

# Annual Report

## 2021



**RV**  
**INDUSTRY**  
ASSOCIATION







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# Message from the President

## 2021: An RV Year Like No Other

2021 proved to be a banner year for the RV industry, with record-breaking shipment numbers and unending demand for RV products. And despite the headwinds presented by COVID and never-before-seen supply chain challenges, the outlook for RVing and outdoor recreation continues to be very favorable well into the future.

As I looked back on the past two years and how much our industry accomplished, it truly is remarkable. In 2021, the RV industry shipped over 600,000 units - a new record eclipsing the 504,000 units we shipped back in 2017. And while our recent growth has been impressive to say the least, the truth is our industry has been growing for the better part of 40 years.

*“Without question, our most critical program is self-regulation. You cannot put a price on its value.”*

Our continued success comes from our industry working together and focusing on creating a favorable business environment that promotes and protects the RV industry; it’s our mission and the purpose behind our signature programs. Our signature programs are critical to not only maintain our momentum, but to develop the infrastructure necessary for the continued growth of the industry.

Without question, our most critical program is self-regulation. You cannot put a price on its value. For decades, manufacturers and suppliers have worked together to develop standards that provide a safe experience for RV owners. Through hard work and unity, we now have one set of national standards, and we are unique in how the industry constantly challenges itself and is always working to make our standards even better.

Our multi-tiered government affairs and advocacy program not only educates and influences federal lawmakers and regulators, but also extends nationwide into individual states. Over the course of the last several years, the RV Industry Association has produced favorable results in several key states that have improved our ability to do business. On the heels of our successful efforts to secure passage of the Great American Outdoors Act, we once again partnered with the Outdoor Recreation Roundtable (ORR) and our champions in Congress to get the Outdoor Recreation Act introduced in 2021. This bipartisan legislation would increase and improve outdoor recreation opportunities across the nation, while improving infrastructure and driving economic and job growth in rural communities. It comes at a critical time as RVing is growing more and more popular, particularly with younger and more diverse Americans.

Obviously, with our success comes great responsibility, and we must continue to be vigilant in delivering a first-class experience for RV buyers. A key driver of this is the RV Technical Institute where we’ve made a multi-million-dollar investment in training more technicians. Looking ahead, the RV Technical Institute is shifting into high gear around recruiting new technicians, with a year-end goal of reaching 1,000 non-RV industry students. Filling the funnel with more highly trained technicians is an incredibly important facet of our continued efforts to improve repair event cycle times.

Another key part of delivering a first-class experience is ensuring that consumers have quality experiences in their RVs. To that end, last year we formed a campground task force with key members of the RV Industry Association, Association of RV Parks & Campgrounds (ARVC), state campground associations, and campground operators, to focus our collective efforts on enhancing the customer’s experience and removing obstacles to campground modernization and growth. There is much work to be done in the campground space, and this is going to be major priority for the association moving forward.



Our hugely successful Go RVing program continues to evolve, and the team has utilized a broad mix of media and digital platforms to help attract new and diverse consumers to RVing, while at the same time developing resources for the many RV “newbies” who have come into the fold. Over the past year, the team has tapped into its network of influencers to create over 100 pieces of video content to help explain and familiarize consumers with the intricacies of the RV experience. While Go RVing’s primary mission continues to be attracting new consumers to RVing, we also must focus on keeping these “newbies” in love with RVing.

Finally, inside this Annual Report you’ll find the RV Industry Association’s first-ever Social Responsibility Report. We are committed to promoting outdoor experiences while encouraging and promoting sustainability, diversity, safety, and the many community activities of our member companies, and will continue to provide a forum for our members and the wider RV industry to make positive contributions to our environment and communities across the country.

All of us at the RV Industry Association are passionate about serving our members and the industry. I began this piece talking about the RV industry’s decades of consistent growth, and that is something we should all be incredibly proud of. Looking ahead, if our industry continues to work together and stays focused on creating great experiences for our consumers at every level, there is no reason our growth cannot continue for decades to come. We truly appreciate your continued support of your association.



**Craig A. Kirby**

*President & CEO, RV Industry Association*



# Membership Makeup

The RV Industry Association is the national trade group representing more than 400 manufacturer and component supplier companies producing approximately 98 percent of all RVs manufactured in North America, and approximately 60 percent of RVs produced worldwide. The association unites these diverse industry segments and forges an alliance to form a strong, single voice focused on our collective mission to promote and protect the RV industry. Working with our members, we advance and expand the industry by driving growth and innovation across the 689 billion-dollar outdoor industry.

## Total Members: 469



RV Manufacturer

97



Park Model RV  
Manufacturer

30



Supplier

175



Aftermarket  
Supplier

69



Finance Firm

13



Associate

77



Manufacturer's  
Representative

8

YEAR-END SHIPMENT  
TOTAL: OVER  
**600,000**  
UNITS

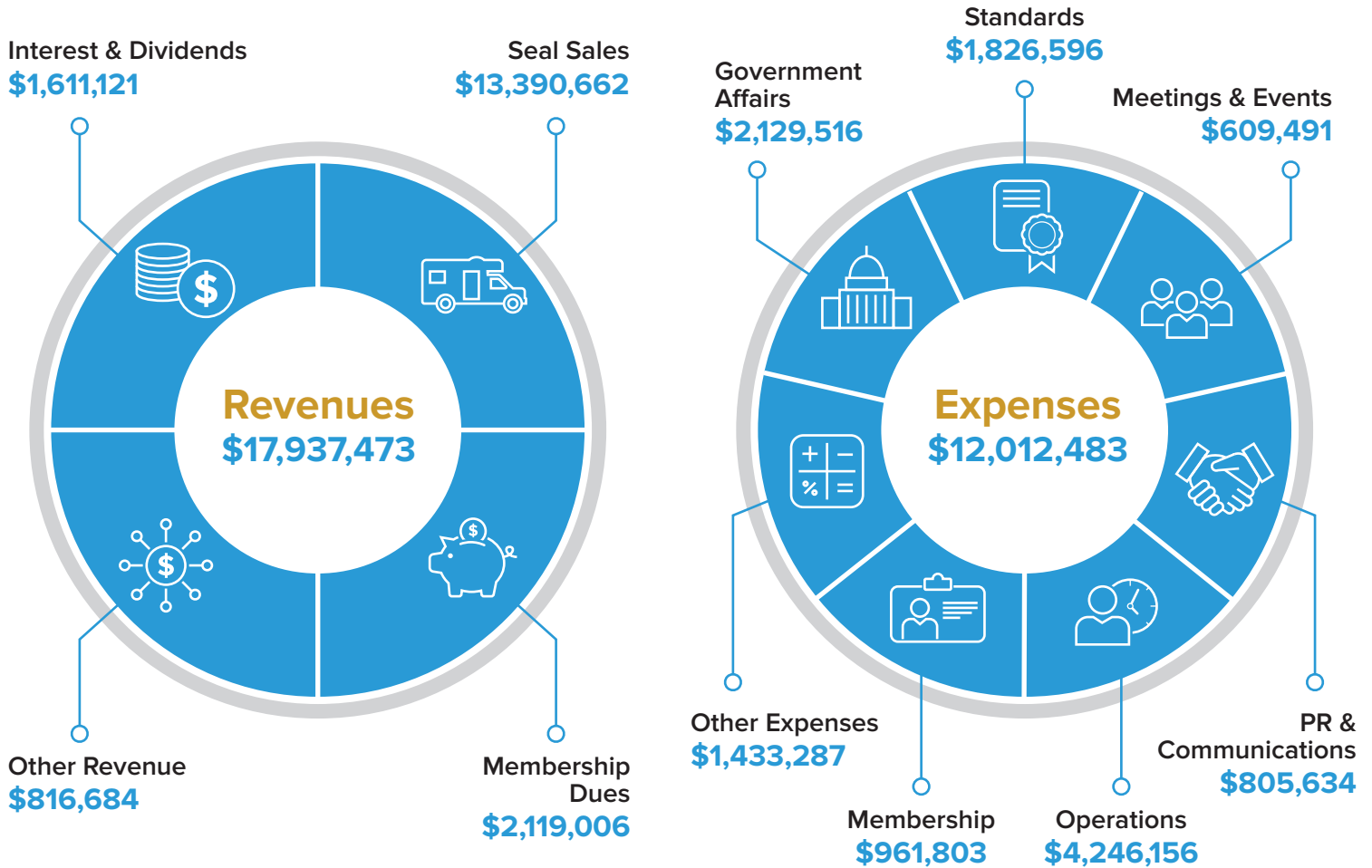
SHIPMENT RECORDS  
BROKEN FOR  
**13 MONTHS**  
STRAIGHT

**11.2 MILLION** HOUSEHOLDS NOW OWN AN RV

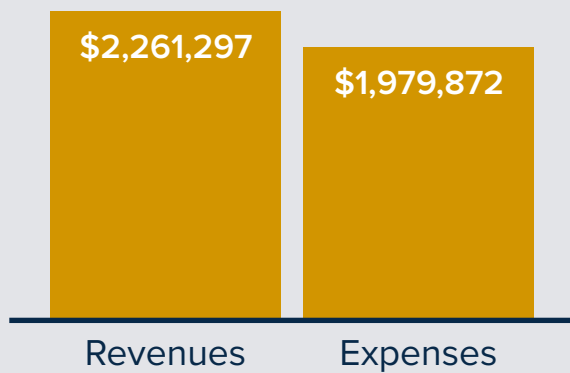


# Financial Report

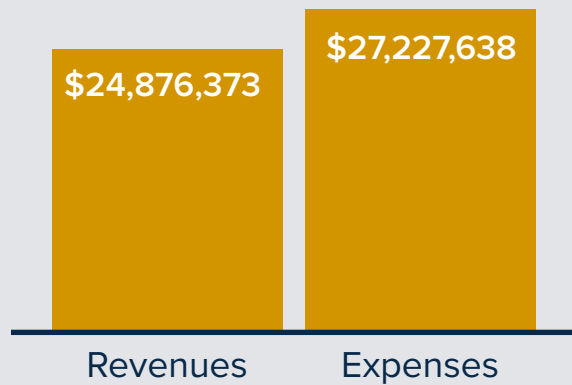
## RV Industry Association



## RV Technical Institute



## Go RVing



# Board of Directors & Committee Chairs

## Executive Committee



*Chairman*

**Jeff Rutherford**

Airxcel, Inc., President & CEO



*Past Chair*

**Garry Enyart**

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



*Vice Chairman*

**Kevin McArt**

Forest River Inc.,  
General Manager



*Ex Officio*

**Bob Parish**

Wells Fargo CDF,  
Vice President



*Treasurer*

**Mary Pouliot**

Thetford Corp.,  
Vice President, Sales & Marketing



**Craig Kirby**

RV Industry Association,  
President & CEO



*Secretary*

**Ryan Elias**

Leisure Travel Vans/Triple E RV,  
Vice President and General Manager





## Board Members

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**April Klein-Carroll**  
Lippert Components, Inc.,  
VP, Customer Support Services



**Jeffery Sather**  
Freightliner Custom Chassis,  
Corporation,  
President & CEO



**Bob Martin**  
THOR Industries, Inc.,  
President, CEO & Director



**Jennifer Sailor**  
Tredit Tire & Wheel Co.,  
Chief Financial Officer



**Brett Randall**  
Aliner,  
President & CEO



**Mike Lanciotti**  
REV Recreation Division,  
President & VP



**Bryan Hughes**  
Winnebago Industries,  
CFO, SVP- Finance, IT and Business  
Development



**Matt Carboneau**  
Wesco Distribution, Inc.,  
District Manager



**Coley Brady**  
Alliance Recreational Vehicles,  
Co-Founder and President



**Toby O'Rourke**  
Kampgrounds of America,  
President/CEO



**Dick Grymonprez**  
Skyline Champion Corporation,  
Director of Park Model Sales



**Trevor Kropf**  
Kropf Manufacturing Co., Inc.,  
General Manager



**Eric Cannon**  
Carefree of Colorado,  
President



**William Rogers**  
Keystone Automotive Operations /  
NTP-STAG  
President

## Committee Chairs

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*Audit Committee*

**Kevin McArt**  
Forest River, Inc.,  
General Manager

*International Committee*

**TBD**

*RV Aftermarket Committee*

**John Tinghitella**  
RV Designer,  
President

*Canadian Coalition Committee*

**Shane Devenish**  
Canadian Recreational Vehicle  
Association,  
President

*Lawyers Committee*

**David Thomas**  
Keystone RV,  
Vice President/General Counsel

*Standards Steering Committee*

**William Rogers**  
Keystone Automotive  
Operations/NTP-STAG,

*Emerging Leaders Coalition*

**Ryan Elias**  
Leisure Travel Vans/Triple E RV,  
Vice President and General  
Manager

*Market Information Committee*

**Kip Ellis**  
Patrick Industries, Inc.,  
Chief Operations Officer

*Supplier Committee*

**Mary Pouliot**  
Thetford Corp.,  
VicePresident, Sales & Marketing

*Financial Services Committee*

**Chris Renn**  
Huntington Bank,  
Senior Vice President

*Membership Committee*

**Anthony Wollschlager**  
Dicor Corporation,  
Division President

*Go RVing Coalition*

**Bob Wheeler**  
Airstream,  
President

*Park Model RV Committee*

**John Soard**  
Woodland Park, Inc.,  
General Manager

*Go RVing Coalition*

**Dan Pearson**  
PleasureLand RV Center,  
President/CEO

*Public & Legislative Affairs*

**Brett Randall**  
Aliner,  
President & CEO

*Governance Committee*

**Bob Parish**  
Wells Fargo CDF,  
Vice President

*Public Relations*

**Chad Reece**  
Winnebago Industries, Inc.,  
Director, Corporate Relations



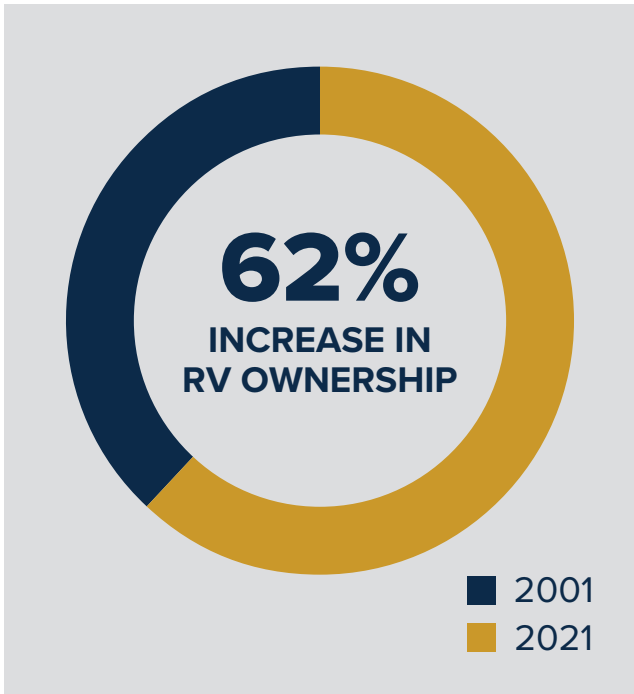




# Shattering Records:

*Industry Delivers More RVs Than Ever Before To A Growing And Changing Consumer Base*





**RV ownership has been steadily growing for decades with 62% more RV owners in 2021 than in 2001.**

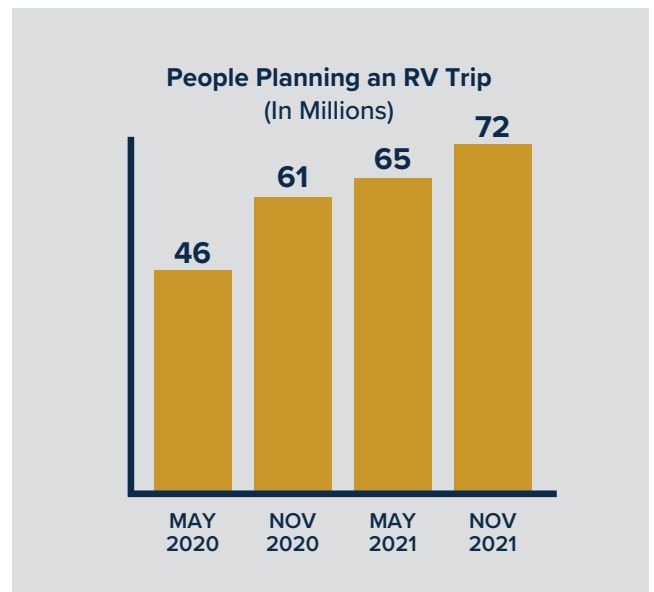
The dramatic rise in popularity since the onset of the pandemic in early 2020 has signaled a fundamental change in the way Americans travel, vacation, and live. That rise reached new heights in 2021, with record-breaking RV production and a strong consumer intent to buy, both stirred by one of the longest standing American traditions—a yearning to visit the great outdoors.

Demand for RV units grew month-over-month in 2021, breaking all previous wholesale shipment records as RV manufacturers and suppliers built more than 600,000 RVs—a feat never before accomplished and a 19% gain over the current comparable record high of 504,600 units set in 2017.

*“Today, one-in-five leisure travelers are considering purchasing an RV and four-in-ten leisure travelers are planning an RV trip in the next year.”*

And it isn’t just shipments reaching never-before-seen heights. Since May of 2020, the RV Industry Association has been gauging RV travel intention with a survey every six months to track how many people are planning an RV trip. A number that started at 46 million in May of 2020 grew to 61 million in November 2020, 65 million in May of 2021, and an incredible 72 million this past November.

Across the board, RV owners are reporting higher levels of customer satisfaction and an intent to purchase another unit. “Today, one-in-five leisure travelers are considering purchasing an RV and four-in-ten leisure travelers are planning an RV trip in the next year,” said RV Industry Association President & CEO Craig Kirby. “This bodes very well for the future growth of the industry and is a strong indicator of the lasting popularity of RVing.”





## Younger, More Diverse RVers

Among buyers, the motivations for purchasing an RV remain the same as they have always been. While RV travel became a way for many families to experience freedom and control during the age of COVID-19, overall Americans continue to purchase RVs to access the great outdoors. According to multiple surveys, desire to spend time with family and friends, interest in exploring the outdoors, and using an RV as a basecamp for other types of outdoor recreation are the top reasons people cite for buying an RV.

And while the motivations haven't changed, the demographics of RV owners have started to shift. The Go RVing RV Owner Demographic Profile, which is the most comprehensive study of RV ownership ever conducted, found that 22% of RV owners are under the age of 35. Additionally, nearly a third of the respondents in the study (31%) are "first-time owners," underscoring the growth of the industry in the past decade.

Diversity has also increased among new buyers. While 85% of current RV owners identify themselves as White, that number drops to 76% when looking at RVers who bought their first RV in the past two years. Of those who bought their first RV in the past two years, 13% identify as Black, an increase from 6% of owners who purchased their first RV 2-6 years ago and from only 2% who purchased their first RV 7 or more years ago. Similarly, Asian and Hispanic or Latino RV owners have increased to 5% and 6% respectively, for RVers who bought their first RV in the past two years.

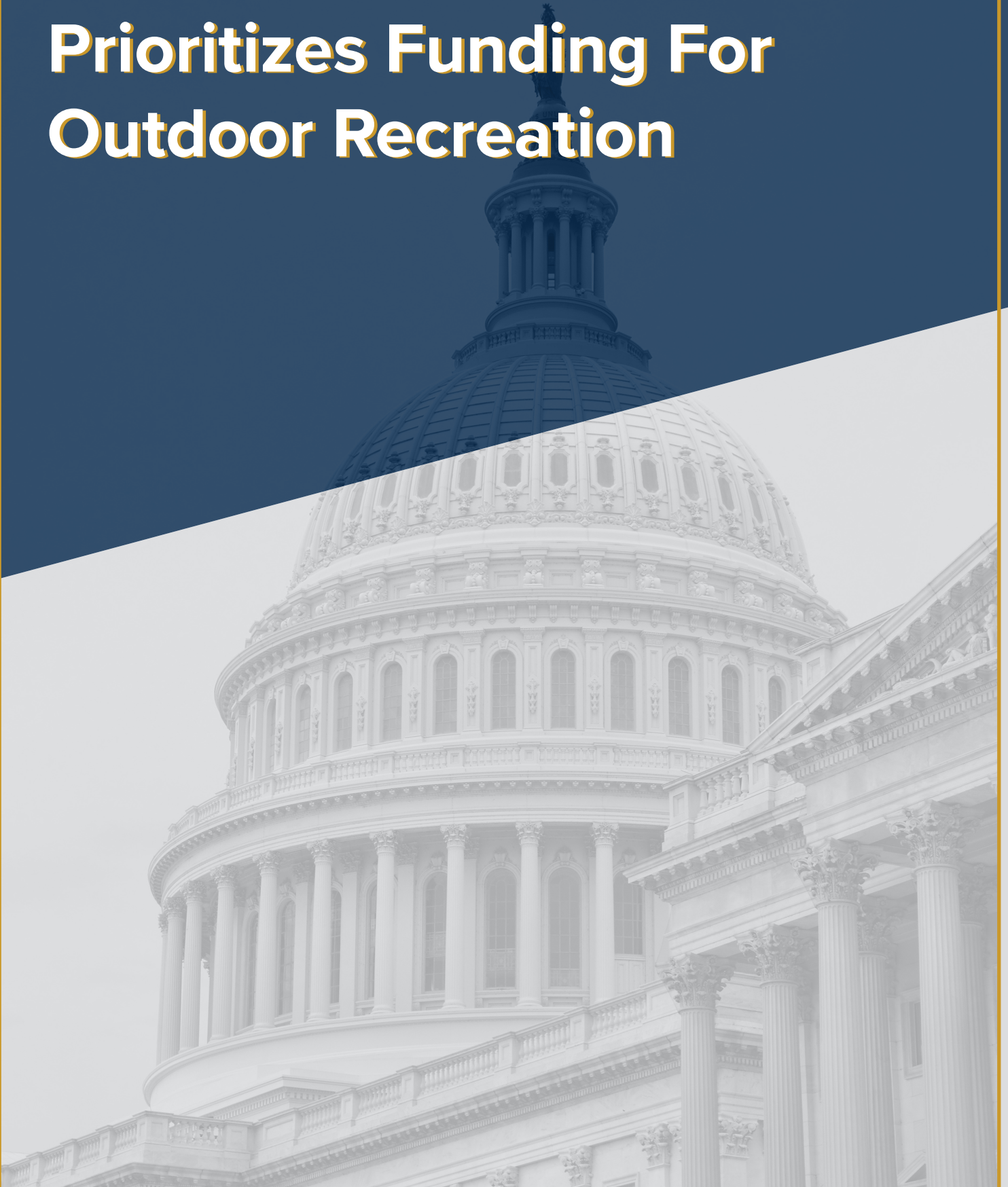
"While there is still a lot of opportunity to increase the diversity of RV owners, I am proud of the work the Go RVing team, and the wider RV industry, has done to invite everyone to see themselves as a part of the RVing community. Change as a never-ending evolution of ideas and actions is a cornerstone of the Go RVing program and will remain as such," said Go RVing Chief Marketing Officer Karen Redfern.

With growing diversity and a record 9.5 million people planning to buy an RV in the next 5 years, the RV industry has a lot of opportunity to continue to grow the RV market. Couple this opportunity with the RV Industry Association's market data and insights into the RVers of today and the RV intenders of tomorrow, and the future for the RV industry is incredibly bright.

**9.5 MILLION**  
**PLANNING TO BUY AN**  
**RV IN THE NEXT 5 YEARS**



# Federal Government Prioritizes Funding For Outdoor Recreation







## The Great American Outdoors Act provides **\$9.5 billion** to address infrastructure on federal lands and provides **\$900 million** annually to the Land and Water Conservation Fund

**Despite growing partisanship on Capitol Hill, there is one major public policy issue on which most Members of Congress can agree: investing in our nation’s public lands and the wider outdoor recreation economy.**

The attention and success of legislation and funding for outdoor recreation can be attributed, in no small part, to the work of the RV Industry Association’s government affairs team and the entire outdoor recreation industry through the Outdoor Recreation Roundtable.

As a record number of Americans continue to flock to the RV industry, there is a well-established need for campground modernization and expansion to address outdated federal campground infrastructure. Decades of neglect on federal lands have led to crumbling roads and bridges,

deferred maintenance, and inadequate camping availability—limiting access and decreasing safety for RVers and other visitors.

But for the third year in a row, the RV Industry Association’s government affairs team has secured significant funding to address campground modernization and improvements to outdoor recreation infrastructure with the 2021 passage of the \$1.7 trillion Bipartisan Infrastructure Bill.

The two prior year victories came first in 2019 when Congress passed the Natural Resources Management Act, which among other provisions, permanently reauthorized the Land and Water Conservation Fund (LWCF). Recreation access projects across the country, including local campgrounds, benefit from LWCF funds. Then in 2020, Congress passed the Great American Outdoors Act, the most significant piece of outdoor recreation legislation in over six decades. Great American Outdoors Act provides \$9.5 billion

to address infrastructure on federal lands and provides \$900 million annually to the LWCF.

With these significant wins taking place in 2019 and 2020, the RV Industry Association turned its attention to influencing where these investments would be made as public land agencies, including the National Park Service, Bureau of Land Management, Fish & Wildlife Service, U.S. Forest Service, and the Army Corp of Engineers, set about allocating funds for infrastructure improvements.

Thanks to the relationships built over years with these agencies, the RV Industry Association was able to secure funding for more than 150 campground modernization projects on federal lands. In addition to updating campsites by making them level, wider, and with more pull-through sites, these improvements include modernizing water and sewer systems, updating bathroom and shower facilities, and creating amenities such as camp stores, amphitheaters, and pools.

The U.S Forest Service and National Park Service have also identified over a thousand vital infrastructure improvement projects RVers rely on, such as campgrounds, roads, bridges, visitor centers, parking lots, trails, water, and electrical systems that will receive funding through the implementation of the Great American Outdoors Act.



After two years of legislative funding which recognized the importance of outdoor recreation infrastructure, it is no surprise that the RV Industry Association and the Outdoor Recreation Roundtable had a seat at the (virtual) table when provisions in the Bipartisan Infrastructure Bill were being negotiated. As a result, the final bill included several direct and indirect provisions important to the RV and campground industries:



**\$100 million to restore recreation sites, including campgrounds, within the National Park Service and U.S. Forest Service.**



**\$7.5 billion investment to deploy publicly accessible electric vehicle charging infrastructure, hydrogen fueling infrastructure, propane fueling infrastructure, and natural gas fueling infrastructure along highway corridors. Federal funding will have a particular focus on rural, disadvantaged, and hard-to-reach areas where RVers frequently travel.**



**\$2 billion grant program to improve and expand surface transportation projects, including enhancing recreational and tourism opportunities by providing increased access to federal lands, national parks, national forests, national recreation areas, national wildlife refuges, wilderness areas, and state parks that RVers visit daily.**



**\$65 billion to fund broadband deployment, especially in rural areas that RVers travel to frequently.**



**\$110 billion for roads, tunnels, and other major infrastructure projects that RVers use all the time.**



**\$7 billion in funding infrastructure on and around our national parks, forests, and public lands that RVers rely on for outdoor recreation and camping experiences.**



**\$3.3 billion for the Department of the Interior and the U.S. Forest Service for wildfire risk reduction to protect our public lands and campgrounds.**

At a time when getting significant pieces of legislation through a divided Congress can seem almost impossible, the outdoor recreation industry has presented a unified and coordinated front with policy makers in Washington, D.C. Thanks to these efforts and the advocacy engagement of the RV Industry Association members, there is more federal funding going toward recreation access and infrastructure projects than at any point in recent history.



# Future Proofing The RV Industry



## **When times are good it can be tempting to become complacent,**

but not for the RV industry which is focusing not only on meeting today's soaring demand but also on important ways to future proof the industry. From cultivating emerging industry leaders to addressing critical issues that will keep more people in the RV lifestyle, the RV Industry Association and its members are focusing on securing the long-term success of the RV industry.

## **Creating Powerful Connections For Tomorrow's Leaders**

The RV industry is chocked full of talented people who bring collaboration, competency, engagement, inclusivity, and innovation into their workplace every day. Bringing these next generation leaders together is a powerful move that will pay dividends for years to come. Established last year, the Emerging Leaders Coalition is working to do just that.

Comprised of representatives from manufacturers, suppliers, dealers, finance firms, aftermarket, and campground operators, the group aims to harness and elevate diverse emerging industry leader perspectives. Members of the Coalition

learn about all segments of the industry, discuss the industry's current and future challenges and opportunities, and develop personal relationships that will serve the industry well. After all, it is these personal relationships that has driven our RV industry unity to thrive and grow, especially during thr challenging times we face today.

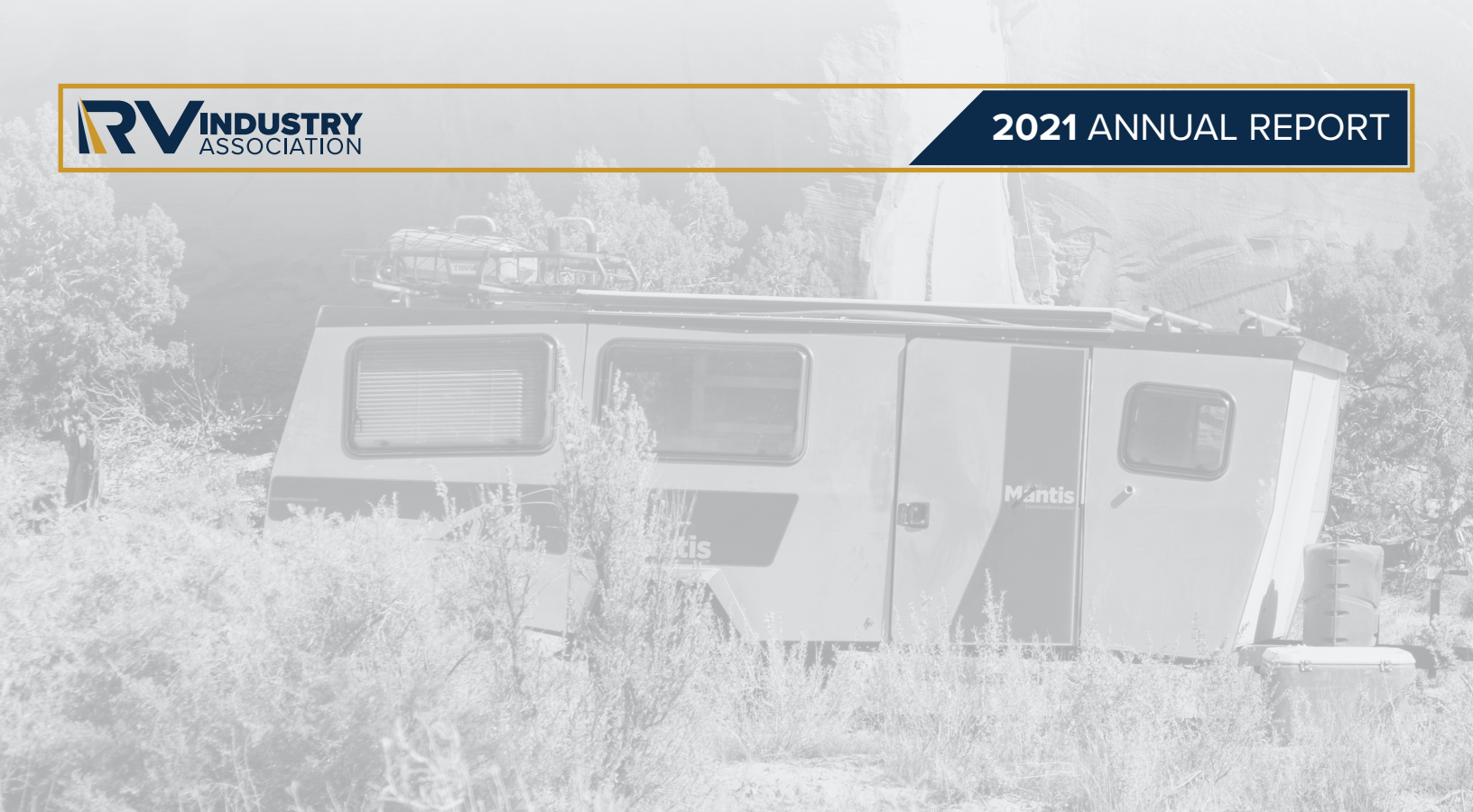
## **Keeping the Momentum**

The future isn't just about those of us inside the industry. It is also about meeting the needs of a growing and diverse consumer audience that is changing rapidly. These new consumers want experiences that are not hampered by lack of campgrounds, lack of knowledge, or lack of service. The new expectations didn't happen overnight, and in fact the RV industry has been working to address these new expectations for years, with a renewed and increased focus in 2021.

With more RVers than ever before hitting the road in search of the perfect campsite, the inventory of campsites needs to grow. Through working with industry partners in the campground industry as well as the federal and state governments, more money than ever before is being directed to campground development and modernization.







To supercharge these efforts, the RV Industry Association brought together a task force in 2021 to take a wholistic approach to growing and enhancing the campground experience.

Working together across the RV and camping industries, the group was able to find common ground and synergies that will significantly improve the consumer’s camping and RVing experiences. Part of these efforts include undertaking the industry’s largest ever campground study which examines the campground inventory and facilities available at private campgrounds as well as public campgrounds at the federal, state, and local level. The results of this study will be integral to the efforts of the Campground Task Force to create the roadmap for the future of campgrounds and their ability to meet the needs of tomorrow’s RVer.

Similar to the efforts to improve consumers ability to find the right campground are the efforts of the RV Technical Institute to ensure there are enough trained RV technicians to service and repair the growing number of RVs on the road. After developing the gold-standard training program based on the only industry-approved training curriculum two years ago, the

RV Technical Institute spent 2021 fine-tuning the curriculum and building out the library of delivery methods to provide a way for anyone to receive the RV technician training, whether at the Elkhart headquarters, their local dealership, or at their own pace through the online training program. With this solid foundation built, RV Technical Institute is now turning its attention to recruitment.

In 2022, at least 1,000 new RV technicians will be brought into the RV technician field from outside the RV industry. This is being done through a robust marketing campaign and partnerships with organizations outside the industry, including high schools, trade schools, and government training programs.

“Recruiting and training 1,000 brand new technicians from outside the RV industry is certainly a lofty goal for 2022,” acknowledged RV Technical Institute’s Executive Director Curt Hemmeler. “What can’t be ignored is how important these new recruits are and the immediate impact they will have on the RV industry’s ability to deliver an amazing experience for our millions of customers, getting them the service and repairs they need to keep them happy and on the road.”





Keeping RVers on the road is often not about service needs, but rather about finding the right information and resource for RVers new to the lifestyle. Recognizing the importance of meeting consumers where they are and armed with a reputation for rich, authentic, and diverse storytelling, Go RVing set out to provide the resources for new RVers with a “First-Timer’s Toolkit.”

Producing a comprehensive library of resources for first time RVers, the videos and “how-to” articles draw on the expertise of trusted social media influencers, media partners, and the RV Technical Institute to provide the on-camera know-how that new RVers are searching for. In 2021, the resources expanded to include guides to water and sewer hook-up, regular RV maintenance, campground set-up, essential tools and gear, and so much more. Through these efforts, Go RVing is preparing new RVers for successful first trips, increasing the odds that these new RVers will continue to be tomorrow’s RVers.

The RV industry has been experiencing 40 years of long-term growth and with the industry-wide emphasis and dedication towards cultivating the next generation of leaders and addressing critical

service and campground issues, the next 40 years look very promising for the RV industry.

***“Keeping RVers on the road is often not about service needs, but rather about finding the right information and resources for RVers new to the lifestyle.”***



**Our Impact:**

**RV Industry  
Association's  
2021 Social  
Responsibility  
Report**





**The RV industry is committed to promoting exploration**, adventure, and responsible recreation, while advocating for innovation and conservation in our business practices. As an association, we encourage and promote sustainability, diversity, safety, and the many community activities of our member companies. Find out how the RV industry and our partners in the outdoor segment are working together to create accessible, inclusive, and lasting positive experiences for millions of Americans looking to enjoy the benefits of an active outdoor lifestyle.



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**We are focused on ensuring RVing is here for future generations by prioritizing sustainable practices.**



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**We collaborated with individuals of all backgrounds to help make RVing accessible to everyone.**



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**We promote ethical and safe business practices and invest in our employees and communities.**



# Sustainability

**Our country's iconic lands are central to the RVing tradition—** we must protect them for the enjoyment of future generations. That's why the RV industry has partnered with local, state, and federal agencies on projects and policies that support America's public lands and promote responsible visitor practices. In addition, RV industry brands have set ambitious sustainability goals that include net-zero emissions, sourcing of environmentally friendly materials, and promoting circular supply chains.



“The goal of ensuring greater access to outdoor spaces, along with environmental concerns and adapting to future technologies, has led to the need for a robust EV charging infrastructure, especially in rural areas, national/state parks and forests, gateway communities, and private campgrounds.”



# Inclusion

**We all need nature.** The outdoors has proven health benefits, including relieving anxiety, stress, and depression. Go RVing and the RV industry strongly emphasize that adventure and RVing are for everyone. For decades, we've partnered with community-led organizations to encourage diverse participation and promote equitable access. And RV brands are designing with inclusion in mind, creating accessibility-enhanced models to make sure everyone can enjoy the outdoors from an RV.

## Diversity of first-time owners who bought their RV in the past year.

6%

INCREASE FROM PREVIOUS YEAR

RV owners who identify as Black

5%

INCREASE FROM PREVIOUS YEAR

RV owners who identify as Asian

6%

INCREASE FROM PREVIOUS YEAR

RV owners who identify as Latino



# Community

**Our people define us.** And the RV industry invests in our workforce and communities to support those who support us. Together, we are continually working towards improving worker safety and providing a rewarding career across all segments of the industry. Our brands give back to their communities through volunteering and investment, helping to retain a strong workforce and recruit the next group of innovators into the RV Industry.

**In the past two years, the RV Industry Association has held 5 Worker Safety Seminars drawing in over 370 attendees**

**Virtual Seminar: Best Practices For Achieving Compliance With Vaccine Mandate**

**Coronavirus Facts and How to Protect Your Employees Webinar**

**Coronavirus and the Workplace Webinar**

**Virtual Panel on Reopening Plants**

**Follow-up Panel on Limiting Risk and Keeping Employees Safe**





***“Now, more Americans than ever are experiencing the outdoors in an RV... I’m proud that the RV Industry Association provides the forum for our members and the industry to connect and make a positive change for our environment and communities across the country.”***

**– Craig Kirby**  
President & CEO,  
RV Industry Association



# Membership Benefits

**Membership in the RV Industry Association** provides companies with access to research, resources, and reports unavailable anywhere else. But even more importantly, membership means having the expertise of a talented group of standards, government affairs, research, and marketing professionals who serve as an extension of member company’s own staff.

## There are three main pillars that make up the Association

Go RVing®

Our consumer-facing advertising arm charged with attracting new consumers to RVing and conducting consumer research.

RV INDUSTRY ASSOCIATION

The core programs of the Association consisting of self-regulation and industry standards, government relations, and market data and research.

RV TECHNICAL INSTITUTE

Our educational arm charged with the training, certification, and recruitment of RV technicians.

## GOVERNMENT AFFAIRS

The RV Industry Association is the voice for our members in the halls of government. The association advocates for the RV industry at the federal and state levels of government on a wide range of issues to create a favorable business environment, protect against onerous legislation and regulations, and make it easier for consumers to buy, drive, and own an RV.

## INDUSTRY PUBLIC RELATIONS

The RV Industry Association’s highly impactful public relations team is the voice of the industry, ensuring a cohesive and positive message across the earned media landscape. In 2021, the team worked with local, regional, and national media outlets to produce the best and longest run of positive press the RV industry has ever seen, increasing market demand for RVs by highlighting the industry as a whole, as well as individual companies.

## COMMITTEES

There are nearly thirty RV Industry Association committees made up of industry volunteers who, together with the board of directors, set the direction of the Association. These committees range from the Go RVing Coalition to the Public and Legislative Affairs Committee to the Standards Steering Committee and its multiple subcommittees that oversee the Standards Programs.

## GO RVING

Now in its 25th year, the Go RVing program reaches millions of potential new RV consumers each year through innovative campaigns highlighting the appeal RVing brings to those seeking an active outdoor lifestyle. The award-winning program has focused their efforts to recruit, diversify, and retain RVers through a broad media mix and partnerships that target high value audiences primed to be your future customer.

## RV TECHNICAL INSTITUTE

The RV Technical Institute is a 501(c)3 non-profit organization, that provides the gold-standard of training for RV maintenance and repair designed to improve the RV consumer experience by reducing repair event cycle times and the RV industry’s shortage of trained technicians. It is the only national RV service training provider that was created and accredited by the RV Industry and its manufacturers and suppliers.

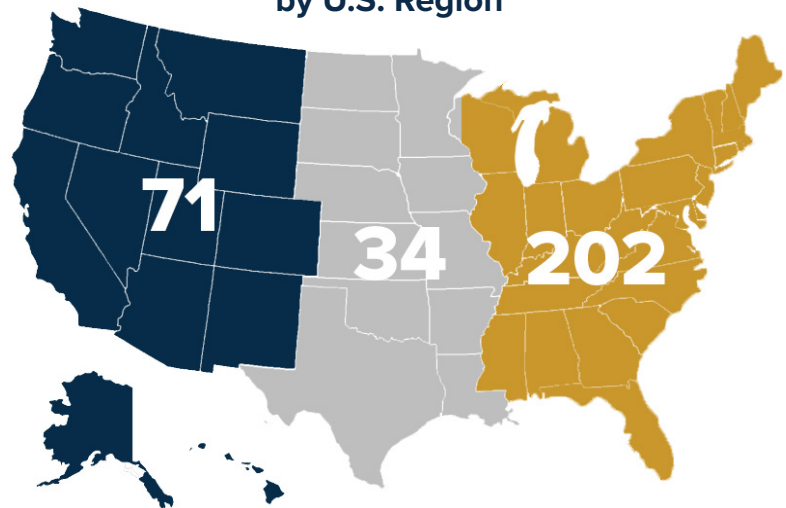
## NEWS & INSIGHTS

The go-to source for RV industry news, providing insight on the latest issues and trends affecting the RV industry and our members ranging in topic from signature programs, research, education to events, advocacy, and the RV lifestyle.

## STANDARDS

The Standards team maintains and contributes to the creation of 500 safety-related industry standards regulating traditional and park model RVs. They also maintain a professional team of full-time inspectors, promoting the enhancement of safety by monitoring the adherence to standards by conducting more than 2,000 unannounced inspections of member company RV manufacturing plants annually.

**Standards Inspection Locations  
by U.S. Region**



**The RV Industry Association conducts over 2,000 inspections per year at 320 plants across the US and Canada.**



## INDUSTRY EVENTS

The RV Industry Association provides members with several virtual and in-person events and trainings every year. In addition to the RV Aftermarket Conference and RV Demographic Workshop that took place in person, the Association held 13 webinars and virtual seminars on public policy, workforce safety, and industry data and research in 2021. These events and educational sessions allow members to learn the latest on issues impacting RV businesses and provide actionable insights for increasing the demand for RVs.

## RESEARCH AND MARKET DATA

The RV Industry Association is the chief source of insightful market data focusing on RV wholesale shipments, current and future market trends, consumer and policy trends, as well as resources on current laws, regulations, and standards affecting the RV industry. RV Industry Association members have access to this data to assist in making informed, data-driven business decisions in an evolving RV market.

### Reports available to members include:



**Monthly RV and Park Model  
RV Shipment Reports**



**Monthly RV Seals  
Sales Reports**



**Quarterly RoadSigns RV  
Shipment Forecasts**



**Go RVing RV Owner  
Demographic Profile**



**New RV Buyers Study**



**Public and Private  
Campground Inventory  
Study**



**RVs Move America  
Economic Impact Study**



**Vacation Cost  
Comparison Study**



**RV Aftermarket Parts &  
Accessories Study**



**RV Technician Market  
Assessment Survey**



**Survey of Lenders'  
Experiences**



**Annual RV Market  
Industry Profile**









# Thank You Members

- 20 TWENTY Sustainable Manufacturing Inc.  
413 Cabins, LLC  
ABC Marketing, Inc.  
Acuva Technologies Inc.  
Axiom LLC  
ADCO Products by Covercraft LLC  
Advanced RV, LLC  
Advanced Systems Group  
Adventurer LP  
AIM Wholesale  
AirSkirts LLC  
Airxcel, Inc.  
Aliner  
Alliance RV  
Alliant Credit Union  
Alpine Vans LLC  
Aluminum Trailer Company  
American Guardian Warranty Services, Inc.  
American Surplus & Manufacturing Ice Castle Fish Houses  
American Technology Components, Inc.  
Americana Tire and Wheel  
Amerimax Building Products  
Anderson Brass Company  
Antero Adventure Motors  
AP Products  
Apex Graphics  
API, Inc.  
ARC Representation & Consulting, LLC  
Aries Engineering, Inc. Gold Heat  
Arrow Distributing, Inc.  
Arterra Distribution  
ASA Electronics, LLC  
Atlas Trailer Coach Products Ltd  
AUSRV Inc.  
Awnings By Zip Dee, Inc.  
Axalta Coating Systems  
B&B Micro Manufacturing Inc.  
B&W Custom Trailer Hitches  
Balmar  
Bank of America  
Bank of the West  
Bank OZK  
Barker Manufacturing Co.  
Barnes & Thornburg LLP  
Bennett Truck Transport, LLC  
Bio-Kleen Products, Inc.  
Black Series Campers, Inc.  
Blue Ox  
BMO Capital Markets  
BMPRO  
Boondock, Inc.  
Boyd Corporation  
Braxton Creek RV, LLC  
Briter Products, Inc.  
Brown & Brown of Kentucky  
Cabana Life  
Cabins Plus  
Cabot Coach Builders  
Caframo Ltd.  
Camco Manufacturing, LLC  
Campfire Homes, LLC  
Campground Consulting Group LLC  
Camping World Inc.  
Canadian Recreational Vehicle Association  
Canterbury  
Carefree of Colorado  
Cass Hudson Company  
Cavagna North America, Inc.  
Cavalier Homes, Inc.  
Cavco Park Models & Cabin RV's
- Chinook Motor Coach, Corp.  
Chrysler Group Fleet  
Clarios  
Classic Accessories, Inc.  
Clean Seal, Inc.  
CMPR Adventure Upfitters  
Coach Glass  
Coach House  
Coach-Net  
Cody Talbert Distribution  
Coeur d'Alene Tiny Homes  
Cofair Products  
Command Electronics, Inc.  
Compass Conversions  
Convergence Technologies, Ltd.  
Cornerstone Design Build, Inc.  
Crane Composites, Inc.  
Creative Products Group  
Crowe LLP  
Cummins, Inc.  
Dave Carter & Associates Corporate Office  
DB Technologies, Inc.  
DDR Company, LLC  
Dealer Resources Group  
DealerPRO RV Training  
Dec-O-Art Inc.  
Demco  
DENSO Products and Services Americas, Inc.  
Derema Group  
Dexter Axle Company  
Diamond Shield  
Digital Power Solutions  
Discover Battery  
Diversified Power Solutions, LLC  
Dometic Corporation  
Dragonfly Energy  
Duo Form Plastics  
Dura Faucet  
EasyCare RV  
Eberspaecher Climate Control Systems Canada Inc.  
ECI Fuel Systems  
Eclipse Recreational Vehicles, Inc.  
edomo, inc.  
El Kapitán  
El Monte RV  
Elkhart Supply Corporation  
Elwell Corporation  
Embassy Specialty Vehicles LLC  
Ember Recreational Vehicles, Inc.  
Escape RV  
Escapes RV Club  
Exponent  
Fabric Services  
Faegre Drinker Biddle & Reath LLP  
Fairview USA Inc.  
Family Motor Coach Assn.  
Fasnap Corporation  
Featherlite, LLC.  
Fiamma Inc.  
Field Van  
Firefly Integrations  
FLATS OVER Safety Band  
Flex-Tech  
Flojet - Xylem, Inc.  
Foland Sales, Inc  
Foremost Insurance Co.  
Forest River, Inc.  
Foretravel, Inc.  
Fork Creek  
Foster & Associates  
Fotile America  
Freightliner Custom Chassis Corporation  
Fribley Technical Services, Inc.
- Future Sales  
Garmin International, Inc.  
GE Appliances, a Haier Company  
GEICO  
Genesis Products Inc.  
Genesis Supreme RV, Inc.  
Girard Systems  
Glacier Ice House  
Global Composites, Inc.  
Go Power!  
Gold Eagle Co  
Goshen Chamber of Commerce  
Great Outdoor Cottages, LLC  
Grech RV  
Gulf Stream Coach, Inc.  
GWN Marketing Inc.  
Hanwha Azdel, Inc  
Happier Camper, Inc.  
Harvest Hosts  
Hatchlift Products, LLC  
Hearst Business Media  
HELLA Automotive Sales, Inc.  
Hendrickson Truck Commercial Vehicle Systems  
Heng's Industries USA LLC  
Henkel Corp.  
Hilltop Structures  
HL Enterprise, Inc.  
Holiday House RV  
Hopkins Manufacturing Corporation  
Huebner Petersen  
Hughes Autoformers  
Huntington Bank  
HWH Corporation  
IAPMO  
ICON Technologies Ltd.  
Indigo River Tiny Homes LLC  
Industrial Finishes & Systems  
Innovative RV Technologies  
InTech RV  
Integrated Dealer Systems  
Intellitec Products, L.L.C  
International Code Council - Evaluation Services  
International Housing Concepts, Inc.  
International Thermal Research Ltd.  
Intertek Testing Services  
ITC Inc.  
Jaeger-Unitek Sealing Solutions, Inc.  
JD Power, formerly NADAguides  
Jefferies LLC  
Johnston Contracting Services  
JR Products  
Kaddy Cruiser RV  
Kampgrounds of America  
Kelcom Inc.  
Keller Marine & RV  
Kenyon International, Inc.  
KeyBanc Capital Markets  
Keystone Automotive Operations / NTP-STAG  
Kropf Manufacturing Co., Inc.  
L&W Engineering, Inc.  
Lancaster Log Cabins  
Land Ark RV LLC  
Land 'N' Sea Distributing  
Laurelhurst Distributors  
LaVanture Products Company, Inc.  
Leisure Travel Vans/Triple E RV  
Lewis Communications  
Liberty Cabins  
Lightspeed  
Line 5, LLC  
Lion Energy
- Lionshead Tire and Wheel  
Lippert  
Liquid Spring LLC  
Lite Overlandex Industries Inc.  
Lithium Pros  
M&T Bank  
Macritchie  
Magma Products  
Magnadyne Corporation  
Majestic  
Marshall Excelsior  
Master Distributor Corp.  
MBA Insurance, Inc.  
McKinsey & Company  
MDC Campers and Caravans Inc.  
Medallion Bank  
Melius Corporation  
Mercedes-Benz USA  
Merrick Bank Recreation Lending  
Meyer Distributing  
MicroFridge by Danby  
Mid City Engineering  
Midwest Sales & Service, Inc.  
Minimaliste Inc.  
Mission Overland Trailer Corporation  
Modern Tiny Living, LLC  
MORyde International, Inc.  
Motility Software Solutions  
MTI Industries, Inc.  
My Financing USA  
N.P.S. Company, LLC  
Nashua Builders  
NB4 Brand, LLC  
Nelson Industries, Inc.  
New Creation Tiny Homes  
Nexus RVs, LLC  
Nimbi Vehicles  
NookCranny LLC  
Northern Lite MFG Ltd  
Northern Safety & Industrial  
Northern Tool + Equipment  
Northern Wholesale Supply, Inc.  
Northpoint Commercial Finance  
Northwest Interiors  
Odyssey Battery  
Oetiker, Inc.  
Old Orchard Wholesale  
Oliver Travel Trailers, Inc  
OmniSweden  
Ositech Communications, Inc.  
Outdoorsy  
Outlaw Conversions  
Own The Open Road  
Ozark Mountain Adventure Vans  
Pace International  
Pacific Mobility Group, Inc  
Panoramic RV  
Patrick Industries, Inc.  
Peace Vans  
Pentair  
Perch & Nest  
Petit Cottages  
Phoenix Park Homes  
Phoenix USA RV  
Pinnacle Appliances  
Platinum Cottages, LLC  
Pleasant Valley Teardrop Trailers  
Pleasure-Way Industries Ltd.  
Pollak  
PowerMax Converters  
PPG Commercial Coatings  
Prevost Car (US)  
Prime Source Wholesale Distributors, LLC  
Progress Mfg. Inc.
- Progressive Dynamics, Inc.  
Progressive Insurance Company  
ProPack Packaging, Inc.  
Providence Communities  
PULLRITE Towing Systems  
QAI Laboratories Ltd  
Ranger Distribution Inc.  
Recreation By Design, LLC  
REDARC Corporation  
Regency Conversions, Inc.  
Remco Industries  
Repco of Central Florida Inc  
REV Group, Inc.  
Richloom Fabrics Group  
RiverPark, Inc.  
Riverside RV, Inc.  
Roadpass Digital  
Roadtrek Inc.  
Robert Thibert Inc  
Robert W. Baird & Co., Inc.  
Rocky Mountain Structures LLC  
Rollick Inc.  
RSM US LLP  
Rugged Marketing and Distribution, LLC  
Rugged Mountain Custom RV  
RV Appraisals of America LLC  
RV Business  
RV Designer  
RV LIFE  
RV Partfinder  
RV PRO Magazine  
RV Safe  
RV Safety & Education Foundation  
RV Trader  
RV/MH Hall Of Fame  
RVEzy  
RVLI, LLC  
RVshare  
RVt.com Classifieds  
RVUniverse  
RVUSA.Com  
S.M. Osgood Company  
Safeco Insurance  
Salem Distributors  
Samlex America  
Schattdecor Inc.  
Seaflo Marine and RV North America LLC  
Sensata Technologies, Inc  
SG Echo LLC  
Shaw Industries Group, Inc.  
Shepherd Sales  
ShowHauler Trucks  
ShowSpan, Inc.  
Sika Corporation  
Skyhawk Corporation  
Skyline Champion Corporation  
SmartPlug Systems LLC  
Somfy Systems, Inc.  
Southwire Company, LLC  
Sportsmobile North, Inc.  
Spradling International  
Stabilit America, Inc.  
Star Brite, Inc.  
State Farm Mutual Auto Insurance  
Statistical Surveys, Inc.  
Stealth Enterprises, LLC  
Storyteller Overland, LLC  
Stream It, Inc  
Stromberg Carlson Products, Inc.  
Structure Sales LLC  
Sun RV Resorts  
SuperSprings International, Inc.  
Swagman  
SylvanSport
- Syntec Industries, Inc.  
T.R. Arnold & Associates, Inc.  
Taft Stettinius & Hollister LLP  
Taskmaster Components  
TAXA Inc.  
Tea Cup Tiny Homes, Ltd.  
TECNIFORM USA, Inc.  
Testing Engineers International, Inc.  
The Shyft Group, Inc.  
Thetford Corporation  
Thin-Lite Corporation  
THOR Industries, Inc.  
Thum Insurance Agency, LLC  
Tiny Innovations  
Tiny Living Limited  
TM Industries, LLC  
Tom Manning & Associates  
Trail Boss Conversions, Inc.  
Trailer Valet  
Travel Lite, Inc.  
Travois VR RV Industries Inc.  
Tredit Tire & Wheel Co.  
TriMark Corporation  
Tru Form LLC  
Truck System Technologies  
Truist  
Truma Corporation  
Tumbleweed Tiny House Company  
Tuson RV Brakes, LLC  
U-Haul International  
UkanCamp, LLC  
Ultra-Fab Products, Inc.  
Ultrafabrics, Inc.  
Unified RV  
United States Warranty Corporation  
US Bank Recreation Finance  
Utility Supply Group  
Utopian Villas  
Valterra Products, LLC  
VanCraft, LLC  
VanDit  
VanDyke Enterprises  
Vanworks, Inc.  
VAS Vehicle Administrative Services  
Velvac Inc.  
VIAR Corporation  
Vintage Cottages, LLC & Daystar Builders, LLC  
Vitrifrigo America LLC  
Volta Power Systems  
Vomela Specialty Company  
Walex Products Company, Inc.  
Wallabing  
Way Interglobal Network, LLC  
WD-40 Company  
Webtez, Inc.  
Weigh Safe, LLC  
Wells Fargo CDF  
Wesco Distribution, Inc.  
Westland Sales - WLN Inc  
Wholesale Warranties  
Winegarden Company  
Winnnebago Industries, Inc.  
Wiper Technologies  
Woodland Park, Inc.  
Xantrex LLC  
Xtreme Outdoors LLC  
Yamaha Motor Corporation USA  
Yeti Fish Houses  
Zion's Tiny Homes

