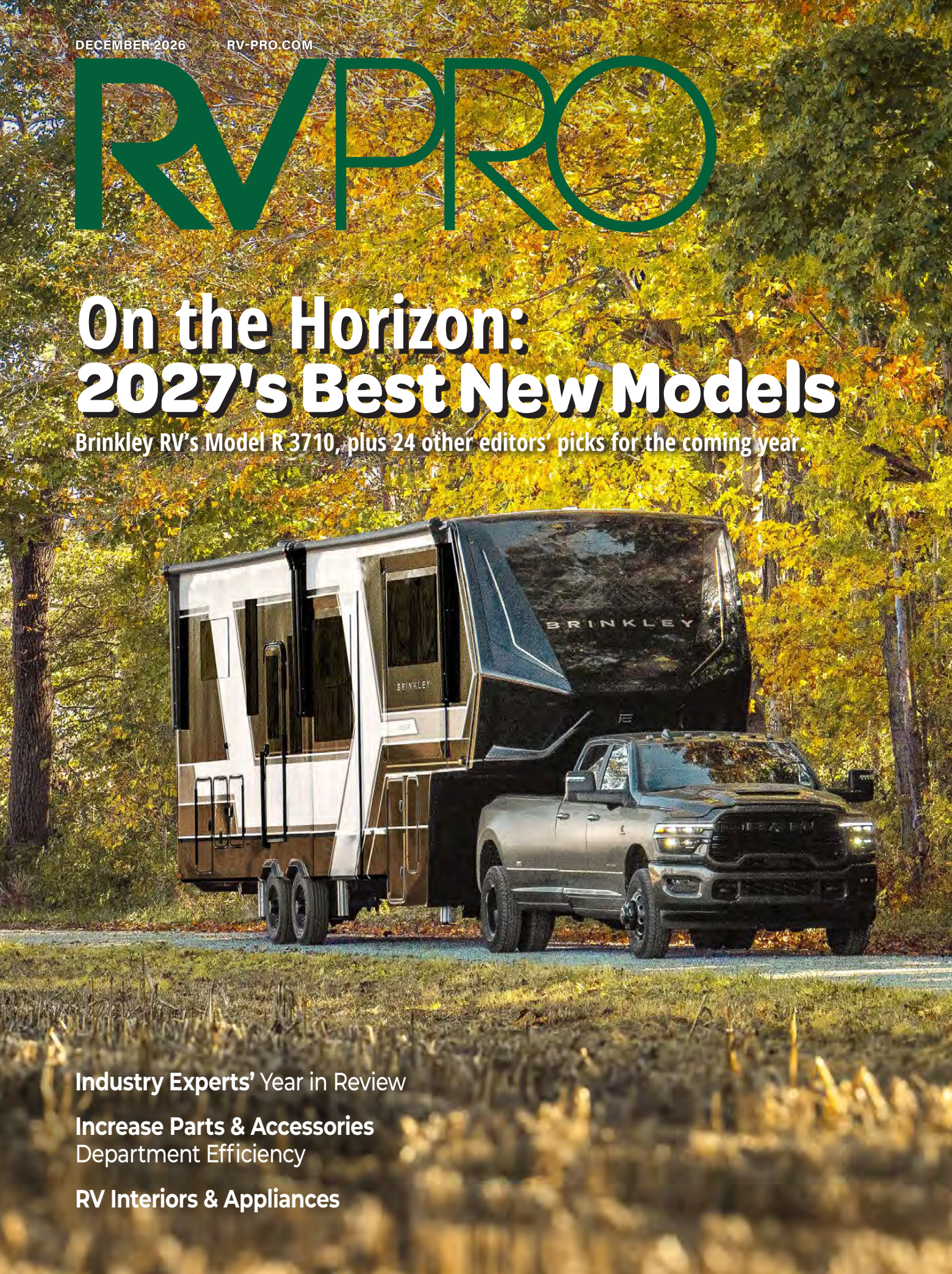
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RV PRO

On the Horizon: 2027's Best New Models

Brinkley RV's Model R 3710, plus 24 other editors' picks for the coming year.



Industry Experts' Year in Review

Increase Parts & Accessories Department Efficiency

RV Interiors & Appliances



DISCOVER

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FEATURING
2027 Coachmen
Brookstone 290RL

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December 2026 // Volume 22 Number 12



RV MANUFACTURERS

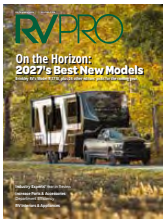
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Photo courtesy of Brinkley RV

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RV PRO (USPS 024-712) is published monthly (in January, February, March, April, May, June, July, August, September, October, November and December) by Cahaba Media Group, 221 Rele Street, Suite 530067, Mountain Brook, AL 35223. Periodicals postage paid at Birmingham, AL and additional mailing offices. Free to qualified recipients within the United States and U.S. Possessions. Publisher reserves the right to determine qualifications. Annual Subscription Prices: U.S. – one year, $45; two years, $80; three years, $108. Canada – one year, $76; two years, $142, three years, $201 (U.S. Funds); All other countries – one year $98, two years $186, three years, $267 (U.S. funds). Customer Service, call 205-933-0333. POSTMASTER: Please send address changes to RV PRO, PO Box 271, Lincolnshire, IL 60069-9835. All items submitted to RV PRO become the sole property of RV PRO and Cahaba Media Group and cannot be reproduced without the written consent of the publisher. Advertisers and/or their agencies, jointly and severally, assume all liabilities for printed advertisements in RV PRO. Opinions expressed in RV PRO may not necessarily reflect the opinion of the magazine, its management or its advertisers. Letters, photographs and manuscripts welcome.

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DOMETIC



Jennifer King
Executive Editor

Every time December rolls around, I can hardly believe another year has passed. The RV industry has been packed with important events this year — from the RV Industry Association's Leadership Conference, to the RV Technical Institute's technician classes, the RV Women's Alliance's Educational Symposium, another successful RV Dealers Association Con/Expo, and a plethora of Go RVing events that brought the joy of RVing straight to potential customers — plus many, many more. This is an active industry, and despite shipments being down this year, the outlook for 2027 looks steady and positive. To hear more from these organizations and their POV on 2026 and what's to come next year, turn to page 32.

The best part about the end of one year and the start of the next is the excitement around the new RVs that OEMs are creating. Dealers got a peek at these new models, features and updates back in September during the Hershey RV show in Pennsylvania and Open House in Elkhart, Indiana. RV PRO editors had a hard time narrowing down all of the amazing models we saw at Open House, but we curated a list of our 25 favorites that run the gamut from Class B adventure vans to destination trailers, and park models to ginormous fifth wheels. Check out the 2027 Best New Models starting on page 10.

I want to close out this letter — and this year — by saying thank you to all of you. Our readers, our industry contacts, the people we meet at trade shows and industry events, the partners we produce webinars with and who provide valuable information via articles, e-books and more — we appreciate you all more than you know. It's an honor to be able to tell your stories and hopefully help you learn more about your business. We strive to provide you the information you need to know while also helping you grow your business and run it more efficiently. If there's anything different you'd like to see from us in the new year, please share your thoughts with me at jdking@cahabamedia.com. Thank you for a great 2026, and here's to an even brighter 2027!

And as always, thanks for reading!

Jennifer King

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HIRES & PROMOTIONS



Adam Trowbridge
SuperSprings International

SuperSprings International appointed Adam Trowbridge as president, effective Nov. 1. Gerry Lamberti will remain CEO. Trowbridge will oversee day-to-day operations and lead strategic growth initiatives focused on expanding product offerings, increasing market penetration and scaling the business to support future expansion.





Ryan Craig & Derick Jones
GE Appliances

GE Appliances, a Haier company, announced two leadership appointments: Ryan Craig has been named sales director and Derick Jones has been named senior manager, OEM business development. Craig will oversee GE Appliances' OEM, aftermarket and manufactured housing channels. Jones will lead the OEM sales team and manage key customer relationships.



Salvatore Abbate
LKQ Corp.

LKQ Corporation, parent company of Keystone Automotive and its NTP-STAG RV distribution division, named Salvatore Abbate president and CEO, effective Dec. 15. Abbate brings more than three decades of experience leading large, complex distribution and industrial businesses.



Kristoffer Ljungfelt
Dometic

Dometic appointed Kristoffer Ljungfelt as the new chief financial officer (CFO) of Dometic Group. Ljungfelt joins Dometic on Nov. 1 from Nobia, where he has held positions including CEO and CFO. He is based in Stockholm, joining Group Management and reporting to Juan Vargues, president and CEO.

MERGERS & ACQUISITIONS

REDARC has acquired **Samlex America**, a global manufacturer and supplier of power conversion products founded in 1991 with a market footprint spanning more than 90 countries. The acquisition expands REDARC's North American presence and adds Samlex's portfolio of power inverters, inverter/chargers, battery chargers, DC-DC converters and power supplies to REDARC.

IN MEMORIAM



Pleasure-Way Industries released an announcement in October regarding the death of company founder **Mervin "Merv" Rumpel** at the age of 93. Through a career spanning over five decades, Rumpel built a respected Canadian RV company from a dealership back shop and made craftsmanship, customer service and family leadership hallmarks of the business, Pleasure-Way Industries said. Rumpel's Terry and Dean worked alongside their father to help build Glenwood RV Centre and Pleasure-Way Industries. Dean succeeded Merv as Pleasure-Way's president in 2004 and continues to lead the company as CEO. Even after retirement, Merv maintained a connection to the company and the industry, retaining an office at the Pleasure-Way plant and continuing to visit, sharing coffee and conversations about the business.

GIVING BACK

Canadian RV dealerships raised over $34,000 CAD for **Care Camps Foundation** (CCF) through the first Compete for Kids Canada campaign, held during September's National Childhood Cancer Awareness Month. Sixteen dealerships stepped forward to help make camp possible for children with cancer. **Forest River** was a key partner, CCF said, providing marketing assets to its dealerships throughout Canada and sharing campaign communications. That outreach helped dealers learn about the initiative and gave them tools to get involved on a short timeline.

Want more?

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

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EVENTS

Care Camps Foundation's Under The Stars: Where Hope Makes Light
Dec. 4-6
Tampa, FL
carecamps.org/under-the-stars-event

63rd Annual PCOA Convention & Trade Show
Dec. 7-10
Pocono Manor, PA
pacamping.com/about-pcoa/convention-info

Florida RV SuperShow
Jan. 12-17, 2027
Tampa, FL
frvta.org/show/florida-rv-supershow

NTP-STAG Expo
Jan. 18-19, 2027
Kissimmee, FL
ntpswexpo.com

Quartzsite Sports, Vacation & RV Show
Jan. 15-23, 2027
Quartzsite, AZ
quartzsitervshow.com

CARVC Conference & Expo
Jan. 30-Feb. 2, 2027
Myrtle Beach, SC
campingcarolinas.com

RVIA Leadership Conference
Feb. 23-25, 2027
Austin, TX
rvia.org/events/leadership-conference

Overland Expo SoCal
March 13-14, 2027
Costa Mesa, CA
overlandexpo.com/socal

WEBINARS

What the FTC's Warning Letters Mean for RV Dealers



Dec. 10 | 1 p.m. CT
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RV MANUFACTURING

Gulf Stream Coach reported a strong performance at the 2026 Hershey RV show, with retail transactions across its motorized and towable divisions at least doubling compared to the previous year. Phil Sarvari, president of Gulf Stream Coach, said the results reinforce the company's product-development strategy: listen closely to consumers and dealers, identify where products can be improved and move quickly to bring those changes to market. "The response at Hershey tells us that approach is working," Sarvari said.

In October, **Pebble** hosted an experiential event at Costanoa in central California to debut the newest edition of the Flow travel trailer, giving content creators and media representatives the chance to experience their own "spaceship" for a night. Eighteen Flows were present for the event — including two model year 2027s — in shades of Sand, Fern and Sky. Upgrades for 2027 include increased solar capability, now up to 4 kilowatts, combining as much as 3 kilowatts from deployable panels with an optional, integrated 1.1-kilowatt rooftop setup for longer stays on the road.



AWAKEN RV announced a manufacturing collaboration with **Baymont Composites.** Baymont Composites brings specialized fiberglass and composite manufacturing expertise, along with established production processes and experience supporting leading RV manufacturers. Through this agreement, AWAKEN RV gains access to specialized capabilities and manufacturing infrastructure that will support its next phase of growth.

MDC USA unveiled its XT22HRT Off-Grid Extreme, a new 22-foot flagship model arriving across the MDC USA dealer network in early 2027. The largest MDC travel trailer ever built for the U.S. market, the XT22HRT becomes the eighth model in the OEM's Off-Grid Extreme lineup. It combines more space, more off-grid capacity and greater comfort with several new features, including the first dedicated integrated external Entertainment Hub offered on an Off-Grid Extreme model.

RV DEALERS

Colorado-based **Sundance Marine** is expanding into the RV market and rebranding as Sundance Marine & RV. The dealership now offers RV sales, financing, service and storage, following owner Jeff Taylor's July 2026 acquisition. The dealership's expanded service department works on all makes and models of RVs, and gated outdoor storage is available for RVs, boats and vehicles. Boat sales, brokerage, service, parts and the pro shop continue alongside the new RV operation.

SUPPLIERS & AFTERMARKET

Horizon Global announced the return of its North American towing and trailering business, with customer shipments expected to resume beginning in fall 2026 at the time of publication. The newly formed Horizon Automotive Trading brings manufacturing experience, operational discipline, engineering capability and deep relationships across the automotive industry. The restart will be phased as inventory and production come online, with teams working to restore availability across key towing, trailering and electrical product categories.

Armis RV Guardian of Texas announced the continued expansion of authorized dealers with Jacksonville, Florida-based **Campers Inn RV.** Armis RV Guardian 5th Wheel Edition for RVers is available through the company's expanding network of dealers, now including 24 states through 50 additional Campers Inn RV locations as a Premier Certified Armis Dealer & Installation Partner.


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RVPRO Best New Models 2027

Each year, the exciting new offerings from RV manufacturers make it a challenge for the RV PRO team to narrow down our picks for the next year's Best New Models. OEMs continue to appeal to a wider range of RVers, prioritizing versatility, creature comforts, affordability and the ability to go off-grid longer. Here are the 25 editors' picks for 2027 — we hope you'll share in our excitement for what's on the horizon.

BY MAURA KELLER, JOHN MCCURRY & RONNIE WENDT

ALL PHOTOS COURTESY OF CORRESPONDING OEMS OR TAKEN BY RV PRO STAFF.

*Disclaimer: As development continues on these new units, features offered by these OEMs are subject to change.

Brinkley RV Model R 3710

Information provided by Jerimiah Borkowski, director of marketing

What stands out the most about this model?
The Brinkley Model R 3710 introduces a spacious front-living floorplan designed for full-time use. Taller ceilings, higher slide walls and oversize windows create an open, residential feel, while a well-appointed kitchen delivers ample storage and convenient cooking. A quiet, dual-zone ducted air-conditioning system delivers consistent temperatures throughout. The clean roofline leaves space for solar panels. Residential touches include Amish-crafted furniture, solid-surface countertops, brass plumbing fixtures and dovetailed drawers. Loomed and labeled wiring and individual fixture shutoff valves enhance serviceability. The floorplan provides access to the bathroom, bedroom and refrigerator when all slides are retracted. The model also features dedicated storage and charging capabilities for electric bicycles.



Why do you think customers will like it?
The Model R 3710 offers residential comfort, practical storage and thoughtful engineering. The quiet, efficient air-conditioning system maintains comfortable temperatures throughout the coach. The large front living room, comfortable furnishings and functional kitchen encourage extended stays or full-time living.

What area of customer demand does this model fill?
Model R3710 brings a residential feel to full-time RV living with its tall ceilings, residential furniture, superior kitchen design and large cargo capacity.

What has the response been thus far?
The Model R 3710 received a positive response from dealers and customers at the Hershey RV show and Elkhart Dealer Open House. Brinkley customers said the front-living configuration meets their floorplan needs. The quiet climate-control system, residential appointments and generous storage also were a win.

Dealers may contact:
salesinfo@brinkleyrv.com

Tiffin Motorhomes GH2 24FV Class B Diesel

Information provided by Austin Kelley, director of marketing

What stands out to you most about this model?
The opposing couches can be made into a large bed. This is something that Tiffin does not do on our other van floorplans. The others have a power lift bed in the rear. Putting the wet bath in the rear allowed more space to add a larger bed, with the two opposing couches.



Why do you think customers will like it?
The longer wheel base in the 24FV is a positive. It gives customers more room compared to the 19-foot van. The high-end feature set is always something that sets Tiffin apart. This is already a proven floorplan that customers love. It is built on a Mercedes-Benz 3500XD Extended Sprinter Cargo Van with all-wheel drive, powered by a 2.0L 4-cylinder Twin-Scroll turbo diesel engine, delivering 208 horsepower and 332 pound-feet of torque, paired with a 9-speed automatic transmission. It also features a 3,000-watt Victron Multiplus ll pure sine wave inverter/charger with smart shunt for accurate state-of-charge tracking and a Victron touchscreen control panel with solar controller and tank sensors.



What has the response been thus far?
We took this to both Hershey and Open House, and the response was positive. We always enjoy receiving constructive feedback on our floorplans that we can take back to Red Bay and make better. Overall, there was excitement after hearing Tiffin came out with this floorplan.

Dealers may contact:
Joel Grimm, vice president of sales
joel.grimm@tiffinmotorhomes.com

Keystone RV Co. Sprinter 37FLWC



Information provided by Kasey Findley, director of external relations

What stands out to you most about this model?
This fully laminated travel trailer combines the comforts of home with a price point designed to make extended stays more accessible. Within Keystone's lineup, it offers a distinctive combination of residential-style amenities, generous storage and thoughtful design.

The entryway makes an immediate impression, with a large RV door flanked by floor-to-ceiling windows that brighten the interior. A spacious walk-in closet behind double barn doors provides ample hanging space and organized storage, including wicker baskets for everyday items. Atrium windows above the closet entrance bring additional natural light into the space, while room for a side-by-side washer and dryer adds convenience.

Why do you think customers will like it?
The floorplan emphasizes the space and functionality that extended-stay travelers value. An expansive living area, spacious bathroom, king bed and oversize walk-in closet provide room to relax and keep belongings organized. Combined with its accessible price point, these features make the trailer appealing for customers seeking residential comforts on the road.

What has the response been thus far?
The model debuted at Dealer Open House, where dealers responded enthusiastically to its layout, interior design, amenities and pricing. Their feedback reinforced the demand for a travel trailer that delivers the space and features customers want for extended stays without requiring a premium investment.

What area of customer demand does this model fill?
"Dealer feedback and growing customer demand pointed to a need for an affordable travel trailer suited to extended stays," says Jeff Kloska, Sprinter product manager at Keystone RV. "This model was designed to meet that need with fully laminated construction and the comfort, amenities and features of home at a more accessible price."

Dealers may contact:
Jeff Kloska
klosj@keystonerv.com
574-535-2161

Airstream World Traveler 17





Information provided by Josh Fonner, vice president of sales

What stands out to you most about this model?
The World Traveler 17 delivers a spacious feel in a compact, lightweight package, with an efficient interior layout that maximizes storage. Moving the air conditioners off the roof creates more room for solar capacity while improving aerodynamics and towability. The model also marks Airstream's first global travel trailer line, designed to serve U.S. and international markets with minimal production changes.

Why do you think customers will like it?
The World Traveler 17 offers an accessible introduction to the Airstream experience, particularly for couples and solo travelers. Its compact design makes it easy to tow with a midsize SUV, while the thoughtfully arranged interior provides the comforts needed for extended trips and spontaneous adventures. Its lightweight construction also makes it an appealing option for electric vehicle owners looking to maximize towing range.

What has the response been thus far?
The World Traveler 17 has generated an overwhelmingly positive response at both Open House and the Hershey, Pennsylvania, show. One of the most common reactions is surprise at how spacious the trailer feels inside compared with its exterior dimensions. That sense of openness, combined with its practical design, has helped distinguish the model among shoppers looking for a smaller travel trailer.

What area of customer demand does this model fill?
The World Traveler 17 is designed to reach both first-time Airstream buyers and experienced travelers seeking a more compact alternative.

Dealers may contact:
Josh Fonner
jfonner@airstream.com

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World Traveler 17RB is engineered for easy, confidence-building towing — ideal for midsize SUVs and smaller trucks. Its lower height and narrower width make it easy to see around in side mirrors while maneuvering, so even in an SUV you'll barely notice it behind you. That means smoother travel through cities, tight campgrounds, and national parks. And because many drivers can tow it with what's already in their driveway.

Big adventures are always just around the corner.



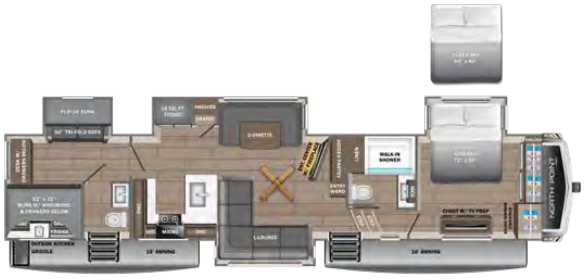


Jayco North Point 391TBBH

Information provided by Mike Aplin, senior director of product development, Luxury Division

What stands out the most about this model?

The Jayco North Point introduces a bunkhouse floorplan that gives families and guests plenty of room to relax, gather and enjoy their time together. A private rear bunkroom features a dedicated sleeping area, workspace and own half bath. The large kitchen provides abundant prep space and functionality, while a 90-inch L-lounge sofa creates a comfortable gathering place in the main living area. A full bathroom and separate half bath help accommodate larger groups. The floorplan offers flexible living spaces that support family vacations, extended stays and multigenerational travel and balances comfort, functionality and affordability.



Why do you think customers will like it?

Customers will appreciate the North Point's ability to comfortably accommodate up to nine people while providing separate spaces for sleeping, relaxing and entertaining. The private bunkroom gives children or guests a dedicated retreat, while the spacious living area encourages everyone to gather. An outdoor entertainment kitchen extends the living space outdoors, making it easy to prepare meals, host guests and enjoy time at the campsite. Inside, the generous kitchen workspace, comfortable seating and convenient bath-and-a-half configuration make everyday activities easier for larger families. The competitive price boosts the model's appeal to buyers wanting a well-equipped fifth wheel with versatile accommodations.

What has the response been thus far?

The new North Point bunkhouse floorplan has been met with a favorable response from dealers and customers. Dealers have embraced the expanded offering, and customers like the private sleeping spaces, gathering areas and amenities.

Dealers may contact:
Brenda Lautzenhiser, brand manager – Jayco Towables
brenda_lautzenhiser@jayco.com



Entegra Coach Condor 23A

Information provided by Corey Bishop, brand manager of Jayco Motorized and Entegra Coach

What stands out the most about this model?
The Entegra Coach Condor 23A brings a fresh approach to family-friendly motorhomes with a versatile floorplan built on the Mercedes-Benz Sprinter AWD chassis. Its 60/40 rear split patio deck opens the living area to the outdoors. Inspired by toy hauler designs, the 23A features a rear garage/living area, generous storage and two sleeping areas. The 25-foot motorhome comfortably accommodates a family of four while offering separate living spaces, off-road capability and a compact, easy-to-drive design.

Why do you think customers will like it?
The Condor 23A will appeal to families, couples and solo travelers seeking the maneuverability and fuel efficiency of a smaller motorhome. Its innovative layout offers comfortable, climate-controlled sleeping accommodations. The rear patio deck extends the living area outdoors, while the spacious interior gives families room to spread out. Mercedes-Benz safety features, all-wheel drive capability and a length under 26 feet enhance its versatility.

What has the response been thus far?
Dealers have reacted positively to the Condor 23A's floorplan, compact size, off-road prowess and Mercedes-Benz AWD platform. The model's debut at Open House also introduced the new Estate interior and four new exterior options for the Condor lineup. Strong dealer orders and positive feedback reflect excitement about the fresh design



and expanded options for families looking for a compact, adventure-ready motorhome.

Dealers may contact:
800-283-8267





East to West Bravado 35B

Information provided by Rob Schwindaman, national sales manager



What stands out to you most about this model?
This model has it all: big kitchen, big bedroom, big bathroom and big living room, with a ton of storage in each room. It also has a massive rear pass-through storage, along with other large exterior storage compartments. The king north-south bed allows for a lot of room on all three sides of the bed.

What was the inspiration behind this model?
In talking to dealers and retail customers, they wanted a F-600 Super C with every room being spacious with lots of storage and the large pass-through storage is the cherry on top. We checked every box, with a modern and warm interior with eye-catching full-body paint options.

What area of customer demand does this model fill?
We wanted to develop a floorplan that meets all the needs and wants of today's Super C buyer, and we did just that.

Why do you think customers will like it?
The floorplan checks all the boxes. All the rooms are large with lots of storage and the overall feel and flow of this floorplan is amazing.

What has the response been thus far?
The customer and dealer response has been phenomenal! We signed several new Bravado dealers at Open House, and all of our existing Bravado dealers ordered at least one. Some ordered multiples.

Dealers may contact:
Rob Schwindaman
rrschwindaman@forestriverinc.com
574-276-8097



Lucent/Sommar 5RL & 5RLA Class B

Information provided by Kegan Showalter, brand manager

What stands out to you most about this model?
Both Sommar and Lucent models combine an integrated power package, auxiliary heating, tankless hot water and modern amenities with advanced driver-assistance features, delivering a well-equipped camper van ready for adventure. As Forest River's first official Class B vans, Sommar and Lucent mark the company's entry into the camper van market with a contemporary approach to design, comfort and adventure, all backed by Forest River's RV manufacturing experience.



A power awning with built-in LED lighting is standard on both Sommar and Lucent. From the 2,800W Flex-Fuel Generator, solar power and dual house batteries to Timberline heating and hot water, radiant thermal insulation and a fiberglass wet bath, Lucent brings thoughtful comfort and capability to the journey, from weekend escapes to extended adventures. Options include RV Prep Package, remote start and a virtual rearview mirror.

Why do you think customers will like it?
Customers already like it. We designed this model to reach a broader audience, and early feedback



highlights the lighter, sleeker interior. The soft goods finishes also create a quieter ride and brighter cabin.

What has the response been thus far?
The response from dealers and retail customers has been extremely positive. Both value the contemporary design and practical features they consider essential to a superior camping and travel experience.

Dealers may contact:
Jon Pagano, Lucent/Sommar/OGV general manager
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636-236-1492



Impression 372DUO

Information provided by Doug Acker, product manager



What stands out the most to you about this model?
The Impression 372DUO changed up the typical "two bedroom" by enhancing the customer experience in the upper deck bedroom and bathroom, while also enhancing the second bedroom and bathroom combo. It offers ample seating. The upper deck bedroom features a king bed on a Versa-Tilt system, with a fresh design giving a more open feel, tons of storage and a vanity. The upper deck bathroom gives more countertop space and a standard washer and dryer that you do not see in two-bedroom models in the industry.

The rear bedroom has more storage than a customer will typically see with this setup. The queen bed is on a Versa-Tilt, and the rear bathroom has tons of head height and extra countertop space that is not typical.

Living rooms in these models usually lack seating, where the Impression 372DUO houses three recliners and a trifold that will comfortably seat five to six adults. The standard dishwasher in the kitchen is rarely seen at this price point.

Why do you think customers will like it?
The two-bedroom model is already popular. Customers will like the Impression 372DUO's enhanced layout and features offered at an affordable price point.

What has the response been thus far?
We debuted this model to the public at the Hershey show and then brought it to expo. Response so far has been great, and customers appreciated getting a standard washer/dryer out of the bedroom and adding more drawer storage.

Dealers may contact:
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IMPRESSION
372DUO FIFTH WHEEL
Giving families and guests extra privacy with two bedrooms, two full baths, and a versatile loft, while four slideouts and a large island kitchen keep the shared space open and comfortable.





*ACTUAL MODEL NOT SHOWN

FOREST RIVER
FORESTRIVERINC.COM

Quailridge Premier 355FL-L-SS

Information provided by Allison Winters, marketing manager

What stands out the most to you about this model?
The all-new 355FL-L-SS marks a significant new design direction for Quailridge Premier and introduces a Forest River park model with a loft, designed under a single-slope roofline. The exterior combines a dark, modern aesthetic with a metal roof, creating a contemporary profile that stands apart from traditional park model designs. Inside, upgraded finishes and a carefully planned layout continue the modern approach.

The living room features a sectional sofa, a 55-inch smart TV and a custom stone fireplace. The spacious kitchen features ample counter space, overhead cabinetry, a pantry and refrigerator, with a dedicated dining area positioned nearby. The main bedroom includes an adjustable queen bed with a cooling-gel mattress and generous overhead storage, while the bathroom features a shower-only configuration and dedicated medicine cabinet. Washer/dryer prep adds another practical feature for extended stays.

Above the main floor, a large carpeted loft (first of its kind in a single-slope roof design) provides additional flexible space while making smart use of the home's vertical footprint. An 8-foot porch extends the entertaining space outdoors and creates another area to enjoy the surrounding setting. With its slanted roofline, dark exterior, metal roof, upgraded interior and spacious loft, the 355FL-L-SS gives



Quailridge Premier a contemporary presence and introduces a new visual direction for the brand.

Why do you think customers will like it?
[The] floorplan, price point, modern features, ability to customize floorplans and ability for extended stays.

What has the response been thus far?
Feedback has been very positive from both dealers and customers. Open House/Expo was the first showing of this unit.

Dealers may contact:
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Winnebago Elora/Resa

Information provided by Chris Bienert, product manager

What stands out the most about this model?
The Elora/Resa combines Class B maneuverability with Class C living space within a van-sized footprint. Advanced chassis visibility and responsive handling will help RVers navigate congested urban environments. Its lightweight construction provides over 2,200 pounds of carrying capacity and improves acceleration and braking performance. Its box-style construction creates a roomy interior with ample storage and a rear lounge. Two floorplans, the 19DC and 19KC, accommodate different travel preferences, with the 19KC offering a configuration suited to families traveling with children in car seats.

What was the inspiration behind this model?
Winnebago customers were shifting between Class B and Class C models, looking for middle ground. The Elora/Resa provides the space they crave without compromising mobility.

Why do you think customers will like it?
Customers will appreciate its drivability, interior comfort and durable construction. Its compact footprint makes navigating city streets and traveling on the open road enjoyable, while its spacious living area and storage solutions support extended adventures. Winnebago also prioritized premium components throughout, including compression latches, a solid base lithium electrical system and a full fiberglass roof.

What has the response been thus far?
Customer and dealer response has been positive. Winnebago began shipping the first floorplan, the 19DC,



in late July and showcased it at the Hershey RV show, where visitors noted they were impressed by the amount of living space. Winnebago introduced the 19KC floorplan at the Elkhart Dealer Open House, where dealers responded positively to its family-friendly configuration.

What area of customer demand does this model fill?
Winnebago positioned the Elora/Resa in the heart of the ProMaster Class B market to give buyers an alternative. This model offers a fresh opportunity without needing to compromise on mobility or space.

Dealers may contact:
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Newmar 35th Anniversary Edition Dutch Star

Information provided by Laura Fletty, director of brand

What stands out the most to you about this model?
Reaching 35 years is an achievement in itself, but what stands out most is the Dutch Star's continued relevance. It has remained a top choice for discerning travelers by continually raising the bar in luxury, comfort and innovation.

Why do you think customers will like it?
Customers will appreciate that the 35th Anniversary Edition Dutch Star builds on a proven formula by delivering more value, luxury and innovation as standard equipment. For 2027, Newmar elevated the



ownership experience by making previously popular options standard, including washer and dryer, Starlink, and exterior entertainment centers, giving customers more desirable features.

In addition to iconic Newmar features such as Comfort Drive, which reduces driver fatigue and enhances control, and the renowned full-paint Masterpiece Finish, the 35th Anniversary Edition introduces exclusive commemorative touches that celebrate the model's remarkable legacy. Premium Italian leather furnishings, custom captain's chair insignias, exclusive exterior graphics and limited-edition badging create a special coach. Customers will like the combination of enhanced standard content, industry-leading comfort and drivability and the details that honor Dutch Star excellence. It's a coach that celebrates where Dutch Star has been while continuing to set the standard for luxury motorized travel.

What has the response been thus far?
The response has been incredibly positive and reflects the deep loyalty owners have for the brand. As the industry's No. 1 selling luxury diesel motor coach for more than five consecutive years, Dutch Star has built a passionate following. The enthusiasm is a testament to the enduring strength of the Dutch Star name and the special place it holds within the RV community.

Dealers may contact:
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616-633-5653

Grand Design RV Solitude 394RO

Information provided by Christopher Eppers, Solitude/Influence product manager

What stands out the most about this model?
The Solitude 394RO features a large residential-style workspace with panoramic windows and an oversize, electric height-adjustable desk. The versatile room also features a trifold sofa, 65-inch television and hidden storage behind the TV. An exterior patio extends the living space outdoors. Residential touches include a well-appointed kitchen and a full bathtub.

What was the inspiration behind this model?
Inspiration came from customers who said they wanted a dedicated



office or den instead of a rear bunkroom. The 394RO gives owners the living experience they loved in the 414LJMJ but adds a residential office and entertainment space.

Why do you think customers will like it?
The 394RO answers growing demand for a luxury fifth wheel that accommodates remote work. The new floorplan replaces the 414LJMJ's rear bunkroom with a dedicated office and den but preserves its spacious layout and outdoor patio. The adjustable desk, panoramic windows and flexible seating create an inviting environment for working, relaxing or hosting guests, combined with residential amenities and generous living space.



What has the response been thus far?
Initial response to the Solitude 394RO exceeded expectations. A walkthrough video released by Myles RV attracted several hundred thousand views and generated enthusiastic feedback. Customers have expressed appreciation for the large office, panoramic windows and the room's versatility. The strong interest reinforces demand for a luxury fifth wheel that supports a work-from-anywhere lifestyle.

Dealers may contact:
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ADDAX Outdoors Badger V1

Information provided by Jeff Moss, CEO

What stands out the most to you about this model?
The Badger V1 brings together the essentials for off-grid adventures in a compact, lightweight trailer. Its easy-towing design and small storage footprint make it practical for owners who want to get outdoors without the demands of a larger RV. Customization options also allow buyers to tailor the trailer to their individual camping styles and outdoor interests.

Building on the popularity of the ADDAX Basecamp V3, the Badger V1 incorporates feedback from dealers and customers who wanted more room for equipment and a more centralized kitchen and refrigerator area. The updated layout addresses those priorities while expanding the trailer's versatility.

Why do you think customers will like it?
At just 2,000 pounds, the Badger V1 makes lightweight camping accessible to owners who don't have a heavy-duty truck. Its manageable weight allows it to be towed by a variety of vehicles, including some SUVs, while its compact dimensions make garage storage a possibility for many owners.

The trailer also appeals to a broader audience than traditional overlanding enthusiasts. While its rugged design attracts adventure seekers, its practical size and customizable features offer an entry point for casual campers who want a convenient way to explore the outdoors. That crossover appeal gives dealers an opportunity to introduce the model to customers who might not otherwise consider an adventure trailer.



What has the response been thus far?
Interest from both consumers and dealers has been strong, with ADDAX Outdoors already reaching its preorder capacity for the first quarter of 2027. The early demand signals an encouraging start for the new model as the company prepares to expand its presence at dealerships. With its combination of accessibility, flexibility and off-grid capability, the Badger V1 is positioned to reach a wide range of outdoor enthusiasts.

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Ember RV Touring Edition 2850DBL

Information provided by Chris Barth, co-founder, vice president and chief operating officer

What stands out the most to you about this model?
The Touring Edition 2850DBL reimagines the traditional bunkhouse with a flexible rear EmberTrack bunk, desk and storage system that can accommodate sleeping, remote work, pets or gear. The EmberFlex Dinesk and Bar-V serving window extend that versatility into the main living area, creating a premium travel trailer that adapts to owners' changing needs.

What inspired this floorplan?
Customer feedback through Ember's Facebook groups helped shape the design. Owners wanted spaces that could accommodate children or grandchildren on some trips and function as workspaces or storage areas on others. The 2850DBL reflects Ember's approach to product development: Improvements should answer questions, solve problems or fulfill customer requests.

What has the response been thus far?
The 2850DBL debuted at America's Largest RV Show in Hershey, Pennsylvania, where it became Ember's top-selling floorplan. Customers also purchased its more traditional sister model, the 2800ETL, and expressed interest in the optional Max Solar Package. The model was also showcased at Ember's New Product Expo for dealer partners.

Why do you think customers will like it?
The 2850DBL combines the flexibility of a bunkhouse with the comfort of Ember's premium Touring Edition. Owners can configure spaces for family sleeping, working or carrying



additional gear, making the trailer useful across different types of trips and changing needs.

What area of customer demand does this model fill?
The 2850DBL targets families, couples traveling with grandchildren or guests, and RVers who combine recreation with remote work. It provides bunkhouse sleeping capacity without sacrificing useful space when every bed is not needed, giving dealers an option for buyers seeking versatility beyond a traditional family floorplan.

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Aliner Alite

Information provided by Brett Randall, president and CEO

What stands out the most about this model?
The Alite brings an ultra-lightweight, compact camping option to the RV market. It weighs less than 700 pounds and fits inside a standard garage or driveway. This small footprint makes towing and storage easy, while its quick-setup design allows campers to be ready for adventure in just 30 seconds. The Alite's return responds to years of customer requests for the popular model. Its light build and garage-friendly size make it attractive to campers looking for an easy-to-handle RV.

What was the inspiration behind this model?
Customers asked Aliner to bring back the Alite. The company responded to that enthusiasm and hopes to introduce a new generation of campers to the trailer's simplicity and convenience.

Why do you think customers will like it?
Customers will appreciate the Alite's simplicity, accessibility and ease of use. This lightweight camper can be towed by many vehicles, making it an attractive choice for first-time RV buyers, minimalist travelers and outdoor enthusiasts who want to avoid purchasing a larger tow vehicle. Its small size lets owners keep it in their garage, and its fast setup makes spontaneous weekend trips and quick overnight convenient and easy.

What has the response been thus far?
The Alite was well received at the Hershey RV show. Customers were excited to see the return of a camper they had requested for years. Since



then, dealers have already begun placing orders. The positive response reinforces the demand for compact, lightweight camping options that prioritize ease of use and convenient storage. Aliner expects the new model to draw long-time fans and a new generation of campers.

Dealers may contact:
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DECLARE INDEPENDENCE

At some point, every dealer has to decide.
Stay with the status quo or build something better.

Ember is an independent manufacturer partnering with a select group of dealers who want more control over their business, their margins, and the brands they represent.

We are not building the largest network. We are building the right one.

Our focus is simple:

- *Products that stand out and perform in the real world*
- *Dealer relationships built on communication and accountability*
- *Intentional growth that protects your market and margin*

RVPRO
Best New Model
2027

Product is only the starting point.

From advanced composite construction and purpose-built suspension systems to integrated solar packages and patent-pending innovations, Ember trailers are designed to earn attention and drive demand.

Independent by design.
Built for dealers who expect more.
Not just another line on your lot,
a smarter way to grow your business.

Choose Ember.



TOURING EDITION 2850DBL

MADE IN USA

Limited dealer opportunities available. Declare Independence.
Start the conversation with Ember at EmberRV.com

EMBER

American Coach American Eagle 45K

Information provided by Doug Miller, director of sales

What stands out the most to you about this model?
The American Eagle 45K combines high-performance diesel engineering with a residential-style interior designed for extended travel and entertaining. Its bath-and-a-half floorplan accommodates guests while maintaining separation between living and private spaces. Built on the Liberty Bridge Foundation, the coach features a 605-horsepower Cummins X15 engine, a 20,000-pound hitch rating and an UltraSteer tag axle.

For 2027, American Coach refined several everyday features, including a redesigned dashboard, a high-efficiency front air conditioner connected to the house batteries and wireless controls for the power cord and water hose reels. Updated interior options include matte black hardware, three new decors and a two-tone Black Walnut/Charcoal cabinetry finish.

Why do you think customers will like it?
The 45K balances long-distance capability with the comforts of home. Heated porcelain tile, Cambria quartz countertops, hardwood cabinetry and residential appliances elevate the interior, while a 150-gallon fuel tank supports extended travel. An Onan 12.5kW diesel generator and available lithium, solar and Starlink packages offer additional flexibility for off-grid adventures.

What has the response been thus far?
The 45K appeared at the Hershey RV show and the Terex RV Dealer Open House in Elkhart, Indiana. Doug



Miller, director of sales, says buyers continue to prioritize long-term travel needs and residential comfort.

"Many [customers] view the American Eagle as a second home," Miller says, "so they look for a residential layout, the confidence of a 605-horsepower diesel platform and a premium ownership experience. The 45K delivers all three."

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Renegade RV Explorer TS 42RB

Information provided by Chris Cook, director of sales

What stands out the most to you about this model?
The Explorer TS ("Twin Screw") expands Renegade's luxury Super C lineup with a Class 8 Freightliner Cascadia 116 chassis featuring a second powered rear axle. Its Detroit DD13 engine delivers 525 horsepower and 1,850 pound-feet of torque, with a 30,000-pound towing capacity, 58,000-pound GVWR and 80,000-pound GCWR.

The 42-foot 42RB floorplan features a bath and a half, private rear bedroom and multiple sleeping areas. Off-grid equipment includes a 12.5kW Onan diesel generator, lithium batteries, 600 watts of solar and factory-installed Starlink.

What inspired this model?
The Explorer TS answers demand for a luxury motorhome that offers greater capability, towing capacity and confidence.

What has the response been thus far?
After debuting at Renegade's Dealer Summit in May, the Explorer TS appeared at fall shows, including America's Largest RV Show in Hershey, Pennsylvania.

"Hershey confirmed the momentum we've seen in Super C all year. We brought 27 units, the biggest Renegade lineup we've ever had at the show, and the energy around our booth reflected that," said Chris Cook, director of sales. "For them, luxury isn't only the finishes. It's never having to calculate your limits before a trip."

Why will customers like it, and what demand does it fill?
The Explorer TS combines heavy-



duty performance with residential comfort. Amenities include Aqua-Hot hydronic heating, three ACs with heat pumps, solid maple cabinetry and an 18-cubic-foot French door refrigerator. A convertible dinette, sofa bed and optional cabover bunk accommodate families.

The model targets experienced RVers towing large trailers, vehicles or recreational equipment who want long-distance capability, upscale accommodations and room for family.

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Alliance RV Aurum

Information provided by Jeremiah Dumka, vice president of sales





What stands out the most to you about this model?
Aurum is the most luxurious fifth wheel Alliance RV has ever built. It rides on the all-new FORTIS chassis, which was engineered to work as one integrated structural system, with 17-inch stacked tube construction, interlocked Z-beam construction and a full-length integrated steel middeck. Underneath, it has a tandem axle dual rear wheel setup with MORryde independent suspension and hydraulic disc brakes. Aurum has industry-leading 3 1/2-inch sidewalls, a spray-on roof system and true residential dual-pane windows. Aurum comes standard with all-hardwood cabinetry, solid-surface countertops, leather furniture, a complete Café by GE kitchen appliance suite, and a washer and dryer.

Why do you think customers will like it?
Customers get residential finishes and appliances. The tandem axle dual rear wheel setup with MORryde independent suspension delivers superior towing, stability and handling. Aurum is also ready to stay off grid longer. Standard equipment includes 800 watts of solar, a 3,000-watt Victron inverter, a lithium battery, four removable 20-pound LP cylinders, and three Furrion Chill Cube air conditioners with heat pumps. Dual furnaces, including a dedicated underbelly furnace, and 3 1/2-inch walls are included.

What has the response been thus far?
The response from dealers and customers has been incredible. We revealed Aurum to dealers at our Open House, and from the moment people stepped inside, the reaction was the same: "I didn't expect this." Aurum was imagined from the ground up, and it brings several industry firsts to the fifth wheel market. Dealers immediately saw it as a coach that can compete at the very top of the segment.

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Kropf Industries Island Series 6478Q

Information provided by Liz Wogoman, designer

What stands out the most about this model?
The Island Series 6478Q introduces a patent-pending Quad Loft configuration that extends the full length of the floorplan. Four twin beds, each with their own wardrobe storage, cubbies and lighting, make up this innovative configuration. The loft occupies half the width of the common living area to preserve an open, spacious feel on the main level. The updated design offers private sleeping spaces and storage without losing living area below.



Why do you think customers will like it?
Customers will appreciate the Island Series 6478Q's ability to accommodate larger families and multigenerational gatherings. Beyond the Quad Loft, the floorplan features a well-appointed kitchen with walk-in pantry and 22-cubic-foot residential refrigerator. The coach also offers a queen-size sleeper sofa and a king-size primary bed. An optional, private rear porch creates a relaxing retreat. Flexible sleeping, ample storage and family-friendly pricing make this model ideal for families, grandparents and campers hosting guests.

What has the response been thus far?
The Island Series 6478Q received an enthusiastic response at the Elkhart Open House and the Glamping Show in Aurora, Colorado. Outdoor hospitality developers said they appreciated the increased sleeping capacity within a single unit. Dealers felt the floorplan would appeal to younger families seeking practical sleeping arrangements and retirees looking for comfortable accommodations for visiting children and grandchildren. The design and versatile living spaces also generated strong interest among buyers.



Dealers may contact:
Kropf Industries sales team
sales@kropfind.com

Sunset Park RV Xplorer XT28

Information provided by Bob Fish, chief administrative officer

What stands out the most to you about this model?
The Xplorer XT28 is designed around durability and practical functionality. Its versatile floorplan transitions from hauling equipment to living and sleeping space, while rear and side patios provide additional outdoor areas at the campsite. A full walk-in workroom in the V-nose adds another useful feature.

The XT28 also expands Sunset Park RV's lineup with a heavier-duty toy hauler featuring laminated construction, easy-to-clean interior wall surfaces and industrial metal cabinetry. These details reflect the company's focus on building a trailer that can withstand regular use.

Why do you think customers will like it?
The XT28 combines usable hauling capacity with flexible camping accommodations. Its patio spaces extend the living area outdoors, while an 86-gallon fresh water tank and available VOLT Solar System support trips away from traditional hookups. Durable materials and easy-to-maintain surfaces also make cleanup more manageable after outdoor adventures.

What has the response been thus far?
The XT28 made its debut at Open House, where dealer interest quickly translated into orders. The immediate response demonstrated that dealers recognized an opportunity for a heavy-duty toy hauler designed around practical functionality and durability.

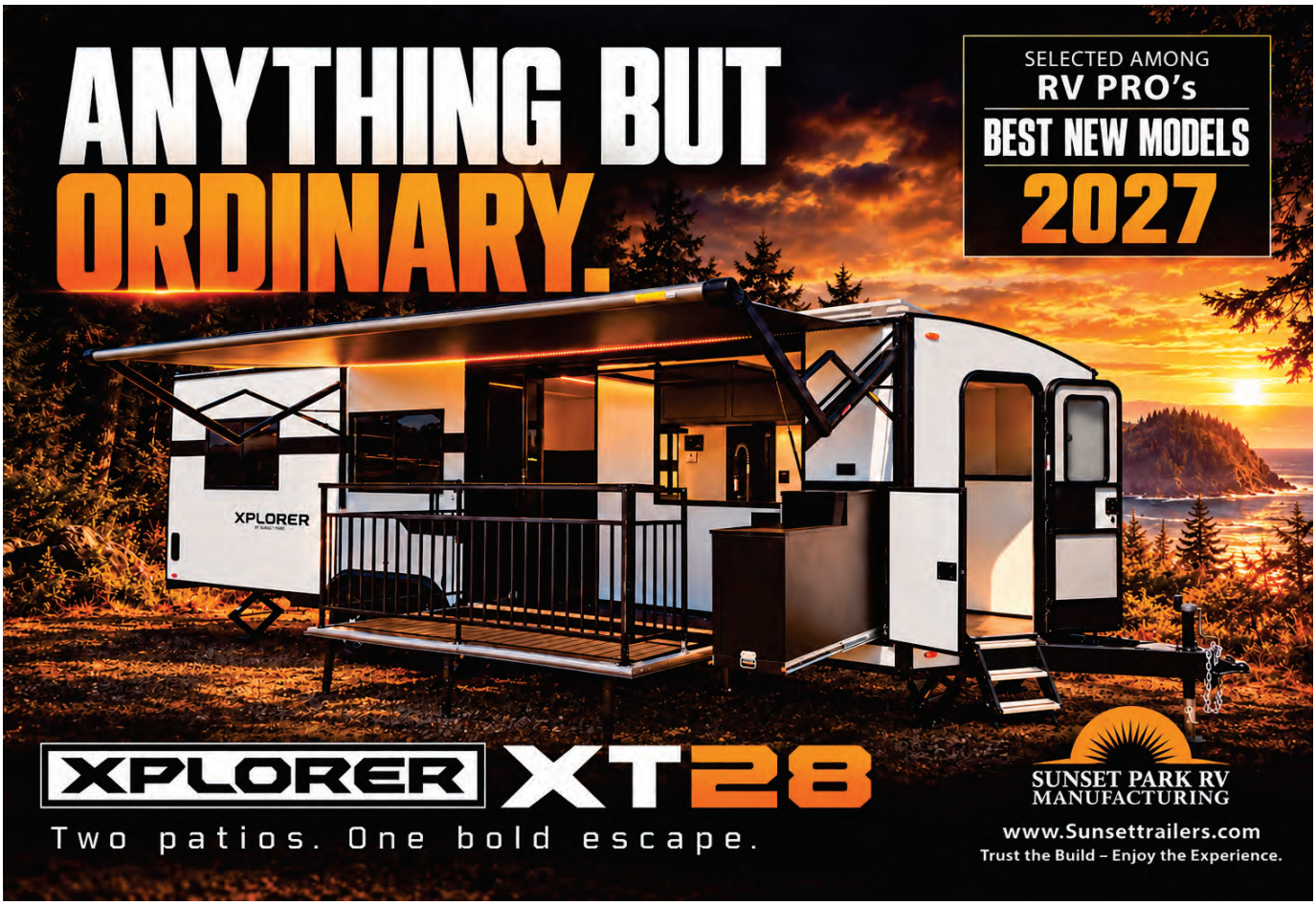
What area of customer demand does this model fill?
The XT28 serves active campers,



riders and outdoor enthusiasts who need a trailer that can transport their equipment and provide a comfortable base camp.

"We saw an opportunity to build a heavy-duty toy hauler for customers who put function and durability at the top of their list," says Jason Howard, vice president of sales. "Dealer and customer input helps guide our development, and we wanted the XT28 to serve people who need usable hauling space without giving up comfortable camping accommodations."

Dealers may contact:
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866-865-7848
sunsettrailers.com



ATC Trailers HOM

Information provided by Brad Johnson, RV product development manager





What stands out the most to you about this model?
The HOM marks a new direction for ATC as its first non-toy hauler trailer with residential amenities, including a washer, dryer, dishwasher and fireplace. Its warm, upscale interior is designed to feel like a home.

Why did you introduce this model?
The HOM responds to customer requests for a fifth wheel that delivers ATC's construction quality without the toy hauler configuration. Its all-aluminum, composite and wood-free structural construction includes a walk-on aluminum roof, 2-inch walls and a 10-year structural warranty. A GEN-Y gooseneck hitch comes standard, along with a 200-gallon water capacity. Available options include a 1,380-watt solar system with 6,000-watt Victron inverters and a 7,000-watt LP fuel-injected Onan generator.

What has the response been thus far?
Its introduction to dealers at the Elkhart Open House generated an overwhelmingly positive response from dealers and RV news outlets. Its first public showing is set for the Florida RV SuperShow in January.

Why do you think customers will like it?
The floors, ceilings and walls use composite and aluminum materials, and the cabinetry is aluminum. Stained maple wood accents add warmth and visual richness without serving as structural components.

What area of customer demand does this model fill?
The HOM is intended for travelers planning extended journeys, including trips to Alaska, as well as people embracing full-time RV living. It offers the durability associated with ATC's toy haulers while providing a residential feel.

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Gulf Stream Coach Envision 290RL

Information provided by Tim Dennig, national sales manager for the Lightweight and Laminate Division







What stands out the most to you about this model?
The first thing that jumps out to you is the amazing living space achieved with opposing super slides accented by windows that stretch from the rear of the coach to the front entrance door. By adding the open island kitchen, you feel like you're in a family great room with everything you need within arms' reach. The 34-foot, 4-inch luxury travel trailer features a rear-living floorplan.

Why do you think customers will like it?
The price of Envision 290RL screams affordability. The features exceed expectations. The lighter weight and aerodynamics that the coach gives you allows for easier towability and the use of lighter tow vehicles. It drew rave reviews at the Hershey show. Customers told us that they loved the comfort and relaxed design of this floorplan, and could just envision the views that they were going to experience.

What has the response been thus far?
The retail customers liked the comfort designed into the floorplan and responded with numerous sales at the Hershey show. At the Elkhart Open House, our dealers recognized the total new focus we have placed on Envision, and [they] are excited [about] the modern designs.

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Lance Camper Mfg. Co. Lance Travel Trailer

Information provided by Gary Conley, director of marketing

What stands out the most about this model?
This new Lance Travel Trailer offers a compact overall length with practical features designed to make towing, parking and storage easier. Its manageable size provides greater flexibility when visiting national parks and campgrounds where space is limited. It also makes it easy to store in a residential driveway or garage. This model offers buyers a traditional travel trailer experience in an easy-to-manage package. Its lightweight construction and suspension design support comfortable, confident towing, even behind midsize SUVs.

What was the inspiration behind this model?
This model offers a natural step up for buyers looking to move beyond a single-axle or teardrop-style trailer into a more traditional travel trailer.

Why do you think customers will like it?
Customers will appreciate the trailer's affordability, maneuverability and towing convenience. This model targets midsize SUV owners, offering an affordable way to tow a traditional travel trailer without a full-size pickup. Its compact dimensions make navigating campgrounds, parking and storing the trailer easier, while its manageable weight and suspension system contribute to a comfortable towing experience. The model will appeal to first-time travel trailer buyers and campers ready to upgrade from smaller, more basic units.



What has the response been thus far?
The new Lance Travel Trailer made a positive impression at the Elkhart Open House. Its compact dimensions, manageable towing requirements and appeal to midsize SUV owners position it as an attractive choice for buyers seeking a practical, economical travel trailer. The model also expands Lance's opportunities to reach customers transitioning from teardrop and single-axle trailers into a more traditional RV.

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Axiom RV GRIT G-3814

Information provided by John Jones, vice president of sales and marketing

What stands out the most about this model?
The GRIT G-3814 incorporates a large living area and 14-foot, 4-inch garage into a 40-foot, double-axle toy hauler. A patent-pending, mini-split HVAC system delivers quieter heating and cooling than traditional rooftop air conditioners. Interior ceiling heights reach 9 feet, 10 inches, while the slide room offers 8-foot, 6-inch ceilings and oversize windows. There is also a patent-pending, rear-mounted 6,000-watt generator and expansive pass-through storage. Axiom's clear-span roof design eliminates nearly all roof penetrations to eliminate water infiltration. Other highlights include a 60-by-100-inch HappiJac bed system, dual entrances to the loft, GE residential appliances and a 170-gallon fresh water capacity. The Pathfinder exterior lighting package allows owners to customize sidewall and front cap colors, with lighting that also functions as turn signals when connected to the tow vehicle. A large L-shaped sofa and separate dining area complete the living quarters.

What was the inspiration behind this model?
The goal was to build a toy hauler that was about 40 feet long but still offered at least a 14-foot garage. The aim was also to create an incredible living space with a huge L-shaped sofa and separate dining area.

Why do you think customers will like it?
Customers will like the GRIT G-3814's ample living space, sizable garage and competitive pricing. The floorplan accommodates a 14-plus-



foot garage on a shorter, double-axle configuration. A large L-shaped sofa, dedicated dining area, tall ceilings and oversize windows create a comfortable environment. The model also includes premium features from the Vendetta lineup.

What has the response been thus far?
Dealers like that the GRIT G-3814 incorporates Axiom's signature innovations at a lower price point. The spacious garage, comfortable living accommodations and premium features made a great impression. Dealers say they believe the model will appeal to price-conscious customers seeking a well-equipped toy hauler with distinctive features.

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From Shade to INTERIOR SOLUTIONS

Arizona-based Active RV Upholstery Center helps owners extend the life of their coaches.

BY MAURA KELLER

PHOTOS COURTESY OF ACTIVE RV UPHOLSTERY

When Daniel Tuller opened Active RV Upholstery Center in Yuma, Arizona, in 2004, RV upholstery was not part of the plan. The business began with a straightforward premise: sell shade in one of the sunniest places in the country.

Tuller's small shop manufactured canvas awnings, and the strategy initially paid off. By 2008, Active RV had produced more than 750 awnings, with approximately 90% of its customers coming from the local market. Then the recession changed the equation.

"As the market crashed in 2008, the local work dried up fast," Tuller says. "So I turned to the people who were still traveling and still spending on their rigs — the RVers."

Those customers began asking Active RV to tackle projects beyond awnings, including dash covers, RV bras and reupholstered furniture. Tuller's approach was simple: Say yes, then figure out how to do the job correctly.

Nearly two decades later, that willingness to expand with customer needs has transformed Active RV into an RV interior specialist with an extensive library of patterns and a broad range of products and services. Today, approximately 90% of the company's customers are RVers, while its offerings include custom seat and captain's chair covers, dash covers, windshield curtains and shades, steering wheel covers and complete interior makeovers.

The company also has developed its own wall-hugger RV sofa, curtains and shades, marketed under its Active RV Products and RV Quick Shades brands. Everything is manufactured in the United States.

For Tuller, however, the company's growth is about more than the number of products it offers. Active RV now has more than 400 dash cover patterns, more than 300 RV bra patterns and more than 200 seat cover patterns, along with hundreds of completed interior makeovers.

Just as important is the team behind those products.

"Our newest employee has been with us for 10 years," Tuller says. "That kind of consistency is a big reason our name is trusted."

Refresh Instead of Replace

Active RV's evolution also reflects a larger opportunity within the RV aftermarket: helping owners extend the useful life of their coaches. As RV owners keep their vehicles longer, interior wear can become increasingly noticeable. Owners may be reluctant to invest in a new coach simply because the upholstery has become dated, stained or damaged.

"We see buyers ask about fabric before they ask about color," Tuller says. "They want something that is easy to clean and tough in the sun."

That emphasis on performance is influencing material choices throughout the aftermarket. Tuller says Active RV offers everything from cloth and vinyl to combination materials, allowing customers to select upholstery based on how they actually use their RV.

For customers seeking a leather appearance, the company offers genuine Ultraleather, a Japanese-made material Tuller says has proved resistant to the delamination problems associated with some lower-cost bonded materials. Marine vinyl is another popular option because it combines durability, cleanability and resistance to the environmental conditions RV interiors routinely encounter.

"Most of the time we point people to marine vinyl," Tuller says. "It gives you nearly the same look and feel for a fraction of the cost; it will never peel apart and it is extremely durable."

Performance fabrics are another area of interest. Solution-dyed acrylics and marine-grade materials can provide improved resistance to fading, while cleanable

performance fabrics can be particularly useful for RV owners traveling with children or pets.

Avoiding Upholstery Failure

One of the most common problems Active RV encounters is peeling or flaking furniture. According to Tuller, RV owners frequently assume that the problem results from exposure to sunlight, heat or inadequate maintenance. In many cases, however, the underlying issue is the construction of the material itself.

Tuller points to lower-cost bonded materials that became prevalent in the market in the mid-2010s. Unlike higher-quality materials, he says, some of these products consist of a thin surface layer bonded to a fabric backing. As the adhesive fails, the surface separates and begins to flake. The resulting debris can spread, appearing on carpeting, clothing, bedding and other surfaces.

"It is not wear and tear," Tuller says. "It is a glue failure built into the material."

That distinction can be useful for dealers when talking with customers. Rather than automatically attributing deteriorated upholstery to owner neglect, dealers can identify whether the problem is material failure, normal wear, deteriorated foam or damage to the underlying furniture.That diagnosis can also help determine whether a coach needs new furniture at all.

Finding the Right Fix

Tuller recommends that dealers and customers consider three factors when evaluating an interior: the condition of the furniture, the available budget and how long the owner intends to keep the coach. If the frame and foam remain structurally sound, custom covers may provide a relatively fast and economical way to refresh the interior. If the foam has collapsed or the upholstery itself is significantly worn, reupholstery may be more appropriate. Full replacement generally makes sense when the furniture is damaged or the owner wants to substantially change the interior.



"The best thing a dealer can do is ask what is really bothering the customer instead of jumping straight to 'buy new,'" Tuller says. "Most of the time there is a smart middle option that saves money."

That philosophy also creates opportunities for RV dealers, particularly those selling used units. An aging or worn interior can make an otherwise desirable coach harder to sell. Addressing the interior before putting the vehicle on the lot can potentially improve its presentation without requiring a major investment.

Active RV works with dealers and service centers on these projects, using photographs and measurements to develop custom solutions. The company also offers an instant quote system through its Request a Makeover Quote and RV Flooring Price forms, allowing dealers to obtain pricing to determine whether an interior project makes sense as part of a sale.

In some cases, dealers can apply the cost as a credit toward a sale and allow the buyer to select colors and materials. In other situations, the dealer can arrange the makeover and incorporate the expense into the transaction. For the customer, the result is an opportunity to customize the coach rather than accept an existing interior.

Making Custom Accessible

Active RV's next phase is focused on making the customization process easier. The company is continuing to expand its pattern library, fabric selections and color options while developing a process that allows customers to identify their RV's year, make and model, select a material and color, submit photographs and receive products built for their coach.

UPHOLSTERY CARE TIPS Dealers Can Share With Customers

Protecting an RV's interior does not have to be complicated. Tuller recommends these simple habits:

- Block the sun. Use curtains, shades or covers whenever the RV is parked, particularly during storage. Reducing direct sunlight can help limit fading and material deterioration.
- Clean regularly. Vacuum and wipe upholstery with an appropriate cleaner to prevent dirt and body oils from accumulating.
- Watch lotions and personal care products. Tuller recommends keeping products containing glycerin away from upholstery.
- Prepare for storage conditions. In humid climates, maintain airflow to help prevent mildew. In hot, dry climates, consider adding moisture to the storage environment.
- Protect high-use seats. Seat covers can help shield frequently used seating surfaces.

For dealers, that type of support can provide another resource when a customer is interested in improving an RV's interior but is unsure where to start. Tuller sees the opportunity growing as RVs remain on the road longer and owners look for ways to personalize and maintain their investments.

"Coaches are lasting longer, owners want to personalize them and fabric technology keeps improving," he says. "Refreshing an interior instead of replacing a whole coach makes more and more sense."

For Active RV, that opportunity represents a natural extension of where the company began. What started as a small awning shop built around selling shade has evolved into helping RV owners make their coaches more comfortable, functional and durable.

For dealers, the lesson may be just as straightforward: An aging interior does not necessarily mean an aging RV, with the right materials, maintenance and aftermarket partner. RVP

Navigating Uncertainty
With Strength, Standards & a Unified Vision



BY CRAIG KIRBY, RV INDUSTRY ASSOCIATION PRESIDENT & CEO

The year 2026 proved to be another period of transition and disciplined execution for the RV market. Ongoing economic headwinds, elevated borrowing costs and selective consumer discretionary spending continued to test our resilience. Yet, through every economic cycle, the foundational commitment of the RV Industry Association (RVIA) remains unchanged: to defend, promote and grow the industry alongside our members.

Our latest wholesale shipment indicators show the market finding firm footing, with shipments stabilizing in the 290,000-unit range. While the pace of broader macroeconomic recovery has required patience, our industry's underlying fundamentals are solid. Outdoor participation remains near record highs, consumer affinity for the lifestyle is unwavering, and younger buyers continue to view RV ownership as the premier way to travel, connect with family and experience the outdoors.

Proactive Advocacy & State-Level Support

Throughout 2026, the association's Government Affairs team remained focused on safeguarding a fair, competitive marketplace. While our federal advocacy continued monitoring trade policy and supply chain fairness as well as ensuring access to outdoor recreation, state-level legislative and regulatory activity focused on per- and polyfluoroalkyl substances (PFAS) bans and reporting, Right to Repair legislation and franchise-related bills.

A primary example this year centered on state reporting and restriction rules for PFAS. As individual states introduced disjointed reporting mandates and compliance deadlines, the association's State Affairs team intervened directly. We secured critical implementation extensions, delivered detailed bill-tracking frameworks and rolled out dedicated educational compliance webinars and member guidance tools. By equipping our manufacturers and suppliers with clear, actionable resources, the association minimized supply chain disruption while actively engaging state regulators to represent industry interests.

"WHILE THE PACE OF BROADER MACROECONOMIC RECOVERY HAS REQUIRED PATIENCE, OUR INDUSTRY'S UNDERLYING FUNDAMENTALS ARE SOLID."

—CRAIG KIRBY, RVIA PRESIDENT & CEO

Elevating Standards & Industry Collaboration

Adherence to rigorous technical standards represents the bedrock of consumer trust. This fall, we launched our "Value of the Seal" educational series, reinforcing across plants, dealership sales floors and campgrounds that an association seal is a visible reminder that an RV or park model RV is certified by its manufacturer that it was built in compliance with rigorous, industry-adopted safety standards. Looking ahead to spring 2027, we will expand that momentum directly to consumers through a coordinated RV Safety Education Week.

Nowhere has our collective commitment to safety been clearer than in the industrywide collaboration surrounding grounding monitor interrupters (GMIs). With updated National Electrical Code requirements coming into effect, the association established a cross-segment GMI Task Force uniting manufacturers, suppliers, dealers and campground operators. Because an RV equipped with a GMI requires an uncompromised ground source to accept power, our teams worked to publish one-pagers, FAQs and the latest information for each segment of the industry to help ensure everyone from the suppliers and manufacturers to the dealers, campgrounds and consumers are well informed about this new safety device. This cooperative approach demonstrates how our industry collaborates to solve complex technical hurdles before they reach the consumer.

Unified Action in Practice: RVTI, Go RVing & the Campground Coalition

This collaborative spirit extends well beyond technical standards. Our industry operates at its best when manufacturers, suppliers, dealers and campgrounds pull in the same direction, and there are no better examples of that shared commitment than our joint initiatives.

Through joint governance and funding from both the RVIA and the RV Dealers Association, the RV Technical Institute reached 8,673 certified technicians this year, with nearly 1,000 dealerships employing certified staff. By modularizing advanced training and decentralizing delivery through authorized dealer partners, the institute is directly improving repair cycle times and customer retention.

Simultaneously, Go RVing shifted from raw lead generation and focused on top-of-funnel cultural relevance, generating nearly 2 billion impressions this year and engaging over 75,000 consumers through experiential tours.

Crucially, keeping RV owners on the road requires great places for them to stay. Through the RV Campground Coalition, we have expanded our active collaboration with private park operators, campground associations and outdoor hospitality leaders to improve the customer experience. Together, these programs prove that when our entire ecosystem aligns behind service excellence, campsite availability and national demand, everyone benefits.

Preparing for 2027: Deepening Engagement & Leadership

Entering 2027, the association will continue investing in modern tools that expand category demand. As consumer discovery habits evolve, we are advancing our Generative Engine Optimization strategy to ensure that when potential buyers research travel and outdoor recreation across artificial intelligence platforms, RV ownership is accurately and authoritatively represented.

Most importantly, our strength relies on the active involvement of our members. Over 30 volunteer committees drive the policies, standards and research programs that protect your businesses every day.

Looking forward, I encourage executives and rising talent across our manufacturing, supplier, dealer and campground communities to join us at the 2027 RV Industry Association Leadership Conference, taking place Feb. 23-25 at The Ritz-Carlton, Dove Mountain in Marana, Arizona. Bringing together senior executives and next-generation leaders, this conference provides the ideal venue to examine emerging market forces, share best practices and cultivate the relationships that will guide our industry forward.

By maintaining rigorous standards, advocating decisively at every level of government, and fostering genuine cross-segment unity, the RVIA is well positioned to lead our industry into 2027 with clarity, strength and confidence. RVP



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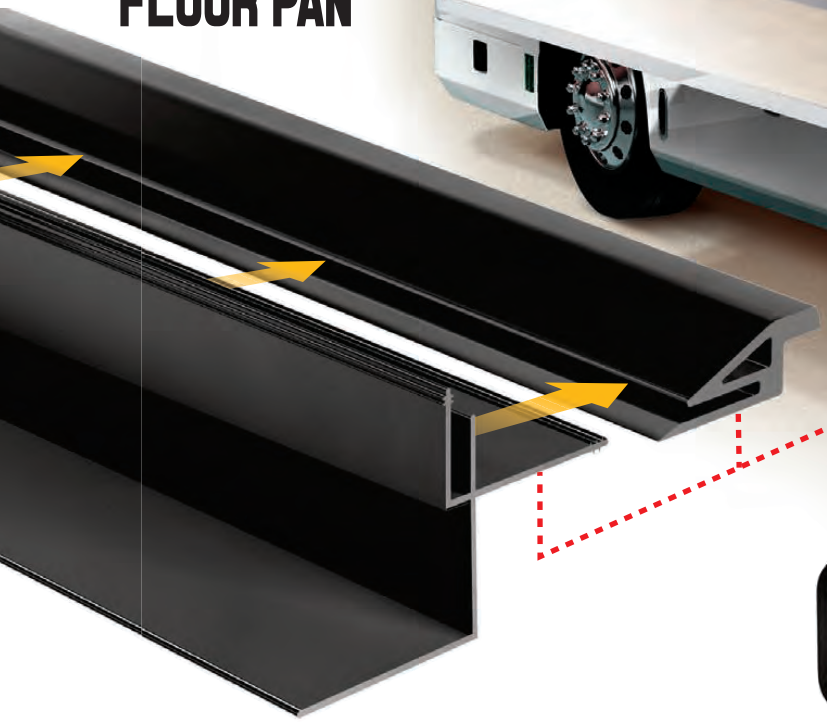


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The RV Market Finds Its Footing: *The Path Into 2027*



BY PHIL INGRASSIA, RV DEALERS ASSOCIATION PRESIDENT

The RV industry seems to be entering 2027 on more stable footing as dealers and manufacturers settle into a rhythm that supports long-term growth and a more predictable business environment.

Inventory Alignment With Demand

While shipments were down in 2026, manufacturers have said they are more deliberately aligning production with retail demand. That discipline prevents a buildup of inventory, so the industry has avoided some of the collateral damage that tended to occur in previous downturns.

Retail registrations softened in 2026, but consumer interest in the RV lifestyle remains strong. Campground and RV park bookings and travel indicators show that Americans continue to choose RVs as a preferred way to explore the outdoors. Families are still traveling, still camping and still embracing the freedom and flexibility that travel trailers and motorhomes provide.

RV valuation companies like J.D. Power and wholesale auction data indicate the used RV market remains stable, signaling that consumers are still buying, even if they delay new purchases due to financing and affordability concerns. So, customer engagement is high, and that's a critical indicator of long-term health.

The Changing RV Owner Profile

Go RVing data notes that the RV owner base continues to evolve. An estimated 8.1 million U.S. households now own an RV, and the demographic profile is getting younger.

- The median age of RV owners has dropped from 53 in 2021 to 49, according to the most recent data.
- Forty-six percent of owners are now between 35 and 54 — a key growth demographic for outdoor recreation.
- First-time owners make up 36% of all RV owners, demonstrating strong entry-level interest.

The motivations behind RV ownership remain consistent and compelling:

- Unwinding and relaxing (58%)
- Spending time in nature (57%)
- Visiting places with natural beauty (53%)

And for 43% of RVers, the ability to bring pets is a major factor, an advantage few other travel modes can match.

Younger buyers increasingly view RVs as tools for flexible living and remote work. This trend reinforces RVs as part of a broader shift toward mobility and hybrid lifestyles. For many, an RV is no longer just a vacation vehicle — it's a platform for how they want to live, work and explore. "Van-life" is real life for a new generation of buyers.

Overlanding products, dispersed camping and extended stay trends are reaching more potential buyers, and manufacturers have launched new products to serve these emerging markets.

Public campground modernization efforts, with strong support from RV Dealers Association (RVDA) and RV Industry Association through involvement in the Outdoor Recreation Roundtable, continue to expand capacity and improve the experience for today's larger RVs.

A Focus on Fixed Operations

Another bright spot for the industry is the continued vibrancy of the RV aftermarket. Suppliers, manufacturers, DMS providers and other technology partners are delivering new tools that help dealers operate more efficiently and profitably. Integrated service lane software, digital parts catalogs, VIN-based repair guidance and improved warranty processing systems are new technologies that can cut administrative time and help technicians diagnose and complete repairs faster. These innovations are giving fixed operations teams the ability to complete repair orders more quickly, improve repair event cycle time and strengthen customer satisfaction.

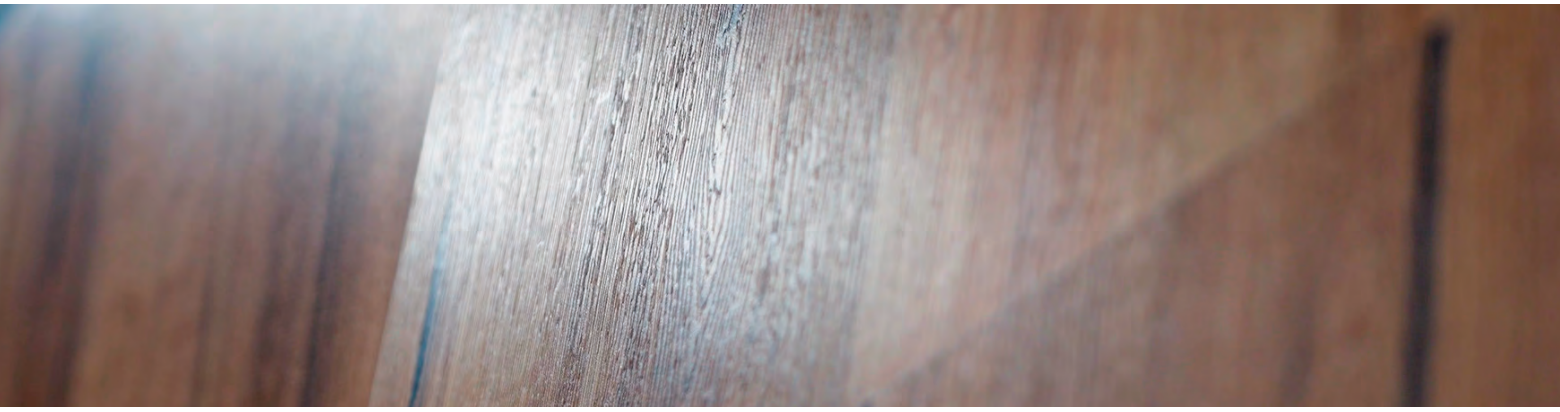
Just as important, the industry is investing in the front-line folks who make the fixed operations department run. The Mike Molino RV Learning Center continues to expand its online training and certification programs for service writers, parts managers, warranty administrators and service managers, giving dealerships needed resources.

The RV Technical Institute is also strengthening technician education with standardized curriculum and hands on training that supports faster, more accurate repairs. Together, these programs ensure that dealerships have both the technology and the skilled workforce required to meet today's service expectations. Balanced production, strong lifestyle engagement and a younger, more diverse customer base all point toward a healthy future.

RV travel remains one of America's most enduring traditions. As we move into 2027, the industry is well positioned to support that tradition with sustainable growth, strong consumer interest and a continued focus on long-term stability. RVP

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Meeting the Service Challenge:

How RVTI Is Scaling Technical Excellence Across the Industry



BY SHARONNE LEE, RV TECHNICAL INSTITUTE VICE PRESIDENT

In an industry where customer satisfaction hinges on keeping RVs on the road, service execution remains paramount. Across dealership service bays, manufacturer warranty desks and supplier support centers, one constant drives long-term customer retention: having skilled, knowledgeable professionals who can troubleshoot, diagnose and repair complex RV systems efficiently.

The RV Technical Institute (RVTI) serves as the industry's unified answer to that requirement. Established in 2019 as the gold standard for technician training, the institute provides a structured career pathway that delivers measurable value across every tier of the RV ecosystem. Today, we are not merely maintaining that baseline; we are actively evolving our operational model to address the day-to-day operational realities of dealership service departments.

By listening closely to learning partners and realigning strategic priorities around flexibility, actionable data and accessibility, the RVTI is proving that expanding the trained workforce requires both central standard-setting and decentralized scale.

A Shared Value Proposition Across the Supply Chain

The impact of a certified technician ripples through every corner of our business.

For dealership principals and service directors, certified technicians translate directly into reduced repair event cycle time, fewer comebacks, higher bay efficiency and improved technician retention. When a technician understands the underlying engineering of electrical, plumbing, propane and structural systems, diagnoses become faster and more accurate.

For OEMs, a qualified technician network safeguards brand reputation. Proper field diagnostics mean that genuine manufacturing defects are distinguished from field misuse or installation confusion, reducing unwarranted warranty churn and ensuring service bulletin compliance.

Suppliers occupy an equally critical position in this framework. As components — from sophisticated inverter-based energy systems to advanced hydronic heating and complex slideout mechanisms — grow more technologically integrated, supplier-specific training becomes vital. Our Level 3 specialty tracks allow suppliers to provide authorized instruction on their proprietary equipment, building upon the foundational skills mastered in Levels 1 and 2. This collaborative approach ensures that advanced components are maintained according to factory specifications, directly benefiting component suppliers and consumers alike.

The Scalable Footprint: Dealer Partners Driving Capacity

While our headquarters in Elkhart, Indiana, remains the operational heartbeat and primary location for technical instruction, the physical campus represents only one piece of the delivery equation. The engine powering the nationwide expansion of certified technicians is our network of Authorized Learning Partners.

The numbers reflect this distribution. In 2026, institute instructors directly led in-person instruction for 336 trainees at our Elkhart campus. By comparison, Authorized Learning Partners across the nation trained 2,574 technicians. This decentralized model multiplies industry capacity, allowing dealership groups to deliver standardized, accredited coursework internally without losing critical staff to weeks of out-of-market travel.

With 597 newly recruited technicians entering the pipeline this year, 995 dealership locations employing certified staff and an active national roster of 8,673 certified technicians, the model demonstrates clear momentum.

Evolving To Fit Industry Realities

Scaling technical credentials requires constant adaptation to how service departments operate. Throughout 2026, institute leadership and our governing board focused on core goals designed to eliminate operational friction and improve partner engagement.

- **Modularizing the Level 2 Curriculum:** Advancing technicians to Level 2 represents the true backbone of shop capability, but the comprehensive scope has historically made scheduling difficult for busy service

bays. To address this, we are completing Phase I of a major curriculum reorganization, breaking Level 2 coursework into flexible, modular learning units. This allows working technicians to tackle individual systems in manageable segments, fitting education around busy repair schedules while preserving rigorous hands-on assessments.

- **Secure Learning Partner Performance Dashboard:** To give multilocation operations clear visibility into technician progression, we developed a dedicated dealer dashboard. This tool delivers real-time visibility into technician certification status, course progress and assessment outcomes, allowing leaders to identify talent gaps and measure training investment.
- **Targeted Role-Based Communications:** We deployed a role-based communications strategy that tailors operational updates, tools and technical resources specifically for dealer principals, service managers and HR professionals.

Broadening the Pipeline Through Inclusion & Access

Expanding technician capacity also means modernizing recruitment pathways. A notable milestone this year was the official rollout of Level 1 certification exams in Spanish upon request, following our successful pilot program. This operational shift removes language barriers for experienced Spanish-speaking professionals already working in dealerships, granting them an earned credential while opening an attractive career path for incoming talent.

Combined with targeted outreach to trade academies and high school technical programs, these steps widen the entry funnel.

A Unified Focus on the Road Ahead

The work of building a robust technical workforce is never finished, but the alignment across our industry has never been stronger.

Through close coordination between the RV Industry Association, the RV Dealers Association and participating suppliers, RVTI continues to refine its offerings around the real-world operational needs of dealerships.

By modernizing curriculum delivery, providing dealer leadership with clear diagnostic metrics, expanding multilingual access and leaning heavily into dealership learning partnerships, we are steadily elevating industry repair standards.

The end result is simple: a stronger dealer network, healthier partner relationships and an ownership experience that keeps RV owners exploring with confidence. RVP

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A Year of Connection, Learning & Impact



BY SUSAN CARPENTER, RV WOMEN'S ALLIANCE PRESIDENT

An eight-month RV transformation. Two days of education in Chicago. A rustic weekend at the campground. Seven webinars celebrating industry leaders. The RV Women's Alliance (RVWA) and RVWA Charitable Foundation (RVWACF) had a year defined not just by the variety of activities, but by the enthusiasm behind them.

More than 150 companies participated, with cumulative attendance reaching 710 individuals across the year's programming. These numbers tell a story of involvement: people making time to expand their knowledge, recognize others' accomplishments and support efforts beyond their everyday responsibilities.

Leadership in the Spotlight

During Women's History Month, RVWA put the people behind the achievements front and center. Across four webinars, finalists of their industry awards shared insights into the experiences and contributions that earned them recognition, giving members a closer look at what it takes to create a thriving culture for women.

The beloved RVWA Campout traded everyday schedules for a weekend of networking and memorable moments. Its relaxed pace allowed something that busy workdays rarely offer: time to get to know people beyond their professional roles. The campout also brought participants back to the experience at the heart of the industry. Enjoying the RV lifestyle together was more than just a fitting backdrop, it was a reminder of why the products — and the people behind them — matter.

Philanthropy remains a cornerstone of RVWA's efforts. The alliance was humbly named Safe Haven's 2026 Corporate Partner in recognition of their long-standing commitment to serving those in need. Members came together to give the shelter a fresh dose of paint and much-needed positivity.

At New Paris Speedway, volunteers also joined to stuff 350-plus backpacks for kids going back to school, showcasing RVWA's reach beyond the industry and commitment to the surrounding community.

Friendly competition and a vintage theme gave the Golf Scramble its energy while fundraising gave it purpose. One of the year's standout fundraisers, the scramble offered an enjoyable way to support the work of RVWA while spending time with fellow industry members.

The Chassis to Classy Vision Vehicle project required a different kind of commitment. Over eight months, contributors worked to transform a brand-new KZ RV into a custom vision vehicle. Unlike an event that begins and ends in a day, this project demanded long-term sustained attention. Now, the completed RV is up for grabs to one lucky winner, marking the beginning of new adventures in a one-of-a-kind home.

Through three webinars centered on restoring mind, body and soul, the Summer Discussion Series addressed personal well-being alongside professional development. Its theme acknowledges that careers are only one part of a person's life — supporting people means looking beyond their job titles. Amid demanding schedules, the series made room for reflection and recentering.

The Open House Breakfast once again filled an early September morning with networking and learning in a compact format. The breakfast demonstrated that a worthwhile event does not have to occupy an entire day — sometimes, just a morning built with intention is enough.

In Chicago, the Educational Symposium offered a deeper investment of time: two days devoted to learning and networking. The event allowed attendees to concentrate on professional growth while engaging with others across the industry. The format gave education its own place on the calendar rather than leaving it to fit around everything else, all while maintaining the camaraderie RVWA is known for.

Multiple RV Systems Classes addressed another practical need. Participants learned about the systems of an RV to better perform tasks, regardless of their job roles. These classes underscore the value of understanding the overall product itself — for those working directly with its systems and across the businesses that help bring RVs to customers.

The People Behind the Progress

This busy, fulfilling year was possible because people chose to take part. That participation is the real story of RVWA and its charitable foundation. As both organizations look ahead, they carry the momentum of an industry willing to invest in its people — and a powerful reminder that supporting women bolsters the road forward for everyone.

See the full year in review, plus photos at bit.ly/4sN4z2H.

RVP

Scan the QR code for a video capturing the essence of RVWA and RVWACF.

Keeping RVing Relevant: *Inspiring Demand, Engaging Culture & Modernizing the Path Forward*



BY JEREMY GREENE, GO RVING VICE PRESIDENT

There is no question that 2026 has been challenging for the RV industry. Economic uncertainty, tighter discretionary spending and financing pressures have weighed on consumers across travel and recreation. Americans are increasingly cautious about financed discretionary purchases and products carrying ongoing costs such as storage, maintenance and insurance. For RVing, this is an important distinction: Weaker sales do not necessarily mean diminished enthusiasm for the lifestyle. Consumer confidence, affordability and the ability to act on that interest matter enormously. Understanding that difference is critical to how we respond as an industry.

Despite these headwinds, RVing remains closely connected to what Americans value: freedom, exploration, time outdoors and memorable experiences with family and friends. America's 250th anniversary has provided a timely reminder of that connection. Go RVing's job is to keep the lifestyle visible and relevant, even when consumers are not ready to make a major purchase.

Listening to Dealers & Reinforcing Our Role

Throughout 2026, we prioritized conversations with dealers and industry partners to hear their perspectives and explain the value of national category promotion. Those discussions made one point clear: Go RVing's greatest impact is at the top of the marketing funnel.

That role matters because RVing competes for attention with cruises, resorts, vacation rentals and other ways Americans spend their leisure time and money. Those categories are constantly telling their stories, often with more substantial marketing budgets. We must tell ours, too. If RVing is absent from the cultural conversation, it becomes harder to earn a place in consumers' consideration when circumstances change.

Dealers also confirmed that leads generated early in the exploration process often have limited immediate sales value. In response, we are shifting away from low-intent lead distribution and toward resources dealers have asked for: consumer insights, market intelligence, lifestyle media and local tools. National awareness and local sales efforts serve different, complementary purposes.

Our 2026 efforts reflected a deliberate approach to placing RVing within the interests people already care about. Through the first nine months, Go RVing's earned media, public relations and digital communications generated approximately 1.89 billion impressions, while creator collaborations reached 18.1 million consumers and generated more than 215,000 engagements.

America's 250th provided another opportunity to connect RVing with the nation's spirit of exploration. Our RV-2-50 campaign brought together 210 participating dealerships, campgrounds and OEMs across 38 states.

We concentrated our experiential marketing efforts on fewer, larger cultural events where we could connect with audiences who might not otherwise encounter the RV lifestyle. Activations at the Scouting America National Jamboree, U.S. Open of Surfing and Albuquerque International Balloon Fiesta collectively drew 1.28 million attendees and produced over 75,000 walk-through RV tours. This momentum carries into the Pickleball World Championships, the Ultimate RV Tailgate Tour and The National Dog Show in the fourth quarter.

For pet owners, RV ownership offers the ultimate travel solution. We are leaning into the connection with our newest commercial, "This Time He Goes," featuring a family dog named Boomer preparing for his first RV adventure. Paired with a broader pet-focused campaign, the effort highlights a simple but powerful benefit of RV travel: the ability to bring the entire family along.

Measuring What Matters & Looking Ahead

The work executed in 2026 gives Go RVing a sturdier foundation entering 2027. Go RVing will continue concentrating on cultural moments while adapting to new ways people discover travel, including RVing's presence in AI-generated recommendations.

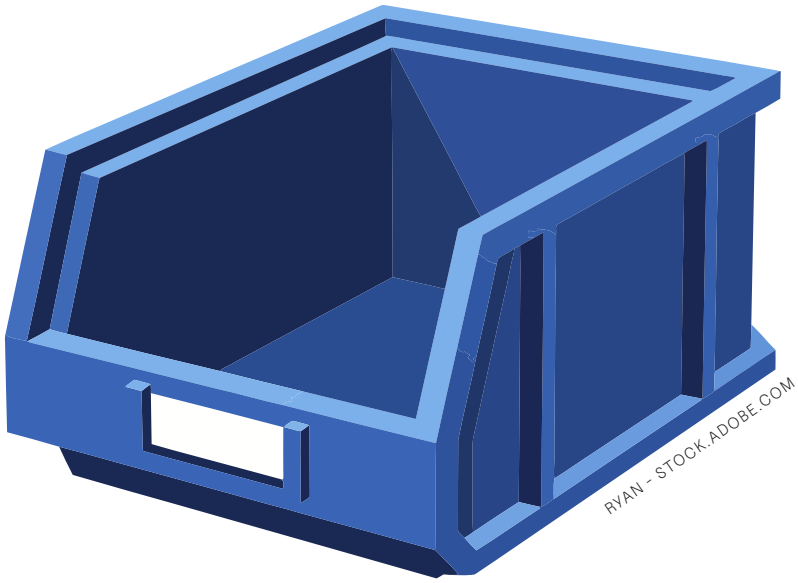
Just as important is measuring whether our work makes a difference. How do we define success beyond clicks and impressions? We deliberately evaluate results through a data lens, using brand lift studies to assess changes in awareness, perception and consideration, and marketing mix modeling to estimate advertising's contribution to broader category outcomes.

This year we introduced the Go RVing Category Health Scorecard. It brings together consumer search interest, media performance, website engagement and macroeconomic indicators to identify early signals of category demand. As we establish consistent benchmarks, we can better understand what is changing, assess our impact, refine our strategy and invest more effectively. RVP

 BY MEL SELWAY

Bin There — Found It!

An effective bin location system can increase efficiency in your parts and accessory department.



In one aspect, my home is probably similar to your RV business. There are many different items in many places. Hopefully, that similarity extends to the use of bin locations assigned to those different items so that you and your associates can easily locate each item when it is being sold and can accurately place each item when it is being stored/displayed.

Yes, I assign bin locations to almost every item in my home. These bin locations and other useful information about each item are recorded in an Excel file so that I can locate each item easily — especially those that are not frequently needed.

At this point, you might be asking, "WHY does Selway do this?" Because I don't want to spend time looking for something that I know I have. Nor do I want to travel to the local retailer to purchase this item that I know I have. I am inconveniencing myself if I must spend time looking in several places for an item. However, you and your associates are inconveniencing your customers if it requires extra time to find that item or items.

If you assign bin locations to each of your parts and accessory items, then perhaps you don't have to read any further. However, you might pick up a bit of useful information if you continue reading.

Perhaps my BINLOC acronymn could be used to develop or refine a bin location system in your RV business.

BINLOC: The Acronym

B = Bin locations fields in your dealership management system (DMS)
I = Inventory data information as to why an item is in the inventory as well as where it is
N = New items should be assigned a bin location
L = Low maintenance is a goal of an efficient bin location system
O = Obvious to your associates so they can easily use it
C = Consistently and correctly assigned

Each of the Letters Explained

Bin location fields in your DMS: Proper preparation is key to the success of most tasks and projects. This is true with the establishment of an effective bin location system for your parts and accessories operations.

Access the screen of your DMS that contains all pertinent data for the part numbers stored therein. Identify the field (or fields) designated for storage of the bin location data. How many fields are assigned to store bin locations? How many digits can be stored in the bin location field(s)? What type characters (alpha, numeric, both) can be entered into this/these field(s)?

Having researched the bin location database limitations of your DMS, you are better able to develop the format of your bin location system without having to reformat this system in the future.

Inventory data information: If you assign a bin location to each controlled part number in your inventory database, you provide your parts associates with substantial information they can use when processing customer requests.

Some part numbers that exist in your controlled database could be nonstock items that have entered the database as lost sales, special orders and/or emergency purchases. If you assign bin locations to these part numbers, your associates could possibly process parts requests more efficiently because they will know why an item is in the controlled database as well as where it can be found — especially if the on-hand quantity is zero.

As an example, consider this scenario:

- customer requests an item
- parts associate specifies the item
- parts associate accesses the DMS to inquire the status of this item
- DMS displays that the on-hand quantity = zero and the bin location field is blank

The parts associate might be uncertain if the item is available in the inventory because the on-hand quantity data might occasionally be incorrect. If the bin location was listed as LS (lost sale), the parts associate could offer to procure the item because the associate would know that this part number was being tested to determine if enough demand existed to consider placing this item in stock.

This is why I suggest assigning a bin location to each part number in your controlled parts and accessory database, such as:

- LS for lost sale
- SO for special order
- EP for emergency purchase

New items should be assigned a bin location. To ensure that each part number has been assigned an appropriate bin location, you should develop a detailed written procedure (DWP) for entry of data related to new part numbers when they are added to your inventory database.

This data entry — which would include the bin location field — could be processed when the item first enters your inventory database. Your DMS might offer the feature of assigning a designated bin location, perhaps NEW. Your parts manager could create an exception report that could be generated daily and would list any part number with the bin location of NEW. While reviewing this report daily, the parts manager could assign an approriate bin location to these NEW part numbers.

Low maintenance is one of the goals of an efficient bin location system. This is important because you want to require changes to the bin locations as minimally as possible. Three concepts could be useful in this situation:

- My FABSS concept, which represents the floor-aisle-bin-shelf-space concept where each of the five factors is assigned an alternating number-letter such as 1A02D5, which represents the 1st floor, aisle A, bin 02, shelf D, space 5.
- The size/quantity concept where items requiring similar space would be stored on the same shelf/shelves or space(s).
- My skipped letter/number concept that allows for the continuous flux in a parts and accessory inventory, uses skipped letters to assign shelves and skipped numbers to assign spaces on the shelves: A is always the top shelf in a bin unit and Z is always the bottom shelf/floor with skipped letters being assigned to the shelves between, so if you had to add a shelf in between, it would not be necessary to change the bin locations for any other items in this bin unit.

These concepts could require more explanation. If you would like more detailed information, please contact me via email.

Obvious to your parts and accessory associates so they can easily use it: The bin location protocols should be easily understood by your parts associates. It is important to include your parts associates in the discussion and decisions made in the development of your bin location system format.

Consistently and correctly assigned: Any parts associates who have been designated to have access to the database function for maintaining the part numbers should be trained and counseled to enter and change the bin location(s) in accordance with the bin location protocols.

Your parts associates should understand that case sensitivity, space-holding characters and other factors are important to a well-maintained, effective bin location policy. A correct bin location could be entered as 2A03G4 (2nd floor, aisle A, bin 03, shelf G, space 4). Incorrect variations could be variations such as 2a03G4 or 2A3g4.

Though the items contained in this bin location might actually be in the same physical space, the DMS would record them as being in separate data locations and would therefore print a separate count sheet for each of the erroneous bin locations as well as for the correct bin location.

My hope is that I have "bin" helpful in enhancing protocols in your RV business! RVP



Mel Selway is the president of P.A.R.T.S. Inc., a Sahuarita, Arizona-based firm providing business management analysis and training to retailers. He can be reached at 520-336-8606 or melselway@aol.com.



RV INTERIORS & APPLIANCES



PRIVACY SHADES

Active RV Upholstery Center, Yuma, Arizona, offers its RV Quick Shades, interior privacy shades for your RV windshield and windows. They keep neighbors from looking in, and you still get to enjoy your view. Installing them is quick and easy: They attach on the inside with UV-treated suction cups, so there are no ladders and no drilling. Put them up when you park at the campground, take them down in seconds before you leave and store them until your next stop.

rvquickshades.com



WI-FI THERMOSTAT

Micro-Air, Hamilton, New Jersey, presents its EasyTouch RV Wi-Fi Thermostat. The smart programmable RV thermostat features Wi-Fi and Bluetooth connectivity, a large touchscreen, remote app control and built-in temperature alerts. Designed for convenient climate management, it allows RV owners to monitor and adjust temperatures remotely, helping maintain comfort for occupants and pets. Compatible with most major RV brands, it offers dealers and installers a versatile, user-friendly climate control solution with no subscription fees.

microair.net



SKYLIGHT VENT FAN

Camco, Greensboro, North Carolina, offers its Camco RV Skylight Vent Fan Plus, a Smart Skylight Comfort System that combines powered ventilation, app control, customizable lighting, climate automation and premium tempered-glass daylighting into a single solution. Featuring oscillating airflow, Fresh Air, Exhaust and Recirculate modes, a smart thermostat and multiple control options, it transforms a traditional skylight into an intelligent comfort system that delivers a brighter, quieter and more comfortable RV living experience.

camco.net



TANKLESS WATER HEATER

Dometic, Elkhart, Indiana, presents its Dometic 60k Tankless Water Heater Essential. The Dometic 60K Tankless Water Heater delivers continuous hot water that keeps the camping experience moving — backed by the quality, support and heating expertise of Dometic. It provides uninterrupted comfort — continuous hot water for back-to-back use, intuitive temperature control and trusted Dometic support and heating expertise.

dometic.com



PRODUCE CLEANER & DISHWASHER

FOTILE AMERICA, Parsippany, New Jersey, offers its VersaWash Produce & Dishwasher. The FOTILE VersaWash combines dishwashing and produce cleaning in a space-saving design. Top loading and operating on 120V, it uses as little as 1.6 gallons of water per cycle and offers a 15-minute quick wash. A sink is integrated in the 3-in-1 model and fits into a standard 36-inch sink base, while the 2-in-1 model installs alongside a sink and utilizes corner space. ENERGY STAR certified and approved for RV use, VersaWash maximizes limited space. Available on costco.com.

fotileus.com



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RVPRO webinar

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Join KPA's Chief Legal & Strategy Officer Adam Crowell as he explains what the FTC's recent actions mean for RV dealers. You'll get a plain-language roadmap for reviewing your ads and sales process before the FTC does.

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SPEAKER



Adam Crowell
Chief Legal and Strategy Officer
KPA

Adam is a licensed attorney and nationally recognized compliance expert with over 26 years of legal experience. As the chief legal and strategy officer, he is responsible for setting the company's strategic direction, aligning legal and compliance objectives with business goals, and driving initiatives that help clients navigate complex regulatory environments while reducing risk. Adam is a frequent speaker on compliance and risk mitigation and has built a career developing strategic solutions that help organizations proactively avoid claims, fines and lawsuits. Before joining KPA, Adam served as president and general counsel at ComplyNet, a leading RegTech solution provider in the automotive industry. He holds a Juris Doctor degree from Capital University Law School and a bachelor's degree from Denison University.

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STACKABLE WASHER & DRYER

InVision, an Airxcel brand, Elkhart, Indiana, presents its Stackable Washer & Dryer. Designed for RV living, the InVision Stackable Washer & Dryer delivers laundry convenience in a space-saving, slim-fit design. Both units are ENERGY STAR certified. The washer features steam, cold wash and sanitize cycles, plus a brushless inverter motor backed by a 10-year warranty. The ventless dryer offers 16 dry cycles, including jeans, towels, active wear and mixed loads, with sensor technology that stops when clothes are dry. Stacking hardware is included.

invisionrvproducts.com



TABLE LEG FLOOR BASE SYSTEM

Lagun USA, Cedar Falls, Iowa, offers its Lagun Table Leg — Floor Base System. The new Floor Base option is made of anodized aluminum, making it a trusted choice for quality and performance. A wobbly pedestal table leg can be replaced with a Lagun system. Fast, secure locking allows your table to be stabilized at full speed. This system also features 360-degree swivel on two connection points. Tool-free adjustment for quick and easy storage. Assembled in the USA.

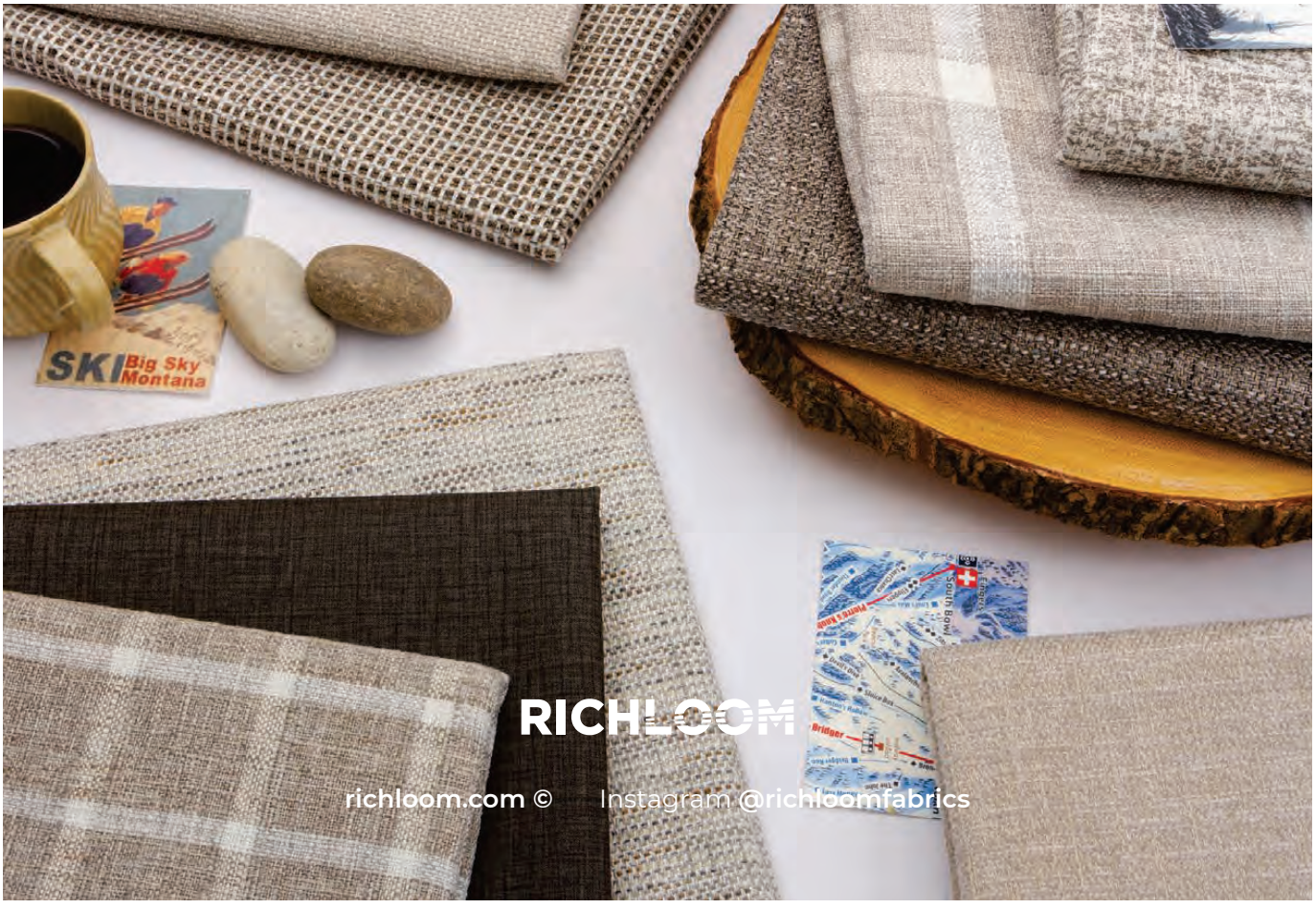
lagunusa.com



RETROFIT CELLULAR SHADE

Auto-Motion Shade, Scarborough, Ontario, presents its AMS-810 Retrofit Cellular Shade. The AMS-810 Manual Retrofit Cellular Shade simplifies aftermarket replacement for retailers, distributors and RV owners. One shade accommodates up to 10 finished sizes, with fabric trimmable up to 2.5 inches per side and interchangeable 3.5-inch or 1.5-inch endcaps. This design reduces SKU complexity, streamlines inventory and helps ensure the right replacement is available when customers need it, saving space, simplifying operations and creating more sales opportunities.

automotionshade.com







ENERGY MONITORING KIT

Renogy, Ontario, California, presents its Renogy ONE Core + Battery Shunt 300. Elevate your RV's existing power system with the Renogy ONE Core and Battery Shunt 300 kit. Its clean, simple touchscreen brings essential battery information into your RV's interior, showing battery level and overall power consumption so you can understand how appliance use affects remaining capacity. Monitor compatible Renogy equipment in one place, while the included shunt supports battery monitoring across compatible brands, including batteries without built-in communication.

renogy.com



BUNK LADDER

Stromberg Carlson, Traverse City, Michigan, offers its Bunk Ladder. Stromberg's Bunk Ladder provides easier access to bunk beds or stored items. The injection molded treads provide comfort to bare feet. Large hooks can go over facia board or mount with the included bracket for more security. Stromberg's bunk ladder is rated for 250-pound maximum load at an 11-degree mounting angle. Available in silver or black in lengths 60 or 66 inches. Ladders can be trimmed for access to shorter bunks. Made in the USA.

strombergcarlson.com



3-WAY REFRIGERATOR

RecPro, Bristol, Indiana, offers its RV 6.3 Cubic Feet 3-Way Refrigerator. Designed for versatile use, it operates on propane gas, 12-volt DC or 110-volt AC power, giving you flexible cooling options whether you're camping off-grid or connected to shore power. Its interior provides convenient storage for food and drinks, making it a practical addition to your RV, camper or travel trailer.

recpro.com

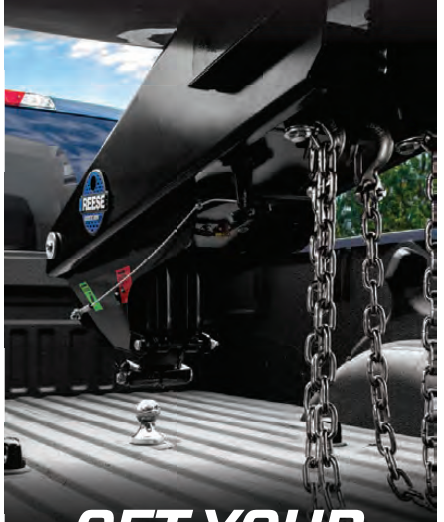


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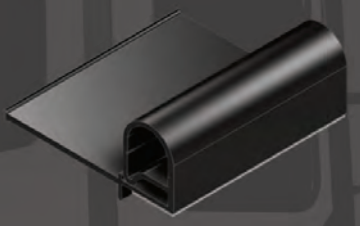
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Pit Stop



2027: THE YEAR OF TRAVEL "CHALLENGES"

Travelers planning for next year are thinking beyond destination locations and trip-timing — they're considering who's accompanying them and what they want to accomplish, experience and bring home.

According to Priceline's 2027 research, 80% of Americans are interested in pursuing a travel checklist goal, and nearly one-third say completing one would be more satisfying than a once-in-a-lifetime dream vacation. National Geographic-Lindblad Expeditions research finds that 85% prefer destinations that challenge them in some way.

RVing's Opportunity

An RV can be the ultimate base camp for chasing these goals.

Consider hikers tackling the South Beyond 6000 Challenge, families working toward Junior Ranger badges at national parks or professional ultrarunner Aaron Saft, who uses his RV to support his pursuit of demanding mountain races.

For these travelers, the souvenir isn't necessarily something that is purchased. It's a finish-line buckle, a badge, a hard-earned accomplishment or a story worth telling.

Marketing Tips

- SOCIAL: Launch a "What's Your 2027 Challenge?" series featuring RVers pursuing specific goals. Show how their RV supports the journey, from storing gear to fueling up and recovering between adventures. Invite followers to share their own 2027 goals.
- BLOG + EMAIL: Publish "Your 2027 RV Adventure Checklist" with five challenges travelers can tackle by RV, including suggested routes, nearby campgrounds, preparation tips and the meaningful souvenir or milestone awaiting them.



SOURCE: GO RVING

SEPTEMBER 2026 SHIPMENTS

23,320 units
total RV shipments

9.2% decrease
compared to Sept. 2025 (25,684 units)

Through 3/4 of the year, shipments are down 13.7% with 230,511 units shipped

Towable RVs, led by conventional travel trailers, ended the month down 9.7% from last September with 20,667 shipments. Motorhomes finished the month down 5.5% compared to the same month last year with 2,653 units. Park model RVs finished September up 3.4% compared to the same month last year, with 366 wholesale shipments. To date, park model RVs are up 19.8% with 3,804 units shipped.

DECK THE RIGS: A Holiday Gift Guide

1. **Aecooly CamperKit —** all-in-one camping collection with 11 magnetic attachments for gadgets like fans, lights and alarms
2. **Omnia Stovetop Pizza Oven**
3. **Dometic Modular Drinkware —** customizable collection that configures more than 400 different setups
4. **Kitty Twist'R —**foot-pedal-operated litter disposal system with a dog version available
5. **WackO Products RV A/C Silencer —** reduce noise from ducted rooftop ACs & improve airflow
6. **REDARC REDWorks Power Panels —** compact, prewired panels to simplify RV electrical installations
7. **Pull Start Fire —** compact fire starter activated by pulling a string
8. **Camco Over-the-Cabinet Hooks**
9. **Life inTents Retro Camping Lantern**
10. **Goal Zero Yeti 1500 —** weather-rated portable power station with a 1,500-class capacity and 2,000-watt inverter

Emerging Leaders Coalition Class of 2027

RVIA's ELC strengthens industry collaboration, engagement, inclusivity and innovation through emerging leader perspectives, with the Leadership Conference as its centerpiece.

Congrats to the incoming Class of 2027!

1. **Thor Audiss,** Rossmönster
2. **Juliana Baena,** RV Trader
3. **JD Cherozzi,** Harvest Hosts
4. **DeWayne Creighton,** UFP Factory Built
5. **David Ellis,** Blu Technology LLC
6. **Melanie Gibson,** Jayco
7. **Christina Gose,** Mapletree Transportation, a division of Forest River
8. **Rose LeCesne,** Integrated Dealer Systems
9. **Michael Moore,** Texas Campgrounds and Texas Advertising
10. **Pete Rolands,** Schattdecor
11. **Mike Shaver,** Suburban, an Airxcel brand
12. **Hillary Trout,** LaSalle Bristol

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NOVA INVERTERS

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BRAVO CONTROLLERS

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Image courtesy of Ben Hicks @benjhicks

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