed to delivering trailers designed for the way customers actually camp, travel, and enjoy the outdoors.

With decades of RV industry experience behind its leadership, including backgrounds with National RV, Weekend Warrior, and Forest River, IROK continues to challenge conventional approaches to toy hauler design. As the company enters the 2027 model year, its focus remains unchanged: build trailers with purpose, invest in quality, and deliver products that exceed customer expectations both on the road and at camp.

INDEPENDENTS

SUNSET PARK RV

For Sunset Park RV, product development begins with listening. Dealer feedback, customer requests and changing camping habits all play a role in shaping the company's next generation of



Sunray 14TH



Sunray 149

travel trailers and toy haulers. That customer-first approach has fueled steady growth for the manufacturer and guided its 2027 lineup, which introduces new floorplans, expanded off-grid capabilities and practical features designed to make compact RVs more functional.

Among the company's biggest introductions are several floorplans appealing to adventure-minded travelers. The new Sunray 159T brings a compact toy hauler to the lineup, while the Sun Lite 18TH(X) builds on the popularity of the company's successful 14TH platform. Sunset Park is also launching the all-new Xplorer XT28, the first model in a new Xplorer family of heavy-duty toy haulers.

Designed for customers seeking rugged capability and greater independence, the Xplorer combines premium construction,

substantial cargo capacity and advanced electrical technology, Chief Administrative Officer Bob Fish says. An available Super Solar 48-volt system gives owners enhanced off-grid capability while powering and controlling the trailer's electrical functions. The company is also evaluating the addition of slideouts to select floorplans to create more living space and expand functionality across its lineup.

"We are expanding both our Sunray and Sun Lite lines with new, innovative floorplans that will continue to make dealers and customers ask, 'How do they do that?' We remain focused on maximizing space, functionality and value in compact, lightweight designs," Fish says.

Beyond introducing new models, Sunset Park is strengthening its core Sun Lite lineup by incorporating many of the features previously offered only on the Sun Lite LTD series. Depending on the floorplan, customers will now find pass-through storage, expanded bunk configurations, additional interior and exterior color options, and new storage solutions that make better use of available space.

Those practical enhancements reflect the company's philosophy of creating compact trailers that deliver everyday usability without unnecessary complexity. That approach has resonated with customers, Fish says, particularly in the lightweight segment.

The company's biggest success this year was the Sunray 14TH(X). Favorites, including the 149 and 16BH floorplans, also continued to perform well, while the compact 13 Series in the Sun Lite LTD lineup attracted buyers looking for efficient, functional travel trailers.

Sunset Park also continues to expand its Retro and Sun Trek product lines. The Retro series combines vintage-inspired styling with modern amenities, while Sun Trek truck campers offer versatile layouts and customer-driven



Retro

features for outdoor enthusiasts.

Dealer and customer feedback continues to shape the company's product strategy, Fish says. Rather than chasing trends, Sunset Park focuses on refining floorplans, improving functionality and adding features that solve real-world camping needs. That responsiveness has helped the company establish a strong position in the increasingly competitive single-axle travel trailer market.

"The market is swerving into our lane," Fish says. "The single-axle segment is becoming increasingly competitive, with many mainstream manufacturers putting more effort and resources into a market where we have been focused for years. That increased competition validates the strength and potential of the segment."

According to the company, first-quarter travel trailer retail results reflected that momentum, with Sunset Park leading all divisions in year-over-year market-share growth.

The company has also invested beyond product development by expanding its parts and service teams.

"The improvements go beyond the products themselves," Fish says. "We have added key personnel to our parts and service departments to make the ownership experience easier for both dealers and customers. Our goal is to provide stronger support, faster communication and better follow-through after the sale."

Dealers attending Open House in Elkhart, Indiana, will once again find Sunset Park RV on Executive Parkway near the THOR entrance. ■



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INDEPENDENTS

ROSSMÖNSTER

As adventure van customers become increasingly focused on finding vehicles that match their individual travel styles, Rossmönster is responding with new designs and technology aimed at delivering greater flexibility, personalization and support. For 2027, the company is introducing the new Loft floorplan, while also adding upgraded digital capabilities and water-saving features designed to enhance the ownership experience.

Thor Audiss, chief revenue officer at Rossmönster, says the new Loft model reflects a broader shift in the adventure vehicle market, where customers are becoming more knowledgeable and selective about the layouts and features they want. Built on a 144-inch cab chassis Sprinter platform, the Loft is designed to provide a highly functional adventure van option while maintaining the customization that has become central to the Rossmönster brand.

“Right now, it seems like people are looking for very specific floorplans because the industry has grown so much and there are so many different options,” Audiss says. “They are very picky about what they can get.”

Along with the new Loft floorplan, Rossmönster is introducing a new digital control screen as a standard feature across its 2027 lineup. The system provides Wi-Fi updates and diagnostics capabilities, allowing the company’s service team to help customers troubleshoot potential issues while they are traveling.

The company is also expanding its optional feature offerings with the Infinity shower, an advanced water system that uses recirculating and reheating technology. The system allows travelers to take longer showers while conserving water, using only approximately 1.5 gallons.



Loft exterior

The Havn model continues to be a standout performer for Rossmönster, with strong demand keeping production sold out more than six months in advance. Audiss says the model’s success demonstrates continued customer interest in premium adventure vehicles that combine comfort, capability and thoughtful design.

Looking ahead to 2027, Rossmönster remains focused on providing solutions that go beyond traditional production models. While the overall market has experienced some slowing, the company has continued to grow significantly. “For us, we can see the market is slowing, but our company in general has been exploding,” Audiss says. “We’re going to double revenue this year.”

Audiss says Rossmönster’s growth is partly driven by the company’s ability to provide ongoing service and customization support. Rather than requiring customers to select a fixed

configuration, Rossmönster works with owners to create solutions that evolve with their needs.

“A lot of that is because we offer a robust service team in-house that can provide specific solutions to customers instead of forcing them into a specific solution that is built out as a product,” Audiss says. “We offer service that gives them the ability to upgrade their unit the way they want.”

As the adventure van segment continues to mature, Rossmönster believes customers will continue seeking more personalized vehicles that support their unique travel goals. With the introduction of the Loft, expanded technology features and continued emphasis on customization, the company is positioning itself to meet that demand in 2027.

The company notes that pricing has increased slightly across the lineup for 2027, primarily due to the impact of tariffs. ■



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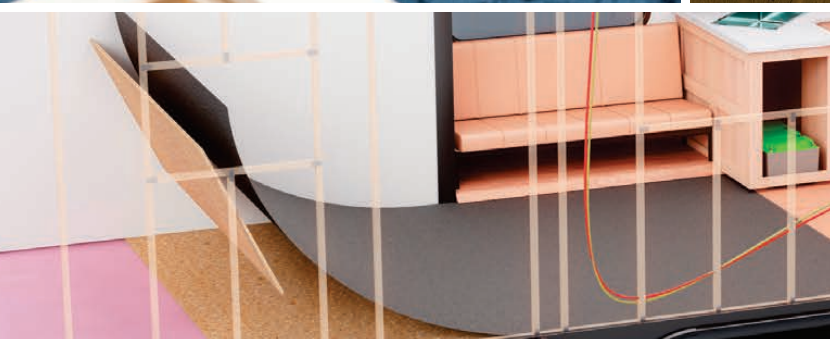
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LEISURE TRAVEL VANS



Unity TBX



Unity fender flares

Rather than reinvent its lineup for 2027, Leisure Travel Vans concentrated on making the coaches customers already love even better.

The company spruced up its Unity and Wonder RVs with new standard features, more customization options and an updated design. The improvements increase everyday usability, off-grid capabilities and access to the brand's most requested features.

The 2027 model lineup showcases Leisure Travel Van's commitment to meeting customer needs and making ownership improvements.

"Leisure Travel Vans is always learning and listening to customers' wants and desires in a motorhome," says Shania Bueckert, marketing specialist. "For the 2027 model year, it was all about bringing new ways to make your Leisure Travel Van feel even more ready for the journey



MY2027 kitchen sink faucet

ahead by expanding availability for some of our most requested features."

The updates begin with the Unity lineup, where all-wheel-drive models, including the TBX, Rear Lounge and Twin Bed, received new matte black front fender flares for a rugged, adventure-ready appearance.

The Wonder lineup also gained several practical upgrades, including a new 120-volt receptacle in the Gear Garage, making it easier to power or charge outdoor equipment. Ford rubber floor mats are now standard on Wonder models.

New standard features for the Unity and Wonder include a pull-down galley faucet for more flexible meal preparation and cleanup, removable rubber flooring in every baggage compartment, and an over-the-air TV antenna for access to local channels for weather, news and entertainment.

Leisure Travel Vans has also expanded its optional equipment. A notable addition is the availability of the Mercedes-Benz Sprinter 3500 all-wheel-drive (AWD) cab chassis on the Unity TBX, Rear Lounge and Twin Bed floorplans.

Owners who camp off-grid can also equip AWD Unity models with an optional secondary alternator battery charging system, which helps recharge batteries while driving to support off-grid camping and extended boondocking.

Connectivity also receives an upgrade with the optional Starlink

Mini on Unity and Wonder models. The system offers reliable internet access for travelers who need or want to stay connected while on the road.

Optional four-point leveling jacks are also available on all Unity models and most Wonder models, making setup faster and campsites more stable.

Leisure Travel Vans is also giving customers more opportunities to personalize their motorhome's appearance. All Wonder and Desert Shadow models, along with AWD Unity models, now offer optional black aluminum wheels. These wheels provide a bold, contemporary aesthetic that complements the existing Black Accent Package.

The Desert Shadow Edition is also available on Unity and Wonder for the 2027 model year. The special edition boasts a unique Canyon exterior paint, accented by black details. Its adventurous exterior matches cozy, contemporary interior touches.

While there are no new floorplans for 2027, Bueckert says the updates across both product lines reflect one of the company's most comprehensive refinement efforts in recent years.

"For 2027, the Unity and Wonder lineups receive a thoughtful collection of new standard features, exciting new options, updated design choices and expanded availability for some of our most requested features," she says. ■

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INDEPENDENTS

OUTSIDE VAN

Outside Van is introducing new models and expanded customization options for 2027, from an all-new entry-level model to expanded factory-installed upgrades and exclusive dealer editions.

The biggest news for 2027 is the introduction of Baseline, an RV Industry Association-certified “starter” van designed to provide an affordable entry point into the adventure van market.

Rather than offering every available amenity from the outset, Baseline provides the essentials, making it ideal for budget-minded buyers who want to upgrade over time, do-it-yourself enthusiasts looking for a solid foundation and dealerships interested in adding their own custom touches.

Outside Van is also expanding technology across its premium lineup.

“Standard across all Outside Van models is the Garmin-powered control center, which gives total control of our rigs at your fingertips,” the Outside Van team says.

Previously offered only on the Parks and Overnight models, the system is now standard on Syncline and will be included on all future premium models, excluding Baseline. The centralized interface allows owners to monitor and control key vehicle systems from a single location, creating a more seamless ownership experience across the lineup.

Customization remains another cornerstone of Outside Van’s approach. For 2027, the company is significantly expanding its lineup of factory-installed accessories and performance upgrades.

“Outside Van has increased its house-made parts and components offerings for all models,” the team says. Customers can now choose from Pack Series racks and storage boxes, the Strata Storage Tray,



Outside Van Parks 2027

exterior lighting kits and a variety of interior upgrades. Suspension enhancements featuring FOX Factory shocks are also available for customers seeking improved off-road performance.

Beyond functional upgrades, buyers will have more opportunities to personalize the appearance of their vans with expanded interior and exterior color palettes and new material selections.

The company also plans to continue offering exclusive Dealer Edition models developed in collaboration with select retailers.

One example is the Parks Drift Edition, available exclusively through Sunshine State RV. According to the company, Drift features “a unique interior material and color scheme and exterior features only available at Sunshine State RV,” giving customers access to an exclusive factory-built model.

Several existing models have already proved successful throughout 2026.

“Overnight has been a huge hit, enabling a group/family adventure van experience on the more compact 144 chassis,” the Outside Van team says.

The Parks Drift Edition has also generated strong interest, demonstrating that buyers continue to value distinctive designs alongside premium functionality.

Looking ahead, the company expects one of the biggest draws for dealers and customers to be the updated Parks model.

“Outside Van will be unleashing its updated Parks model for 2027,”

the team says. The refreshed model adds retractable side steps, an onboard air compressor, a new dual lithium battery system and increased exterior storage as standard equipment.

These additions further strengthen the Parks’ reputation as a capable, adventure-ready platform designed for extended travel and off-grid experiences.

As consumer preferences continue to evolve, Outside Van sees customization becoming an even more important purchasing factor.

“We’re seeing more demand for factory upgrade and material options for new customers,” the team says. Rather than relying solely on aftermarket modifications, buyers increasingly want the ability to personalize their vans before delivery while maintaining factory quality and warranty support.

“All our models can be specced out at our factory, enabling a custom-like experience for our dealer network,” the team says. The company also plans to continue producing limited runs of alternate interior colors and materials that will be distributed throughout its dealer network, giving customers even more opportunities to own a unique vehicle.

Despite some seasonal moderation in the adventure van market, Outside Van remains optimistic about the coming year.

“It has gradually slowed down while the summer adventure season is in full swing,” the Outside Van team says. “With fuel prices leveling out and the economy on the uptick, all indications are pointing to 2027 being a big year.”

With the introduction of Baseline, expanded standard technology, enhanced customization options and refreshed premium models, Outside Van is positioning itself to serve a broader range of adventure seekers. ■

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INDEPENDENTS

ENCORE RV

For 2027, Encore RV will be introducing several new floorplans, with its new VENÜ 22RB being the most notable as the largest travel trailer they've built to date, says Rich Schnippel, Encore RV founder and partner. This floorplan features a north-south front queen bed, a large bathroom at the rear and a kitchen equipped with a farmhouse-style sink, solid-surface countertops, all-aluminum Shaker-style Forever cabinets, a three-burner stove and more. The bathroom also offers solid-surface countertops, a 31-by-48-inch shower and ample cabinet storage. For additional sleeping space, a large two-person dinette converts into a bunk.

Despite being its largest travel trailer, Schnippel says the VENÜ 22RB remains off-road capable. Standard equipment includes Dexter torsion axles, an MPPT solar controller, DC-to-DC charger, 70-amp converter, inverter prep, and both side and roof solar prep. Several available power packages offer up to 400Ah of lithium battery capacity, 400 watts of solar, a 3,000-watt inverter and a second 50-amp DC-to-DC charger. As with all Encore models, the 22RB is 100% wood-free and built on an all-aluminum, all-tube chassis, with the frame built using the company's proprietary Tri-Bond Construction.

Encore is also introducing two new RÖG models for the upcoming model year, the 12RK-FD and 12BH-FD — extended versions of two of its most popular floorplans. The new FD models feature a 35-inch extended front deck designed to safely transport gear, bicycles, motorcycles or an ATV. Open House attendees can also check out Encore's new 12RK-FB and 12BH-FB — floorplans with a front bath module that started shipping in July.

"This front bath module has done



extremely well in the short time it's been available," Schnippel says. It addresses a major objection to small trailer camping: no bathroom.

For new standard features, Schnippel says the VENÜ lineup has seen the most significant changes for 2027. VENÜ models will include the residential Shaker-style Forever cabinets, frameless square glass exterior windows, aluminum box valances with built-in pull-down screens and night shades, and new residential-style recessed LED lighting. Sinks have been added to wet bath models, and porcelain RV toilets with black holding tanks have replaced cassette toilets. Holding tank capacities have also increased on several VENÜ and RÖG models. Other additions include Starlink prep, backup camera prep and built-in weight distribution hitch prep.

Optional features for MY27 will include a Girard electric side awning with a built-in wind sensor for the entire VENÜ line and a manual Kammok rear awning for the rear-entry VENÜ 14QB/14TB and 17QB/17TB models. In the VENÜ 22RB, an optional Overland Package includes Timbren Axle-Less suspension and a Lock-N-Roll articulating hitch.

Schnippel says the VENÜ 17TB was particularly successful this year. Its rear-entry design provides easy access to the center hallway, creating a convenient space to transport mountain bikes and e-bikes, for example, inside the trailer. It also only weighs 3,700 pounds, making it easy to tow while still offering ample space inside.

The VENÜ 17QB, with an east-west queen bed in place of the convertible twin-bed layout, and



Encore RÖG 12RK-FB



RÖG 12RK-FB bathroom

the 14-foot versions (VENÜ 14TB/QB) were also popular this year.

Looking ahead, Schnippel says he believes the RV market is continuing to stabilize, and he's cautiously optimistic for the second half of 2026 and 2027.

"Consumers are still interested in camping, travel and the RV lifestyle, but they are more deliberate in their purchasing decisions and are demanding greater value for their money," he says. "I think manufacturers and dealers who listen to the customer, control costs and continue to innovate will find opportunities for growth. The market may not return to the extraordinary levels we experienced a few years ago, but I believe we are moving toward a healthier, more sustainable RV industry."

"We believe the future of our company — and our dealer partners — has never been more exciting."

At Open House this year, Encore RV will showcase its products at its new facility located at 201 Crossfire Drive in Topeka, Indiana. ■

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SPEAKERS



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*Co-Founder & Chief
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Samar Hatem
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INDEPENDENTS

GULF STREAM COACH

Laminated Division

For Gulf Stream Coach's Laminated Division, the 2027 model year makes more premium features standard.



BT Cruiser 5257

"Our goal is to make our trailers more affordable without de-contenting the product," says Tim Dennig, national sales manager for Gulf Stream Coach's Laminated Division. Dennig says approximately 95% of the features customers want will now come standard.

Among the standard upgrades are solar power, a 15,000-Btu air conditioner, an 8-cubic-foot refrigerator, a three-burner range top with glass cover, tankless water heater, Azdel vacuum-bonded sidewalls, a lighted electric awning, black tank flush, outside spray port, indoor and outdoor TV hookups with exterior speakers, safety entry steps and assist handles, sink covers and more.

While Gulf Stream is keeping its new floorplans under wraps until Open House, visitors can expect additions to the Vintage, Vista and Envision Super Value Trailer (SVT) lineups, along with refreshed styling.

The company's emphasis on value will not mean sacrificing innovation or comfort. Instead, Gulf Stream will give customers coaches that arrive well equipped from the factory.

Dennig says the Vintage, Vista and Envision SVT product lines have all been standout performers. Twin-bed floorplans that convert into king-size beds have also been popular. Gulf Stream expects those trends to continue in 2027.

The company also believes the broader RV market is showing encouraging signs. "We are starting to see upward trends," Dennig says.

As the industry continues to recover, Gulf Stream believes dealers will look for products that communicate value to customers walking into the showroom. By increasing the amount of standard equipment, the company hopes its dealers can spend less time explaining option packages and more time showing off the features buyers will receive.

Motorized Division

Gulf Stream Coach's 2027 motorized lineup is centered on smarter floorplans, improved technology and customer-inspired refinements.

Leading the way is a new BT Cruiser floorplan that combines compact dimensions with residential comfort. "Our 2027 lineup is a direct response to dealer and consumer feedback," says Gulf Stream Coach President Phil Sarvari. "You spoke, we listened, and now we're delivering beyond expectations."

Headlining the lineup is the all-new BT Cruiser 5257, a 28-foot Class C motorhome built on the Ford E-450 dual-rear-wheel chassis. The coach features twin beds, a large rear bathroom, an efficient galley, and abundant interior and exterior storage.

Like every BT Cruiser, the new

5257 rides on Gulf Stream's exclusive Cradle of Strength foundation, an engineered steel platform that provides a rigid structure, lower center of gravity and vacuum-bonded steel-framed floor. The new floorplan joins a BT Cruiser lineup that has long earned a loyal following.

The Conquest lineup has also enjoyed strong momentum. The compact 6237LE has become a favorite among first-time buyers thanks to its redesigned kitchen, efficient floorplan and ample storage, while the 6320 offers dual slideouts, a private queen bedroom, cab-over bunk, convertible sleeping areas and a roomy bathroom.

Starlink prep is now standard for the BT Cruiser and Conquest families. BT Cruiser models also received a 15,000-Btu air conditioner with soft-start technology and heat pump, while Conquest LE models gained a molded fiberglass front cap. Practical additions such as towel bars, utility hooks and even a dog leash hook also come standard.

Customers can equip BT Cruiser and Conquest models with an optional LiquidSpring suspension system, while Conquest and Conquest LE buyers can upgrade to a 15,000-Btu air conditioner with soft start and heat pump.

See Gulf Stream Coach at Open House on Executive Drive, take the first right from County Road 17. ■



Envision 280RB

RECREATION BY DESIGN

One-size-fits-all has never been part of Recreation By Design's business model. A customer-first approach drives the company's 2027 lineup, highlighted by new destination trailers, the launch of an all-new fifth wheel brand and the design flexibility dealers expect.

According to Baypoint Brand Manager Sebern Combs, the company's 2027 lineup will allow dealers and customers to customize floorplans and features to meet individual needs.

"The fact that many of our models have design change flexibility gives our dealers the edge to close complicated deals," Combs says. "We can make changes on a standard model that many other manufacturers would not entertain."

Recreation By Design's adaptability



Baypoint 400-DL interior

is its key competitive edge as it launches new products in 2027.

The company plans to debut at least one new single-bedroom model and one new multi-bedroom floorplan and add to its Baypoint Destination Trailer lineup. While details remain limited ahead of

Open House, the new models will expand choices for RVers seeking residential-style accommodations.

Recreation By Design is also updating its interiors with refreshed decor and finishes that reflect current residential design trends. The changes will modernize the interiors

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INDEPENDENTS

and ensure customers get the comfort and quality they're used to.

Rather than limit dealers to a handful of factory-selected options, Recreation By Design offers a vast list of features and modifications to tailor units to local market preferences and individual customer requests.

The company will introduce the West Wyn mid-profile fifth wheel lineup with four models. West Wyn is taking the residential style and interior design that made Baypoint Destination Units popular and putting it into a new fifth wheel.

"We've had several dealers asking for this for some time," Combs says. "We feel that the 2027 Open House will be the perfect timing for this debut."

West Wyn will give dealers another premium product category while maintaining the design philosophy customers already recognize from

the Baypoint brand.

During the past year, the Baypoint 400-DL emerged as one of Recreation By Design's strongest-selling models, joined by the 431-FDL and 411-DBL. According to Combs, those models succeeded because they offered layouts and design elements that customers couldn't find elsewhere.

Recreation By Design expects customization to become an important differentiator as dealers compete for buyers in a more selective market. While some manufacturers continue to standardize their products, the company believes flexibility gives dealers a valuable tool for closing sales that might otherwise be lost.

Combs acknowledges that the RV market remains softer than in recent years but says he believes manufacturers that continue investing in product innovation

and customer service will be well positioned as conditions improve.

"The market is off a little, and when that happens, manufacturers have to find unique ways to adjust," he says. "As long as we continue to hold our course, I know we'll have another record year in sales."

As the company heads into Open House, Combs says the entire Recreation By Design team is excited about the opportunities the 2027 model year presents.

"All of us at Recreation By Design are excited about the new opportunities awaiting at the Open House," he says. "We'll continue providing the best quality products and service to our customers as we all work through these challenging times."

Dealers attending Open House can see the complete Recreation By Design lineup at 22447 County Road 6 in Elkhart, Indiana. ■



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GROUNDING RVS

Grounded RVs continues to introduce new models and features that showcase the company's technology-driven approach to RV design. Best known for its electric G3 RV, the company is expanding into the growing Class B+ market with an all-new platform that offers customers more space, more flexibility and a choice between gas and electric powertrains.

According to Nick Fitzpatrick, co-founder and head of design at Grounded RVs, the company's newest lineup reflects its core philosophy of combining thoughtful design with practical functionality.

"We're bringing Form, Function and Freedom to the Grounded rear box," Fitzpatrick says. "The same three-tier system and transparent pricing structure from the BrightDrop-based G3 is now available in a Grounded-built box on the Ford Transit and E-Transit chassis."

The three floorplans give buyers the flexibility to select a layout that best matches their travel style. The Form configuration features a fixed bed with garage storage underneath for two bikes, closet storage and a dual kitchen equipped with a refrigerator, induction cooktop and sink. The Function layout adds a convertible seating and dining area, wet bath with shower and toilet, and the same well-appointed kitchen. At the top of the lineup, Freedom includes everything found in Function while adding a second raisable bed and overhead storage, allowing families of up to four to travel comfortably.

Grounded's new Class B+ platform also introduces a distinctive approach to RV construction. "Grounded's signature rear-box design is the foundation for every layout in our Class B+ lineup," Fitzpatrick says. "This box features a recognizable Grounded aesthetic, large panoramic windows, industry-leading insulation and a modular

system that lets customers choose their perfect layout without compromise."

Every Class B+ model comes standard with more than 1,000 watts of rooftop solar, Starlink internet connectivity, rooftop air conditioning and the company's proprietary smart electronics system, which is housed above the cab to maximize interior storage space.

The emphasis on energy independence remains central to the Grounded experience. "The Class B+ is built for real off-grid stays, with up to five days of battery-powered living with no need for a generator or propane," Fitzpatrick says. "Run the AC all night and make espresso in the morning while rooftop solar recharges the batteries during the day and Grounded's smart power software manages usage automatically."

Grounded is introducing a new optional recirculating shower module for Freedom models. The system reuses filtered shower water, extending the usable life of onboard fresh water supplies during extended camping trips.

"The G3 RV has had its strongest year to date, with electric camper vans further cementing their place in the market," Fitzpatrick says.

Among the company's available layouts, Freedom has become the clear customer favorite. "The raisable bed in the Freedom tier has proved especially popular, offering a quicker, easier way to set up the bed, or a versatile way for families to comfortably sleep four in a Class B camper van," he says.



Class B+ exterior

"Our headline debut for 2027 is the Grounded Class B+, our first RV built on the Ford Transit and E-Transit cab chassis," Fitzpatrick says. "It's the first RV in the segment offered on both the standard Transit and the fully electric E-Transit, giving buyers a choice between gas and EV powertrains on the same body and floorplan."

Built on a 178-inch wheelbase with all-wheel drive, the new platform delivers approximately 30% more interior living space than a traditional unibody camper van. Straight walls, a wide center aisle, seven feet of interior headroom and contemporary European-inspired styling create an open, residential feel that sets the vehicle apart from conventional Class B offerings.

"We've seen extreme demand for our builds this year and are moving to a new factory to keep up," Fitzpatrick says.

Grounded uses aerospace-inspired aluminum modules and homogeneous recycled materials throughout the interior. Because no wood is used in construction, interiors resist swelling, rot and long-term wear, maintaining a like-new appearance year after year. ■



Class B+ Interior

INDEPENDENTS

LANCE CAMPER MFG. CORP.

Innovation continues to shape the Lance Camper Mfg. Corp. lineup, with 2027 bringing a new truck camper floorplan and upgraded amenities that emphasize convenience, connectivity and comfort.

The company's latest offerings are designed to provide customers with more flexibility for off-grid travel while maintaining the comfort, quality and functionality that have long defined the Lance brand.

The centerpiece of Lance's 2027 lineup is the new Lance 680 — a truck camper designed specifically as a true half-ton truck-compatible option.

Built to work with both short bed and long bed configurations, the 680 provides customers with a lighter

and more versatile option. Matthew Koverman, director of operations at Lance Camper, says the new model addresses demand from customers looking for a more accessible truck camper option without sacrificing capability.

"The 680 is designed as a true half-ton truck camper, built to work with both short bed and long bed truck configurations," Koverman says. "Its most notable feature is giving customers a lighter, more versatile Lance option while still delivering the comfort, quality and functionality expected from the Lance name."

In addition to the new floorplan, Lance is introducing technology upgrades designed to improve the ownership experience.

For 2027, all Lance models will come standard with an integrated Starlink-ready receptacle, giving customers greater flexibility when choosing connectivity solutions.

Rather than requiring customers to select a specific factory-installed option, the Starlink-ready setup allows owners to purchase Starlink independently and easily install the system when needed.

The antenna can also be removed instead of being permanently mounted to the roof, providing additional versatility for travelers who want connectivity options at different destinations.

Lance is also expanding its power capabilities with a new optional 12-volt solar system. The system will feature Merlin solar panels paired

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with Victron Energy components, providing customers with a dependable solution for extended trips, off-grid camping and increased energy independence.

The company says the new solar option reflects the continued importance of reliable power solutions for today's RV owners, particularly those who spend more time traveling away from traditional campground hookups.

Along with new technology and energy features, Lance is refreshing the overall look and feel of its product lineup for 2027.

Updated exterior graphics and new interior color selections will provide a cleaner, more modern appearance while maintaining the recognizable Lance identity.

Another major visual upgrade will be the return of glass windows. Products are expected to feature 4000 Series windows, including dual-pane frameless options. The updated windows add a premium appearance while enhancing the overall design of the units, the company says.

"The first thing dealers and customers will notice is the refreshed exterior graphics package and new interior color selections, giving the product a cleaner, more modern appearance while still keeping the recognizable Lance identity," Koverman says. "We are also very excited about the planned return of glass windows."

Lance's existing products continue to perform well, with the Lance

1191 truck camper and the Evolve trailer line standing out among the company's most successful models this year.

The 1191 has been popular with customers seeking a larger truck camper without the added weight and complexity of a slideout, while the Evolve trailer line has attracted attention with family-friendly floorplans, Lance craftsmanship and a more accessible price point.

Dealers attending Open House in Elkhart, Indiana, can find Lance Camper's display on Executive Parkway near the THOR. ■

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The advertisement features a collage of images showing the interior of the Lance Model 1191 truck camper, including a large bed, a kitchen area with a sink and stove, and a bathroom. A central image shows the exterior of the camper with its slideout extended. The background is a dark green forest with white topographic lines.

INDEPENDENTS

LANCASTER CABINS

Today's campers seek an experience. Lancaster Cabins answers their call with a lineup of park models that blend rustic charm with modern comfort.

The company will debut new models with more luxury features at this year's Open House.

According to Sales Manager Serg Mashkov, the 2027 model year will combine the features customers request most with thoughtful improvements that enhance appearance and functionality.

The new Rancher with Porch combines several of Lancaster Cabins' most popular design elements into a single floorplan. The park-model cabin features two separate bedrooms, a loft for sleeping and a covered porch.



Lancaster Cabins Scandinavian exterior

Lancaster is also introducing an all-new Modern Farmhouse model that combines rustic charm with contemporary architectural styling and upscale finishes. Joining it is a new Scandinavian model that emphasizes clean lines, large windows and a modern aesthetic while including several premium

features as standard equipment.

"The new Scandinavian model will provide high fashion at a very affordable price while maintaining the quality and durability that set Lancaster Cabins apart," Mashkov says.

In 2027, all log cabin models will come standard with vinyl windows



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and luxury vinyl plank flooring. The larger windows will bring more natural light into the cabins while creating a stronger connection to the outdoors.

The company also added an extra window in the Sierra and Lakeview bunkrooms to brighten the interior and create a more open feel.

Showers with glass doors and tile walls are now available on all log cabin models, while cabins with porches can be upgraded to include composite decking and aluminum railings.

The company's popular Winter Package now includes a cold-climate hyper-heat mini-split condenser and a water pump circulator to improve cold-weather performance. Lancaster will also continue offering custom options for larger orders of 30 cabins or more.

Mashkov says the company's two-bedroom Rancher cabin and its Glamping Pods experienced strong demand in 2026. The Winter Package was also popular as more parks and campgrounds extend their operating seasons.

Lancaster Cabins expects the demand for premium cabin accommodations to grow as RV parks diversify their offerings.

"The market is alive and well," Mashkov says. "There is a new excitement in the air as RVIA [RV Industry Association] continues to report increased park model sales. Cabin stays are becoming necessary for RV parks and resorts. There is also a surge in new developments and continual revamping of current parks."

The company also sees customer preferences moving toward brighter

interiors, luxury finishes and residential comfort. In response, Lancaster has incorporated larger windows, easier-to-maintain flooring, new architectural styles and king-size beds into its newest models.

Mashkov says Lancaster refines its cabins throughout the year based on customer feedback.

"In 2027, we will continue to serve our customers with integrity, great pricing, quality and continuous improvement," he says. "We don't wait for a new model year to improve the models and options we offer."

With new park model styles, upgraded features and expanded luxury options, Lancaster Cabins 2027 lineup is well positioned to help campground and resort operators meet the growing demand for upscale cabin accommodations. ■



INDEPENDENTS

ATC TRAILERS

For years, ATC Trailers has built its reputation around durable, all-aluminum toy haulers designed for customers who demand strength, versatility and long-term value. For 2027, the company is expanding that foundation into new territory with the introduction of its first non-toy hauler RVs while continuing to enhance its existing Plā series with upgraded features, improved comfort and additional functionality.

The biggest announcement for the upcoming model year is the debut of ATC's new Hōm luxury fifth wheel RV series, which brings the company's signature construction approach into a new segment.

"The Hōm luxury fifth wheel RVs will be our first non-toy hauler

RVs and will feature the same all-aluminum, fully welded structure as our toy hauler models, with the interior built to be as comfortable as home," says Kaylie Miller, marketing operations manager at ATC Trailers.

The new Hōm lineup will launch with two fifth wheel floorplans: a 38-foot Rear Kitchen model and a 38-foot Rear Lounge model. The introduction represents an important step in ATC's continued evolution, allowing the company to reach customers who appreciate premium construction and craftsmanship but do not necessarily need a toy hauler.

Alongside the Hōm introduction, ATC is expanding its Plā lineup with new floorplans and enhancements across multiple series. The Plā 650, which launched in spring 2026, adds two new deck-over models: the 3611 and 4015. By eliminating wheel wells from the interior living space, these

models create improved storage opportunities while enhancing overall comfort and usability.

For 2027, ATC is also upgrading standard features throughout its Plā 550 and Plā 750 Series. New standard equipment includes frameless windows with integrated shades, washer/dryer prep and additional improvements designed to enhance the ownership experience. The company has also focused on climate control and insulation improvements, increasing the R-value of insulation in its Plā series by 30% while improving air conditioning systems in the Plā 650 and 750 models.

"People are really starting to notice quality within the industry as they become more selective of where to spend their money," Miller says. "Our focus has always been on building a high-quality product, and these



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updates reflect our commitment to providing customers with RVs that are built to last.”

In the Plā 750 Series, ATC will also offer a washer/dryer combo option, giving customers additional convenience for longer trips and extended stays.

While the company continues to develop premium offerings, ATC has also found success by expanding accessibility within its lineup.

“We saw a lot of success with our Plā 450 Series this year,” says Miller. “These are smaller, more utilitarian units that provide customers with ATC quality at an entry-level price point.”

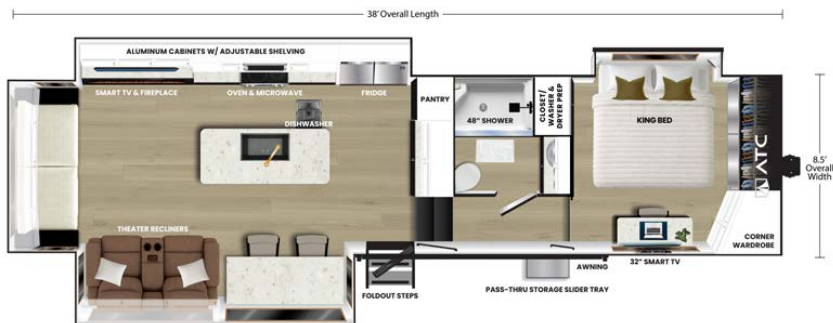
That balance between durability and accessibility is expected to remain a key part of ATC’s strategy moving forward. As RV buyers become increasingly focused on value, construction quality and

long-term ownership, the company believes its aluminum framework and attention to detail will continue to resonate with consumers and dealers alike.

With the addition of luxury fifth wheels, upgraded amenities and continued refinement of its existing products, ATC Trailers enters the 2027 model year with a broader portfolio designed to appeal to a wider range of RV enthusiasts

while maintaining the engineering principles that have defined the brand.

ATC will showcase its 2027 lineup at Open House in Indiana, with its display located at the RV/MH Hall of Fame. Dealers attending the event will have the opportunity to see the expanded Plā lineup as well as the company’s new Hōm fifth wheel models. ■



Hōm 3800 floorplan

ATC has entered the chat

Read 9/28/26



Rendering shown. Final product subject to change.

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INDEPENDENTS

VANTERA RV



Hiatus exterior



Vantera GU147

As technology reshapes nearly every aspect of daily life, Vantera RV, formerly ATIA, is bringing AI to the campground with an all-new travel trailer lineup.

At the heart of Vantera RV's 2027 lineup is the new Hiatus, a lightweight travel trailer that redefines what buyers can expect from an entry-level coach.

The Hiatus lineup will launch with four floorplans inspired by the company's popular Garage-able Unit (GU) series. The new trailers are wider to provide additional living space but remain lightweight for easier towing and greater accessibility to a broader range of RV buyers.

Founder, CEO and President Nick Nicholas says the company is excited to introduce an entry-level travel trailer that still delivers premium construction features.

The Hiatus comes standard with a 3/4-inch, one-piece fiberglass floor, a feature designed to improve durability while providing a solid foundation for the coach. The new lineup also introduces updated multinational-inspired interior designs for a more contemporary appearance.



Vantera Atia interior

Rather than offering fixed floorplans, Vantera RV works with dealer partners to tailor layouts and features to regional customers' preferences.

Nicholas says involving dealers and customers throughout the design process has become a hallmark of the company.

While the new Hiatus lineup expands the company's reach into the entry-level market, Nicholas believes the most talked-about introduction at Open House will be the AI-controlled Hiatus travel trailer that integrates voice-activated controls throughout the coach.

With this travel trailer, users can use AI to perform everyday functions such as turning lights on and off, operating the water heater and water pump, checking tank levels and controlling other onboard systems through simple voice commands.

"When I tell you, this will be a game changer, I mean it," Nicholas says.

Nicholas says the 2027 lineup reflects Vantera RV's commitment to delivering meaningful improvements in the areas customers care about most — design, technology, efficiency and value.

"We wanted every new model to feel like a genuine step forward," he says. "We want customers to immediately notice the difference the moment they walk into the showroom."

That philosophy is reflected in the Hiatus lineup's contemporary exterior styling, redesigned interiors and premium finishes, giving the travel trailers a stronger presence on dealer lots.

Intuitive AI-powered controls and thoughtfully integrated technology are easy for dealers to demonstrate and will make camping simpler and more enjoyable for owners.

Nicholas adds that increasing dealer representation is one of the company's top priorities as it continues to grow its footprint throughout North America.

Looking to the rest of 2026 and into 2027, Nicholas believes the RV industry is stabilizing as dealer inventories become better aligned with demand. He expects the annual Open House season to mark the beginning of that transition as manufacturers introduce new products and dealers prepare for the next selling cycle.

"Our goal is for dealers to have products that generate traffic on-site and for customers to feel they're getting a more modern, better equipped and more compelling RV the moment they step into the showroom," he says.

With the launch of the Hiatus lineup, expanded customization opportunities and what the company describes as the industry's first AI-controlled travel trailer, Vantera RV is positioning itself as an innovator focused on making technology, personalization and lightweight design more accessible to today's RV buyers. ■

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Back End or Backbone?

Reviewing your parts and accessory department's procedures can strengthen your entire dealership and your bottom line.



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Many coaches are manufactured with a rear-looking camera. Some of these cameras cannot be used except when the transmission is shifted into reverse gear. This makes sense given that most of the time the driver should be viewing the roadway in front of the coach. But when it is necessary to check out the back end of the coach, those cameras are very useful.

Many of those same coaches that have rear-looking, closed-circuit camera systems sell for more than \$25,000. Most likely a lot more than \$25,000! And these same coaches cost the dealership a lot of money — floorplanning, advertising, upkeep while on the lot and other holding costs. So it makes sense that most RV dealership decision-makers would pay a lot of attention to this front-end investment.

Just like the driver of the RV with the closed-circuit, rear-looking camera, RV dealership decision-makers need to occasionally look at the back end of the dealership. This is especially important in times when those coaches are still sitting on the lot because customers may not have the money to justify the purchase of those motorhomes and towables. However, customers might be coming into the dealership to have their existing RV serviced or to purchase parts or accessories for that RV.

Have you considered that the back end of the dealership could be the backbone of the dealership? Let's take a look at your dealership's backbone and make certain that it is strong. This checkpoint is important, so we will devote several articles to it.

The Right Stuff

Whether a customer requires parts, accessories and supplies for a do-it-yourself project, or if the customer has requested that your service department perform the service or repair, it is important that your dealership have the right stuff in the required quantities when these items are needed.

How do you know what is the right stuff? Listening to your customers and recording their requests is the most effective method for determining if your inventory has the appropriate breadth and depth of goods. If a customer requests an item and you have it in stock, that request is probably recorded. And, if you special order something for a customer, that request also is recorded.

But what if you don't have what the customer needs? Do you always record those requests? If you (and your associates) are not recording those lost sales, then you are not really listening to your customers.

How many lost sales are recorded each week in your parts and accessories department? And how do you know? What is the

procedure for recording lost sales in your dealership management system (DMS)?

Ask one of your parts associates to demonstrate the procedure. What should you do if the parts associate cannot demonstrate the lost sales recording process? In my career, I have developed a simple, eight-word definition of lost sales, and this is: Demand, not filled from stock, and not ordered.

It is important to have a definition of lost sales in your business so that your parts associates can easily decide if they should record a lost sale.

How else could you determine if you have the right stuff for your customers? Ensuring that your inventory is accurate is another method. When was the last time that you randomly checked the accuracy of any of your parts and accessory inventory?

As part of that random spot-check, did you also verify the accuracy of the bin location? What was the condition of the packaging? Was the item attractively displayed? And was there any dust/dirt on the packaging or on the display fixture?

What else could you do to ensure that the right stuff is available for your customers? If the demand has been tracked and your parts manager has ordered the item and ensured that it has been placed in the correct location, then that is a good thing.

However, have you checked to determine if the appropriate quantity of those items has been established? This will require investigation involving several factors for each part number that you decide to test. These inventory factors could be:

- Demand history
- Desired gross turn level
- Quantity in the on-hand field
- Quantity in the on-order field (and possibly the on-backorder field)
- Seasonality and the current date
- Order calculation method that is being applied
- Stock status that has been assigned

Does all this seem like a lot to investigate for each part number, especially when you consider how many unique items exist in your parts and accessory inventory? Well,

it is a lot, and this is just a portion of the evaluation aspect of your parts manager's responsibility.

Maybe you should be looking in that rear-looking, closed-circuit camera more frequently.

In the next installment of this series, we will look at some additional inventory performance factors that you might want to investigate. For now, let's assume that you have the right stuff. What is being done to get that stuff into and onto your customers' RVs?

Selling the Right Stuff — in the Right Way

How recently did you offer selling skills training for your parts associates? How many transactions does the average parts associate process in a day? When was the last time one of your service advisers attended a selling skills training class? And how many customers are they working with each day?

Most dealerships that I visit have never offered selling skills training to their parts associates or to their service advisers.

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However, these same dealerships frequently provide selling skills training to their major unit sales associates. Yet the average parts associate and service adviser often interacts with more customers in one day than the average major unit sales associate interacts with in a week or more.

Perhaps it is because only one of the three operating departments in the dealership is called the sales department. Don't the parts department and service department sell anything? Of course they do!

And in most instances, they sell their stuff at a higher gross profit percentage than the major unit sales department receives for their transactions.

The gross profit dollars may not be as high in the parts and service departments as they are in the major unit department. However, the business generated by the backbone departments just might help with the net profit of your RV business.

When you observed a transaction in the parts department, did the parts associate fill a request or determine what the customer needed? Were any open-ended questions asked to determine the customer's needs? Or did the parts associate sell the customer only what was requested?

You might ask: "Why is it important that the parts associate asks those open-ended questions to determine the actual needs of the customer?"

It is because the customer may not know what is actually required to meet their needs. If the customer walks out of your dealership with exactly what was requested and that item doesn't resolve their problem, then have you met the customer's needs?

If you are fortunate, the customer will complain and you will have the opportunity to correct the situation to the customer's satisfaction.

However, many dissatisfied customers don't tell you they have not been served professionally — but they will tell others and most likely will take their business elsewhere.

Are your parts and service associates reactive or proactive in their selling efforts?

If they are reactive, most of their dealings with customers are the result of the customer contacting the dealership and requesting parts and/or service for their RV. If your parts and service sales

associates are proactive, they are calling or emailing customers to advise them of new accessories that have arrived or to remind them of maintenance service that might be required.

How do you get your parts and service associates to become proactive in their dealings with your customers?

One method would be to initiate a selling skills training program. This could be as simple as having your best major unit sales associate work with your parts and service associates to share some customer relationship management tips. Or you could contract with a training provider to schedule on-site training for your staff.

Doing the Right Stuff

What could you do to strengthen the backbone of your dealership? Here is a starter list:

- Determine if lost sales are recorded and evaluated (by the way, you can experience lost sales in the service and major unit departments also).
- Schedule spot checks of the parts and accessory inventory (at least once per week).
- Meet with the parts and accessory manager to review the order criteria for several items.
- Establish a selling skills training program for each of your sales departments (major unit, parts and accessories, service).
- Observe your associates as they interact with customers — commend or critique them as needed.

In the next installment of this series, we will work on your dealership backbone and on your management "pect exercises," which could strengthen your business' backbone! **RVP**

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DANIEL LAFLOIR/PEOPLEIMAGES.COM - STOCK.ADOBE.COM

The Magic of a Great Meet & Greet

Adjusting how you approach a customer can influence the entire selling process.

Have you ever heard the saying, “You had me at hello”? Maybe in a movie that you have seen, but it’s not something that you hear every day. In sales, it’s a saying we should hear more often, because so many salespeople completely miss the importance of taking steps to build a solid meet and greet with customers.

So much emphasis is put on the key components of the sales process like product demonstrations, handling objections and solid closes, all of which are legitimate. However, none of this will matter if you don’t start things off on the right foot with a customer, especially one you’ve met for the very first time.

I have observed hundreds of meet-and-greet encounters with a customer, where the customer clearly displayed nonverbal messages indicating discomfort that were completely missed by the salesperson. I am now convinced that it is the single most overlooked segment of the sales process. I bet that many reading this will completely deny that you could lose a deal so early in the customer visit.

Guess what? I estimate that as many as 60% of your deals have been lost in the first 15 to 20 minutes of meeting a customer, but most salespeople will never realize it.

There are two things many salespeople pay no attention to in those early moments that can turn out to be deal killers. The first is that hardly any salespeople realize how they appear when approaching a customer. Some salespeople walk at a hurried, “beat the clock” pace and look like they’re running a race. Do you realize what a customer thinks when you do that? They subconsciously



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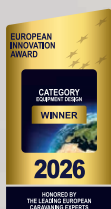
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feel that you're already out of time and won't be able to give them the time they need today.

If you slither up to them in a slow, creepy way, they feel like you have an ulterior motive and are already scheming how you could take advantage of them.

The second thing most salespeople disregard is how many things customers subconsciously decide about their salesperson in 7 to 10 seconds, even before they say a word. Here just a few of many examples:

- Can I trust this person?
- Their approximate age
- Are they safe or a risk?
- How intelligent they are
- If they're organized
- If they're neat or sloppy
- If they're honest or sneaky
- Their trustworthiness
- Their level of confidence
- If they're aggressive or laid-back
- If they are competent
- If they resemble anyone they know
- Will they be approachable?

All these things and more will remain in their subconscious thoughts until you do something to help them feel better about you.

Their discomfort is further enhanced if their last encounter with a salesperson was uncomfortable or contentious. If they worked with a salesperson who tried to sell them the wrong thing or tried to get them to buy something that was way over their budget, they will be afraid that you will try to do the same, at least until you do something to help them feel otherwise.

That is precisely why salespeople must slow things down in the first 10 to 15 minutes of the meet and greet. Customers are perceptive, and bad memories don't fade easily. In fact, they won't until you take a sequence of steps to reset their emotions about the last salesperson.

And then there is this key moment when most salespeople blow the whole deal — either by rushing the meet and greet or letting the customer rush you because they're anxious about you. Some salespeople avoid any awkward or uncomfortable moments by rushing them

out in the lot to get in an RV, thinking that excitement will erase any negative thoughts and fears. It won't. You must move in a step-by-step, human-centered manner to help your customer relax before ever thinking about getting them in front of a product.

Why? Because helping them relieve their anxiety about you and achieving comfort, rapport and trust is a “pay now, pay later” proposition. If you choose to bypass this golden opportunity to slow things down, let them relax and slow their heartbeat enough to truly consider what you have to say and show them, that lack of comfort and trust will rear its ugly head when you try to close. It's at that point when they will say they need to “go home and think about it,” no matter how much they like what you've shown them. Why? Because they were never given the chance to like and trust you enough to believe what you've said to them for the last 3 to 4 hours. Something won't feel right to them, and they won't be able to pull the trigger and hand you their credit card.

Remember all those days when things were going great all through the product selection and demonstration process, when the customer seemed so excited about what you were showing them, but then didn't buy, and you were surprised by that? Well, this is why. So now is the time to change your level of commitment to the meet and greet, and here's what you need to do to elevate it to the level of priority it deserves:

Redesign Your Approach

Have someone record you when first approaching a customer, paying special attention to your posture, facial expressions, the first thing you said and how you said it. I guarantee that you will make changes.

Match Verbal With Nonverbal Cues

Pay closer attention to what your customers say, but also to their body language that supports it. The anxious customer will say things to you, but their body language will often not match it.

When that happens, pause and ask follow-up questions for clarification, giving your customers an opportunity to say what they really meant.

Flush Out Bad Experiences

If you sense discomfort or nervousness, ask them how you can best help them today in a way that they're comfortable with, or what would be their preference for how you can work with them today.

This will help them relax and might motivate them to explain a previous bad experience with a salesperson that had a negative effect on them, which would be great information for you.

Calm Your Excitement

We all love an opportunity for a new customer who might buy something, but if they're nervous or anxious, you need to stay calm and relaxed. Your customer will sense that, which will help them stay calmer.

Being too jacked up about this new commission opportunity, no matter how much you want to impress them, will only make them more nervous.

Announce Each Step

The anxious customer doesn't like surprises because they question the intentions behind them. It's best to let them know what you plan to do next and ask them if it's OK with them. Saying something like, "What I'd like to do next is review your wants, needs and budget with my sales manager, so he can give us three or four RVs that best meet your needs, and I'll be right back ... sound OK to you?"

Always Confirm Comfort

Don't plow forward if you sense that they are not comfortable at any point. There are no shortcuts. If you sense anxiety or discomfort, take a minute to confirm that they are OK and take steps to resolve that. Dragging discomfort to the next step creates an emotional distraction that will prevent them from thinking clearly.

Announce Notetaking

Salespeople should take notes to remember key information they can use

now or for follow up going forward, but the key is to let the customer know what information you're noting and why — to not forget anything important that they said. They will see this as a sign of respect and not think it's anything underhanded.

Know Their True "Why"

This sounds simple, but it's so often overlooked. In the meet-and-greet phase, it's not enough to know their "what;" you need to know their "why" — but more importantly, you need to confirm that they know their "why." You'll need this to match products and features with exactly how they plan to use their RV, rather than because they're competing with a neighbor down the street.

Say "I Don't Know" (If You Don't Know)

It's OK to say that you don't know the answer to a question, as long as you take steps to immediately get the answer from a sales manager, manufacturer representative or someone else, as doing so will help you be perceived as the customer's problem-solver.

These steps are all easy to do but require a total commitment on your part to follow through. They're important because the customer will believe they are important to you, and they will remember how good you made them feel when you ask for the credit card and try to close the deal.

The positive effects of a great meet and greet last throughout the entire selling process, up to and including when the paperwork is signed. **RV+**

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.



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4 Strategies for Managing Long Sales Cycles

Keeping your sales teams motivated, strategic, on-task and successful when the sales cycle stretches on.



Have you ever run a marathon? Most people haven't. But many salespeople run them every day — the long sales cycle. Salespeople love the quick win — that satisfying moment when a prospect becomes a customer in a matter of days or weeks. Sometimes, it's even the fabled “one call close.” But what about those

times where the sales cycle stretches into months or even years? How do you keep your sales teams motivated, strategic, on-task and successful when the finish line seems so far away?

Long sales cycles present unique challenges. They test a salesperson's patience, strategic thinking and ability to maintain momentum over extended periods. They can also tempt even the most disciplined sales professionals to neglect prospecting, as the gratification of a closed deal feels perpetually out of reach. But here's the truth: mastering the long sales cycle is not just a skill — it's an art form. And like any art, it requires dedication, practice and a specific set of techniques. Let's explore four key strategies that can help you and your team excel in the marathon of long-cycle sales.

1 Never Stop Prospecting

Imagine you're a farmer (no, not the old, outdated “hunter/farmer” sales term). You know it takes months for your crops to grow, but you also know that if you don't plant seeds regularly, you'll eventually have nothing to harvest. The same principle applies to long-cycle sales.

It's easy to fall into the trap of thinking, “Why start new conversations when I won't close them for years?” But remember this: you can't finish a sale unless you start one. Prospecting is the lifeblood of your sales pipeline, regardless of how long it takes to close a deal. A sales funnel that doesn't consistently fill at the top will run dry at the bottom.

Make prospecting a nonnegotiable part of your weekly routine. Set aside dedicated time each day to reach out to new potential clients. Use a mix of cold calls, emails, social media outreach and networking events to keep your pipeline full. Remember, the seeds you plant today are the deals you'll close tomorrow — or next year. The best prospecting cadence is to open with a phone call



IVELIN RADKOV-STOCK.ADOBE.COM

(yes, a genuine, pick up the phone, voice-to-voice call) and attempt to reach your target. If you don't get an answer (80% to 90% of the time these days), then leave a powerful voicemail and switch to LinkedIn connection. Once connected, slow play the connection using engagement techniques, then ask for the appointment two to three months after connecting.

2 Think Strategically, Act Consistently

Once you've initiated a conversation with a prospect, it's time to shift into strategic mode. This is where the real art of long-cycle selling comes into play.

Start by estimating a realistic timeline

for the deal. Is it six months? A year? Two years? This timeline becomes your road map, guiding your interactions and helping you set milestones along the way.

With each contact, your goal should be to move the buyer's journey forward, even if it's just by inches. You're playing the long game, so every interaction should add value and strengthen your position. Basically, you're positioning yourself to be the dealership of choice at contract time.

Maybe it's sharing a relevant industry report, offering a fresh perspective on a challenge they're facing, or simply checking in to maintain the relationship — but offering some new piece of knowledge or expertise every time. The key is consistency. Regular, value-added touchpoints keep you top of mind and position you as a trusted adviser, not just another salesperson.

3 Keep Your Contacts Current

In the span of a long sales cycle, a lot can change. Lifestyles change and priorities shift. Your job is to stay on top of these changes and adapt your strategy accordingly.

Make it a habit to regularly verify and update your contact information. But don't stop there — strive to expand your network. The more contacts you have, the more resilient your opportunity pipeline becomes. Make sure your potential customers genuinely know you and the value you bring. This approach not only provides you with a more comprehensive understanding of what your customers want and need, but also helps safeguard your opportunity if their lifestyle or priorities change.

4 Be Ready When the Stars Align

Here's a fundamental truth about sales: a deal happens when need, solution and timing intersect, and the buyer's journey completes. In a long sales cycle, your job is to be ready when that moment arrives.

Maybe the customer has a poor experience at another dealership, or their finances finally align with their travel

“MASTERING THE LONG SALES CYCLE IS NOT JUST A SKILL — IT’S AN ART FORM.”

dreams. Your consistent presence and value-added interactions have positioned you to capitalize on these moments.

Stay alert to industry trends, and any shifts in your prospect's needs, and when that window of opportunity opens, be ready to act swiftly and decisively.

Managing long sales cycles is not about passive waiting — it's about active preparation. It's about building relationships, demonstrating value and positioning yourself as the obvious choice when the time is right. There are no shortcuts to anyplace worth going.

Winning in long-cycle sales requires a unique blend of patience, persistence and strategic thinking. It demands that we resist getting demoralized due to the lack of quick wins and instead focus on building lasting relationships and delivering consistent value. By maintaining a steady prospecting rhythm, thinking strategically, keeping our contacts current and staying ready for opportunity, we can master the marathon of long sales cycles. **RVPRO**

Troy Harrison is the Sales Navigator, a speaker and the author of “Sell Like You Mean It” and “The Pocket Sales Manager.” He has trained salespeople from 23 different countries who live on three continents and has spoken all over North America and Europe. He helps companies navigate the elements of sales on their journey to success. He offers a free 45-minute sales strategy review. To schedule, please visit royharrison.com/ssr.



RV CARE & WINTERIZATION



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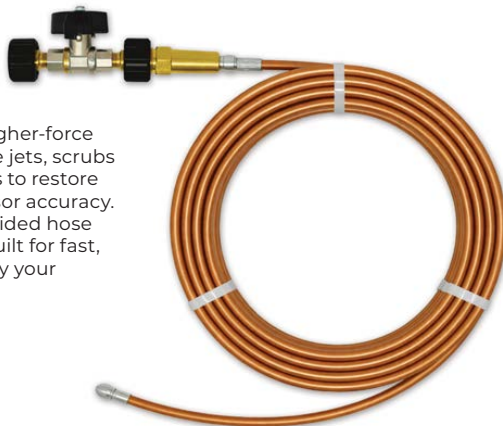
Century Chemical Corp., Elkhart, Indiana, presents its Winter-Pruf Antifreeze. Protect your RV or marine potable water system from freeze damage with Winter-Pruf Antifreeze. This nontoxic formula provides burst protection to -50 F, helping protect water lines, pumps, tanks and plumbing during winter storage. Safe for potable water systems and compatible with plastic, copper, brass and steel plumbing, it also lubricates seals and gaskets to keep your system in top condition. Available in sizes from 5-gallon containers to 275-gallon totes.

centurychemical.com

RV TANK CLEANER

Clog Hog, Austin, Texas, offers its Clog Hog RV Tank Cleaner. Deep-clean your RV black and gray water holding tanks with the Clog Hog RV Tank Cleaner. Its higher-force hydro-jetting nozzle, with four high-angle jets, scrubs away residue from tank walls and sensors to restore drainage, reduce odors and improve sensor accuracy. With a hands-free control valve, steel-braided hose and patented powered in-line filter, it's built for fast, thorough tank cleaning when powered by your compatible electric pressure washer.

cloghog.com



BOTANICAL RODENT REPELLENT

EarthKind, Mooresville, North Carolina, offers its Fresh Cab Botanical Rodent Repellent. Once you've drained the lines and closed up the rig, an empty, quiet RV is exactly what mice want. Tuck the EarthKind Fresh Cab Botanical Rodent Repellent scented pouches into storage compartments,

under the galley sink, near slideout seals and around plumbing entry points. The plant-based Balsam Fir Oil formula repels mice without traps or harsh chemicals for up to 30 days. EPA-registered.

earthkind.com



RV ROOF CLEANER & PROTECTANT

Bling Sauce, Phoenix, Arizona, offers its Roof Sauce 2-in-1 RV Roof Cleaner & Protectant. As winter approaches, it's a great time to address areas that get neglected during the summer. This 2-in-1 formula not only cleans, it also provides UV protection and is safe for all roofs and seal areas. Use the 3-foot trigger sprayer to spray large areas, scrub as necessary and hose off. The 64-ounce bottle is available on Amazon and Bling Sauce's website.

blingsauce.com



RV CARE & CLEANING PRODUCTS

Dicor Products, an Airxcel brand, Elkhart, Indiana, presents its RV Care & Cleaning Line. Dicor's RV Care & Cleaning line features Exterior Wash, Black Streak Remover, Bug & Tar Remover, Awning Cleaner and Mold & Mildew Remover to help tackle dirt, grime and buildup across multiple RV surfaces. Three specialized brush heads pair with Dicor's universal extension rod for easy cleaning.

dicorproducts.com



HEATING SYSTEM

Eberspaecher Systems & Solutions, Mississauga, Ontario, offers its Hydronic AquaSystem. The Eberspaecher Hydronic AquaSystem provides quiet cabin heat, on-demand hot water and the option of heated floors, all from one compact, fuel-efficient system. Automatic altitude compensation keeps performance consistent in the mountains, while available engine preheating helps protect your vehicle in cold weather.

eberspaecher-motorhomes.com



RUST INHIBITOR COATING

GDR Administration, Russells Point, Ohio, presents its RVxPRO. Water based, nontoxic, nonflammable and mess-free. Made in the USA. Prevents premature rust on new units and renews the new look to your current RV/travel trailer. May be applied over existing rust, and prevents future rust. Simple and easy installation. Five-year limited warranty.

gdradmin.com



TAB 320 TRAILER COVER

PahaQue Custom, Poway, California, presents its TAB 320 Trailer Cover. The PahaQue NuCamp TAB 320 Outback/Boondock Trailer Cover is built for owners who want more than basic protection. This custom-fit trailer cover is designed specifically for TAB 320 Outback and Boondock models, delivering a clean fit and long-term performance that protects your trailer from sun, weather and storage wear. PahaQue Custom produces an entire line of custom-fit covers for most small towable trailer makes and models.

pahaque.com



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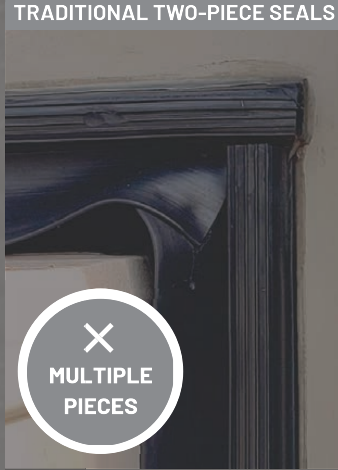
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HEATED DRINKING WATER HOSE

Valterra, Mission Hills, California, presents its Valterra Heated Drinking Water Hose. The heated fresh water supply hose provides smooth flowing drinking water in sub-zero temperatures. The heating source is self-regulating, supplying additional heat as needed as the temperature drops — no thermostat is required. Heavy-duty zippered insulation cuffs at each end are included for added freeze protection.

valterra.com

LONG NOSE PLIERS

Vampire Tools, Irvine, California, offers its Caiman 7.5-inch Long Nose Pliers. The Caiman VT-002-7LN 7.5-inch Long Nose Pliers are designed for RV maintenance, combining screw extraction, crimping, cutting and wire work. Remove stripped, rusted or damaged screws with screw heads sized 2 mm to 5.5 mm in tight spaces, repair wiring and handle small components with precision. Made in Japan from high-carbon steel (HRC60 ± 2), Vamppliers deliver strength and durability. Ergonomic TPR handles provide a secure, comfortable grip, making them ideal for RV owners, technicians and DIY enthusiasts.

vampiretools.com



TANK & SENSOR CLEANER

Walex Products Company, Leland, North Carolina, presents its Commando Tank & Sensor Cleaner, a deep-cleaning solution designed to restore black holding tanks and improve sensor performance. Available in retail drop-in packets or a fast-acting liquid formula, Commando helps break down waste buildup, toilet paper residue and organic deposits while eliminating odors at the source. Ideal for periodic maintenance, it helps restore tank efficiency, maintain cleaner sensors and extend the life of holding tank systems. Backed by nearly 40 years of sanitation expertise.

walex.com

FREEZE PROTECTION HEATERS

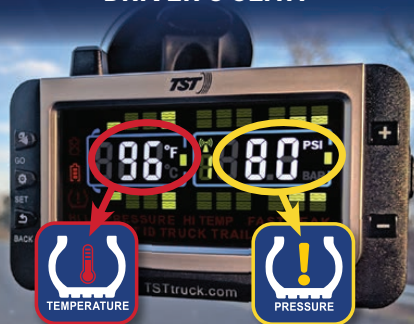
Xtreme Heaters, Buford, Georgia, offers its Xtreme RV Freeze Protection Heaters. The freeze protection heaters circulate warm air through basements, wet bays, underbellies, utility compartments and beneath skirted RVs to help prevent frozen pipes, tanks, valves and equipment. Inside the RV, the compact cabin heaters provide warmth for small living spaces, with multiple power settings and fan-only operation. Built for safety, durability and reliability, Xtreme Heaters delivers cold-weather protection wherever your travels lead.

xtremeheaters.com



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advertiser index

ADVERTISER	PAGE		
Airxcel Inc	87	Leisure Travel Vans Ltd	97
Alliance RV	71	Lightspeed	104
American Guardian Warranty Services Inc/AGWS	68	Lippert Components Inc	93, 126
AppOne	72	Micro-Air Inc	116
ATC - Aluminum Trailer Co	111	Modern Buggy	15
Atia-RV	113	MORyde Intl	110
Blue Ox	19	Motility Software Solutions	108
Coast Technology LLC	101	NPA National Powersport Auctions	119
Demco Mfg Co	9	NTP-STAG	IFC
Dexter Axle	83	Patrick Industries Inc	65
Digital Tails	11	Pinnacle Appliances	126
Dometic Corp	115	Protective Asset Protection Division	23
Dura Faucet	99	Rapidious Inc.	21
Eberspaecher	1	RecPro	5
Ember RV	75	REDARC Electronics	106
EQ United	103	Renogy	27
Forest River Inc	33, 34-35	Richloom Fabrics Group	109
Garnet Instruments Ltd	7	RV Women's Alliance/RVWA	124
Gen-Y Hitch	76	RVDA	81
Go Power!	IBC	Scanstrut	118
Grand Design RV LLC	59	Soaring Eagle	25
Icon Technologies Ltd	79, 126	Sunrich Energy Inc dba Rich Solar	2-3
inTech RV	89	THOR Industries dba K-Z RV	43
Iosso Products	126	THOR Industries Inc	41
IROK Trailers	91	Tiffin Motorhomes	50
Jaeger-UniTek Sealing Solutions	123	Trim-Lok Inc	BC
Kropf Industries	69	TST Truck System Technologies Inc	125
Lance Camper	107	UFP Factory Built	95
Land 'N' Sea Distributing Inc	77		

Pit Stop



A LOOK AT Q2

Drawing on market intelligence across U.S. dealer lots, Rapidious reported Class A inventory is aging sharply, while travel trailers, pop-up campers and fifth wheels show signs of stronger movement.

In the Class A used segment, average days on inventory rose from 172 days in March to 330 days in June, a 92% increase, while inventory grew from 8,368 to 12,320 units, a 47% increase.

Travel trailer used inventory improved from 182 to 152 days, while sold count rose from 11,948 to 14,441 units. Pop-up campers improved from 180 to 163 days, with sold count rising from 443 to 593 units. Fifth wheel used inventory held relatively steady at 176 days, while its pricing gap against benchmarks narrowed.

Based on the Q2 findings, Rapidious identified three priorities for dealers heading into the second half of 2026:

1. Tighten Class A used acquisition. Reprice existing stock against current market benchmarks rather than March figures or static book values.
2. Use local and state-level market signals, not just national averages. Regional velocity varies significantly, and national averages can hide local risk.
3. Protect margin in improving segments. Travel trailers, pop-up campers and fifth wheels are showing better relative movement, making blanket discounting less appropriate.

JUNE 2026 SHIPMENTS

25,484 (units)
total RV shipments

13.1% decrease
compared to June 2025
(29,332 units)

Through midyear, shipments are down **14.2%** with **163,644** units shipped

Towable RVs, led by conventional travel trailers, ended the month down 14.3% from last June with 22,728 shipments. Motorhomes finished the month down 1.6% compared to the same month last year with 2,756 units.

Park model RVs finished June up 25.5% compared to the same month last year, with 433 wholesale shipments. To date, park models are up 23.7% with 2,605 units shipped.

NOMINATIONS HAVE BEEN FINALIZED FOR THE RV INDUSTRY ASSOCIATION BOARD OF DIRECTORS



Seven candidates are running for this year's three open seats. Member votes are being accepted from Aug. 24 through Sept. 14. Results will be announced near the end of September. Newly elected board members will begin serving their three-year terms on Jan. 1, 2027.

Two candidates are running for one RV manufacturer seat:

- Ashley Bontrager Lehman, Ember Recreational Vehicles
- Greg Wallman, Space Craft MFG

Two candidates are running for one park model RV manufacturer seat:

- Trevor Kropf, Kropf Industries
- John Tuyo, Champion Homes

Three candidates are running for one supplier seat:

- Mike Cheney, Valto Engineered Materials
- Mark Howlett, Truma North America
- Heather Jenks, Genesis Products

Read the full candidate bios at RVIA.org.



The **World Surf League (WSL)** partnered with **Go RVing** as the Official RV Travel Partner of the 2026 Lexus U.S. Open of Surfing, presented by Pacifico. Go RVing featured one of the largest activations on-site with multiple RVs available for guest tours. The air-conditioned RVs brought the RV lifestyle directly to the surfing community while also serving as cooling zones for attendees during the event.

"Go RVing is a natural fit because the RV lifestyle and surf culture share the same spirit of adventure, freedom and exploration," said Nicole Metzger, WSL chief revenue officer.

See more from the event at WorldSurfLeague.com.

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4

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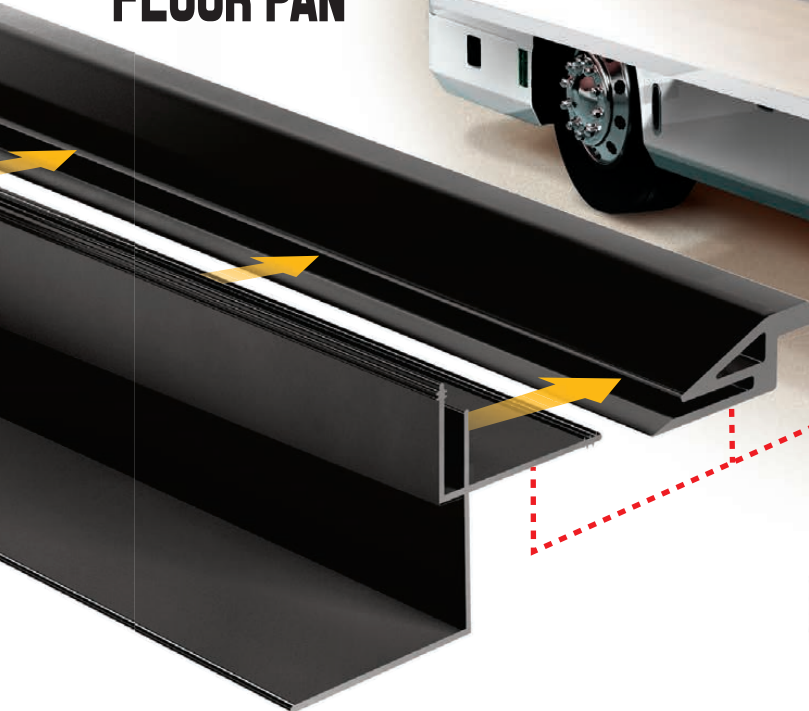


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