



# Annual Report

## 2022





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# Message from the President

**2022 is in the books and once again, our industry did what it does best – face all challenges head-on and with a unified front.**

We came together—manufacturers, suppliers, aftermarket, dealers, campgrounds, and finance firms—to support each other when it was most critical. Our ability to unify in the face of adversity is one of our greatest collective strengths, and it positions us well to face future challenges that might surface and impact our businesses.

Despite the softening of the market against record numbers of shipments and sales, the RV industry shipped over 492,000 in 2022, the third-best year on record for RV shipments. The continued pace of the RV industry has been remarkable especially considering we've faced record-inflation, economic uncertainty, high interest rates, geopolitical unrest, and ongoing supply chain issues.

The RV industry's continued success comes as millions of Americans have realized the effect the outdoors has in creating long-term positive impacts on their individual health and on the collective health of those around them. Interest in the outdoors and RVing has exploded over the last few years, and the RV industry has stepped up to meet this growing interest with products to fit every American's lifestyle and budget. In fact, the typical RVer has gone through its own massive shift, with the median age of new buyers purchasing in the last two years dropping to only 33 years old. That is certainly one reason to be very optimistic about the industry's future.

Through the Go RVing program and our PR efforts, we continue to spread our message about the opportunities RVing provides, and how the make-up of new RV buyers is more closely reflecting the demographics and diversity of the wider population. Last year, during Open House, the team conducted a successful satellite media tour and digital promotion series with our members that highlighted the latest and greatest RV products coming to market. Their collective efforts led to widespread positive media coverage and millions of consumer impressions across numerous platforms.

During RVs Move America Week, we released the latest economic study that measures the impact the RV economy has on jobs, wages, taxes, and spending. The study revealed that the RV industry contributes \$140 billion to the US economy annually, supports nearly 680,000 jobs, contributing more than \$48 billion in wages, and paying over \$13.6 billion in federal, state, and local taxes. The RV industry is an economic powerhouse across this country, and the economic activity generated by the RV industry impacts every state and congressional district across our great nation.

As we wrapped up RVs Move America Week last year, the Go RVing team debuted "National Go RVing Day," which will now be an annual event occurring the second Saturday of June moving forward. The team is looking to make the 2023 event even bigger, with opportunities for our members and partners to join in on the promotion. So, mark your calendars and stay tuned!

While there is much to celebrate as an industry, we are also aware of the challenges we must address to protect the RV industry and the 678,000 jobs the industry supports. With our success comes great responsibility, and we must continue to be vigilant in delivering a first-class experience for RVers.

To that end, the RV Industry Association's government affairs and advocacy program continues to push hard on its federal policy agenda – with a significant focus in critical issues like campground modernization and expansion, as well as driving investment into technology and infrastructure so we are prepared as consumers continue to move towards electrification.

Other key parts of delivering a first-class experience are ensuring that consumers have quality experiences in their RVs, which includes camping accommodations and efficient vehicle service.

In 2022, the RV Industry Association formed a Campground Task Force to work more closely with our campground partners and understand their issues. Today, as a result of that task force, we have a much stronger and interactive relationship with our campground partners, and we will be working together moving forward to elevate the customer experience. On the service side, the RV Technical Institute labeled 2022 the "Year of Recruitment." RV Technical Institute wrapped up the year by recruiting over 1,200 new technicians into the field and now have at least one student at over 750 RV dealerships across the country. Filling the funnel with more highly trained technicians is an incredibly important facet of our continued efforts to improve repair event cycle times and enhance the customer experience. While there is still much work to be done on both campground availability and service, the RV Industry Association is dedicated to uniting the industry to work together to overcome obstacles. We've always been stronger together than apart.

Finally, this past fall I had the pleasure of taking an RV trip with my family from Virginia to California. It was incredible – and what really made it special were the wonderful experiences we enjoyed together. But beyond that, it was great meeting all the other RVers and seeing how much they were enjoying their shared experiences, as well. If the past few years taught us anything, it's that many have begun re-evaluating their lives to determine what is really important to them, and millions of Americans discovered RVing can help them enjoy their best life.

All of us at the RV Industry Association are passionate about serving our members and the industry and I am so proud of how our team works every day to put our members first in all our decision making. Working together is our most important effort, and it is critical to ensuring that camping and RVing are the preferred form of outdoor enjoyment for millions of consumers for decades to come.



**Craig A. Kirby**  
President & CEO,  
RV Industry Association



# Membership Makeup

The RV Industry Association is the national trade group representing more than 500 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 \$862 billion-dollar outdoor recreation industry.

## Total Members: 502



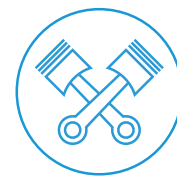
**RV Manufacturer**  
119



**Park Model RV Manufacturer**  
34



**Supplier**  
169



**Aftermarket Supplier**  
73



**Finance Firm**  
16



**Associate**  
84

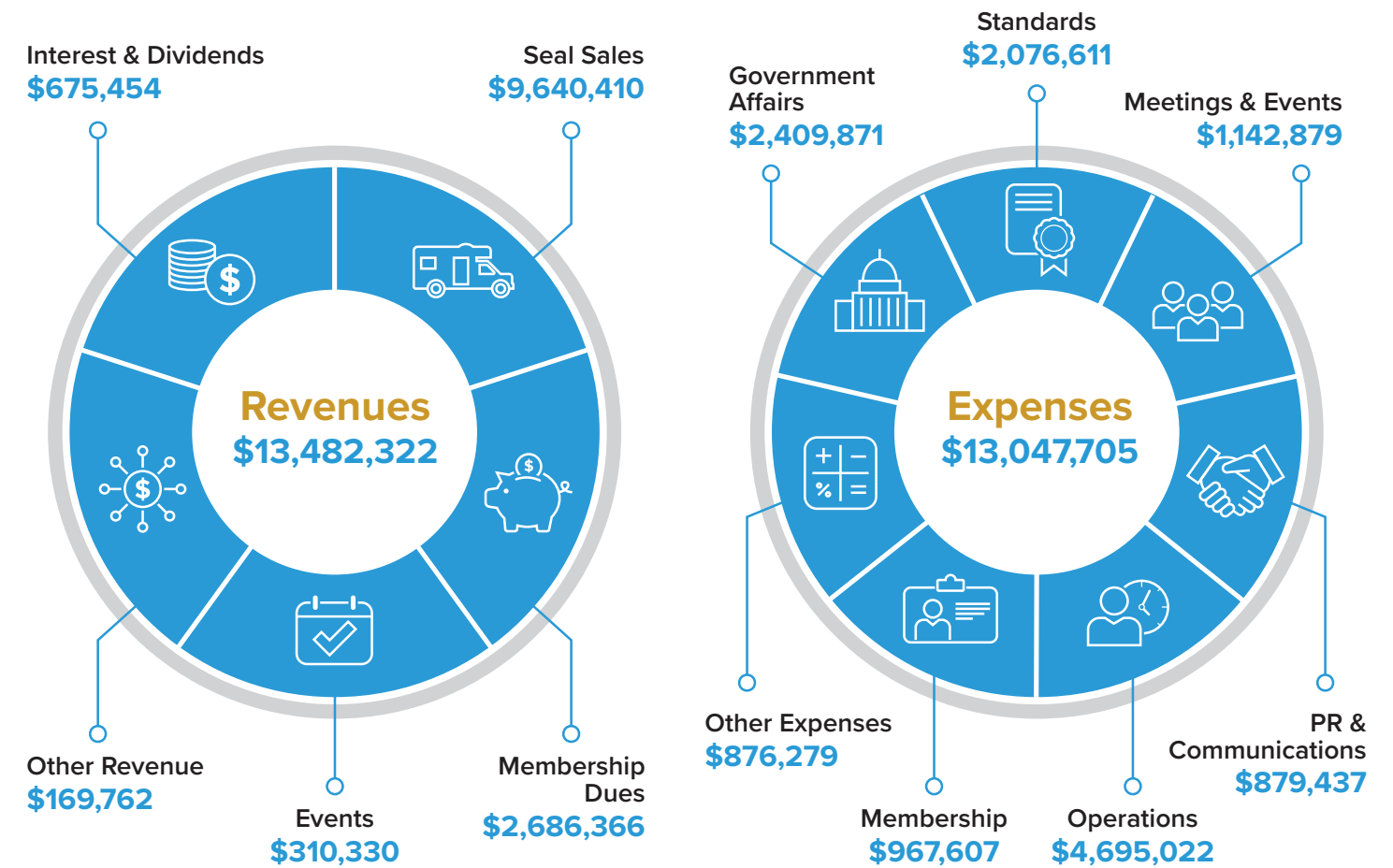


**Manufacturer's Representative**  
7

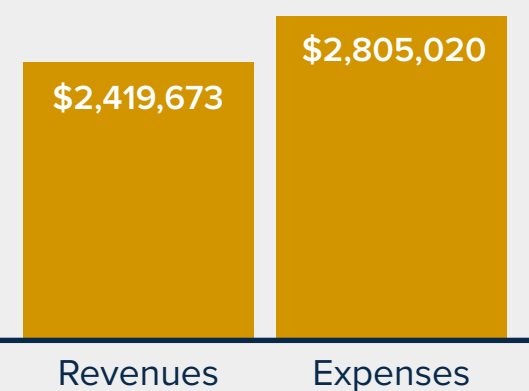


# Financial Report

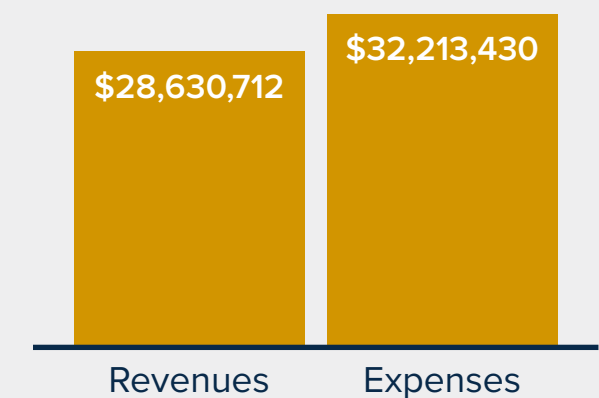
## RV Industry Association



## RV Technical Institute



## Go RVing





# 2023 Board of Directors & Committees

## Executive Committee



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



*Secretary*  
**Brett Randall**  
Aliner,  
President & CEO



*Vice Chair*  
**Mary Pouliot**  
Thetford Corp.,  
Executive Vice President, Americas



*Past Chair*  
**Jeff Rutherford**  
Airxcel, Inc., President & CEO



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



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



## Board Members



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



*Ex Officio*  
**Garry Enyart**  
Core Support Consulting, CEO



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



**Jeff Rodino**  
Patrick Industries, Inc.,  
President



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



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



**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



**Mike Lanciotti**  
REV Recreation Division,  
President



**Eric Cannon**  
Carefree of Colorado,  
President



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



**Committee Chairs**

*Audit Committee*

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

*Governance Committee*

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

*Public & Legislative Affairs*

**Chad Reece**  
Winnebago Industries, Inc.,  
Vice President, Government &  
Industry Relations

*Canadian Coalition Committee*

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

*Lawyers Committee*

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

*RV Aftermarket Committee*

**John Tinghitella**  
RV Designer,  
President

*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

*RVPAC Steering Committee*

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

*Financial Services Committee*

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

*Membership Committee*

**Anthony Wollschlager**  
Dicor Corporation,  
Division President

*Standards Steering Committee*

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

*Go RVing Coalition*

**Bob Wheeler**  
Airstream,  
President

*Park Model RV Committee*

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

*Supplier Committee*

**Mary Pouliot**  
Thetford Corp.,  
Executive Vice President,  
Americas

*Public & Legislative Affairs*

**Brett Randall**  
Aliner,  
President & CEO





## Advocating for an Electric Future



**2022 kicked off with a jolt.** During the Florida RV Supershow, both THOR Industries and Winnebago Industries debuted electric RV concepts that stole headlines across the country. The infrastructure necessary to support the growing number of electric vehicles was also a hot topic with policymakers throughout the year, culminating in the Infrastructure Investment and Jobs Act being signed into law. The legislation includes \$5 billion for states to improve their EV infrastructure, as a way of helping the U.S. move towards EVs. There is another \$2.5 billion remaining

In response to the technological advancements from manufacturer members and this new funding for EV infrastructure, the RV Industry Association Government Affairs team launched lobbying efforts to expand e-RV infrastructure.



# \$5 BILLION

APPROPRIATED IN THE INFRASTRUCTURE  
INVESTMENT AND JOBS ACT FOR STATES  
TO IMPROVE THEIR EV INFRASTRUCTURE

“As e-RVs start to become more common, charging them could present an issue,” predicts Jay Landers, RV Industry Association Vice President of Government Affairs. “Many of the current charging stations are not designed for combination vehicles, including electric towables. There are very few pull-through electric vehicle charging stations, and if an RV combination takes up two spots, it prevents others from charging their electric vehicles. Even with just an electric tow vehicle, the RV owner would have the added frustration of uncoupling the trailer, finding a place to put their RV trailer, charging the tow vehicle, and then reattaching it. More pull-throughs, especially those designed for electric RV combinations, would help solve this barrier.”



**Landers notes that any industry with large trailers or vehicles is going to have a need for more pull-through spaces, but the RV industry is leading the charge:**

“Our team is working with the Outdoor Recreation Roundtable and receiving their support on this initiative. We’re also working with a national lobbying firm to help spread the word. We’ve found some support from the Federal Highway Administration, which put out a statement in the Federal Register announcing that pull-through sites would be considered.”

Along with these efforts, the Government Affairs team is undertaking a state-by-state campaign to reach out to state departments of transportation, as well as governor’s offices and economic development offices.

The RV Industry Association put a spotlight on e-RVs during major advocacy and marketing events last June. In particular, e-RVs were emphasized during Advocacy Day, the longstanding cornerstone event of RVs Move America Week. Industry members and Association staff spent Advocacy Day lobbying on Capitol Hill, speaking with legislators about top RV industry priorities, including the importance of modernizing e-RV infrastructure and improving outdoor access.

That same week, at the Association’s very first Media Summit at Harper’s Ferry Campgrounds of America in West Virginia, Winnebago Industries demonstrated their electric concept vehicle. The motorhome, which was driven by Media Summit attendees, educated visiting journalists about what the future of e-RVs could look like in the years to come.

In addition to advocating for electric vehicle charging infrastructure, the Association also began efforts to evaluate and update the appropriate RV standards that are impacted by the move to electrification.

The year was capped off with the first-ever “e-RVs And The Impact On The RV Industry” webinar for Association members that offered attendees the opportunity to hear from a panel of RV industry leaders currently invested and exploring the successful integration of these new power systems solutions. The panel discussion centered around the strategic deployment of electric vehicles and the current opportunities and challenges at play for the RV industry.

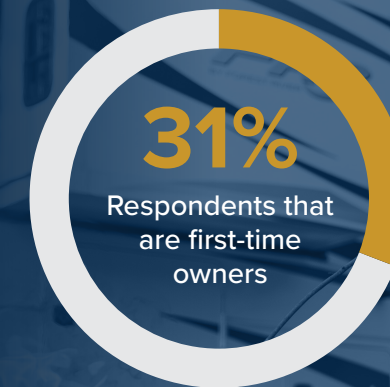
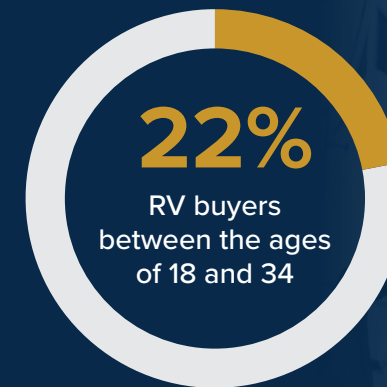




# RV Industry Association Research Reveals How To Meet New Consumers' Needs



## GO RVING RV OWNER DEMOGRAPHIC PROFILE



### Working with the wider outdoor recreation industry to improve the RVing experience is a core focus for the RV Industry Association.

As the outdoor industry continues to grow and expand, younger and more diverse consumers are now flocking to campgrounds to explore the great outdoors.

This has led to a shift in both demographics and consumer expectations. According to the Go RVing RV Owner Demographic Profile, 22% of RV buyers are between the ages of 18 and 34. In addition, nearly a third of the respondents in the study (31%) are first-time owners, underscoring the growth of the industry in the past decade.

“The Go RVing RV Owner Demographic Profile gives our team a great insight on our consumer’s demographics and ownership habits,” says Karen Redfern, Go RVing’s Senior Vice President and Chief Marketing Officer. “The comprehensive information gathered in the study indicates trends of increased diversity. It’s clear that RV ownership is now spread widely across age levels as well as gender, household income, and education.”

In response to these recent trends, the Association conducted new research on how to meet the needs of these new RVers, completing the first-ever Campground Industry Market Analysis in 2022. This comprehensive report details the availability of campsites and campground amenities at federal, state, municipal, and private campgrounds across the United States. The study was completed by CHM Government Services and supported by industry partners including Kampgrounds of America, the National Association of RV Parks and Campgrounds, and Cairn Consulting.

Data has previously shown that campground availability and the amenities offered at campgrounds are key factors to the retention of RVers. This data is backed up by the 2021 North American Camping Report, which found that full-service hookups are one of the top ten amenities sought by campers (29%) making campground selections.

However, this new campground report shows that only 8% of public campsites and 51% of private campsites have full-service hookups. During the peak camping season of June, July, and August, 76% of all campsites are booked, making it difficult for RVers to find a campsite that meets their needs.





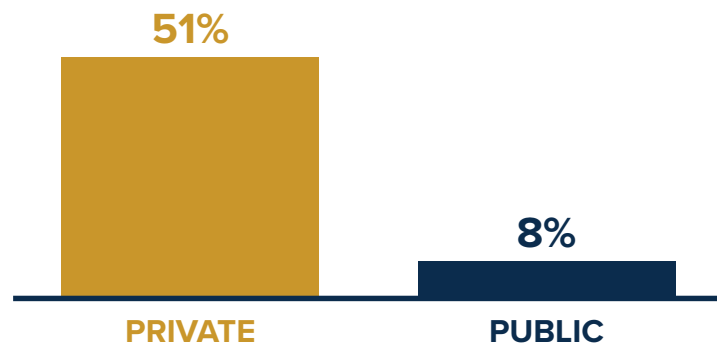
The analysis also found a disparity in amenities between private and public campgrounds. This is especially apparent in the availability of Wi-Fi in public campsites versus private ones, as well as with other available amenities. Research also indicates the need for increased pull-through RV sites within both private and public sectors. Altogether, these results indicate that increasing campsite amenities should be a priority of the campground industry, ultimately improving consumers' overall campsite experience.

The findings in this campground research play an important role in understanding and elevating the campground sector within the wider outdoor recreation industry. With this new information, the RV Industry Association's Government Affairs team has the necessary data to work with the campground industry and policymakers to address challenges going forward and, ultimately, contribute to a more enjoyable experience for consumers across the country.

"Having all this new data and information, especially when combined with the Go RVing RV Owner Demographic Profile and the upcoming Path to Purchase Study, is a great way for the industry to learn how to best meet consumers' needs," says Bill Baker, Vice President of Membership and Research. "Going into 2023, we have a much better understanding of how to improve RVers' experiences when they visit parks and campgrounds."

**PRIVATE VS. PUBLIC CAMPSITES**

FULL-SERVICE HOOKUPS



*"We want consumers to have the best experience possible when they arrive at their destination and spend time outdoors, and we're working with our partners in the RV travel and camping industries to achieve this goal through informed, data-driven decisions."*





# The RV Technical Institute Completes Successful “Year Of Recruitment”



In the beginning of 2022, the RV Technical Institute began a “Year of Recruitment.”

We set out to recruit 1,000 new RV technicians into the field from outside the industry and have at least one Institute-trained technician at 750 RV dealerships by the end of year. Both goals were not only met but exceeded. By the time 2023 rolled around, these goals had been surpassed by 10%, meaning more certified and trained RV technicians are available to diagnose and repair RVs, ultimately improving the consumer experience.

“Surpassing this goal by 10% is such an amazing achievement,” said Curt Hemmeler, Executive Director of the RV Technical Institute. “It’s very rewarding to look back and see everything that our team has accomplished in such a short time span. I’m proud of how far our recruitment campaign has come and I’m excited to see where we’ll be this time next year. I would also like to thank all our Authorized Learning Partners for implementing our training curriculum and partnering with us at events. Our team really appreciates all your efforts, assistance, and support.”



**1,000+**

**NEW RV TECHNICIANS  
RECRUITED FROM  
OUTSIDE THE INDUSTRY**

Throughout the year, the Institute worked tirelessly to achieve the recruitment goals, launching a robust consumer marketing campaign targeting job seekers and forming partnerships with organizations outside the industry, including high schools, trade schools, and government training programs. As millions of Americans reevaluated their careers during the pandemic and quit their jobs, the RV industry was able to offer quality pay and on-the-job training without the burden of considerable debt that comes with a college degree.





*“We’re looking forward to continuing to fill in the service technician gap, which will ultimately mean more Americans can get back out on the road in less time.”*



“Our team is excited to build on what we’ve achieved in the last year,” says Tracy Anglemeyer, the RV Technical Institute’s Director of Recruitment. “We’re looking forward to continuing to fill in the service technician gap, which will ultimately mean more Americans can get back out on the road in less time. Our team has been working incredibly hard on this project, and it’s encouraging to see the successes we’ve already had and the next strides we’re about to take.” The coming year presents an incredible opportunity for the RV Technical Institute and our partners to increase the impact that more trained and certified RV technicians are having on the end consumers.

This would not be possible without the tremendous dedication and support from our Board and our Learning Partners in the industry. In 2023, we will be growing our in-house team with additional positions that will provide customer support to our Learning Partners and dealer partners. This will help increase the number of RV technicians recruited into the industry and the number of dealerships that have at least one Institute-trained RV technician on staff.

**A significant area of opportunity on the recruitment front is attracting more women into the RV technician field.**

In 2022, we partnered with the RV Women’s Alliance to offer an all-female RV technician class. The program was piloted in August 2022 and resulted in 22 women successfully completing the training and testing to become Institute-certified Level 1 RV technicians. The class received such an overwhelmingly positive response that it is being expanded nationwide in 2023. In conjunction with the RV Women’s Alliance, we will offer five of these all-female technician classes across the United States, including classes in Texas, Oregon, Pennsylvania, Florida, and Indiana.

**TO LEARN MORE ABOUT HOW YOUR COMPANY CAN SUPPORT THESE EFFORTS, VISIT**

**RVTI.ORG**



# Industry Impact – 2022 Corporate Responsibility Highlights

## Uniting the RV Industry to Build a Better Future

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. Let's look back over this past year to see how the RV industry is working to create accessible, inclusive, and lasting positive experiences for millions of Americans looking to enjoy the benefits of an active outdoor lifestyle.



## SUSTAINABILITY

The RV industry is always looking forward – and that includes maintaining best practices in sustainability to protect our country's iconic lands for future generations. In 2022 there was a specific focus on propelling EV technology and expanding access to EV charging stations. Moving forward in 2023, the industry continues its focus on EV accessibility and green practices.



### RVs Are Going Electric

At the beginning of 2022, THOR Industries and Winnebago Industries showed RV consumers a glimpse of the future when they unveiled their concepts for electric RVs at the Florida RV SuperShow.

As the industry takes measures to maintain sustainable practices, creating an e-RV has been a concept in the works for years and has been identified as a priority moving forward.

THOR Industries displayed both a travel trailer concept - named eStream - that is built on their high-voltage electric chassis, and a motorhome concept – named the THOR Industries Electric

Vision Vehicle – which is built on an electric chassis co-developed with Roush.

Winnebago Industries produced an electric camper van using a Ford Transit base vehicle that's been modified to replace the gasoline powertrain for an electric motor and 86.0 kWh battery pack.

These concepts show a promising future for renewable energy advancements in the industry, with Winnebago Industries' model making its first road trip later that year in June. However, with these advances comes another growing need: expanded access to EV charging stations, especially models that can accommodate RVs.



**SUSTAINABILITY HIGHLIGHTS**

- ✓

Airstream Inc. extended its Caravan to Carbon Neutral program to help neutralize the estimated carbon emissions created by the manufacture and use of the company's products. Throughout 2022, Airstream had directly underwritten the planting of some 107,193 trees in National Forests by the NFF.
- ✓

THOR Industries, Inc. announced the release of the company's North American Motorized Electric RV Study, which explores consumer expectations, key purchase motivators, and electric infrastructure development needs to inform its high-voltage electric platform innovation. This will enable the THOR family of companies to industrialize motorized electric RVs to exceed consumer expectations
- ✓

Holland-based Volta Power Systems hosted the first-ever Volta CAMPOUT at the Ottawa County Fairgrounds to promote green camping technology.
- ✓

The Biden-Harris Administration announced it approved Electric Vehicle Infrastructure Deployment Plans for all 50 States, the District of Columbia and Puerto Rico ahead of schedule under the National Electric Vehicle Infrastructure (NEVI) Formula Program. With this approval, all states now have access to more than \$1.5 billion to help build EV chargers covering approximately 75,000 miles of highway across the country.
- ✓

Winnebago Industries Releases 2022 Corporate Responsibility Report And Named One Of America's Most Responsible Companies By Newsweek Magazine



**INCLUSION**

The RV industry believes everyone should have access to the same opportunities. Whether it be exploring our nation's iconic lands or promoting diversity in both the work force and the user experience, the industry strives to tear down barriers and make space for every individual to participate. Through advocacy efforts and the work of our members, partners, and community, we've seen the development of new and accessible products, sweeping modifications being made to outdoor spaces to promote equitable access, and diverse growth in the workplace, like the first-ever all-women's RV Technical Institute graduating class.



**Coming To A Campground Near You: Female RV Techs**

Lisa Chaney, Brie Miller, and Renae Monroe are just a few of the recent graduates of the RV Technical Institute's All-Female Level 1 Certification Program who have their sights set on providing mobile technician services while touring the country.

"I would like to be a more frequent RVer, so I can earn extra money in a campsite by helping other travelers," said Miller, 42, of St. Louis.

"I want to help support my family on the road and be able to travel more," said Monroe, 35, the mother of two homeschooled children.

"My husband is retired, and we want to travel, so we're considering becoming mobile techs," said Chaney, 50. "I think he'd really enjoy the RVTI class and we can take Level 2 together."

Helping women like these to become certified RV technicians and to start their own mobile tech businesses is what RV Women's Alliance's Jessica Rider does. In her role as Managing Director of the RV Women's Alliance, Rider helped to organize the first-of-its-kind program in which 24 women were selected to participate.

"This course gave us the opportunity to identify challenges and to look for ways to enhance how the RV industry serves consumers," said Rider. "Women know what other women care about when it comes to RVs. They can better explain to another woman how to fix something, what to look out for, or what to put on a checklist when purchasing an RV."



Miller agreed that women might listen to or understand other women’s concerns more, adding that some female RV owners may not be comfortable with male technicians coming into their campers when they’re alone at a campsite.

“I want to show other women what I know so they can feel empowered and not be scared to camp,” said Miller.

“Before this class, I wasn’t competent to mess with anything,” said Monroe. “I feel more confident now and I want to help other women so they don’t have to rely on their husbands or an expensive technician for something that turns out to be small, like a blown fuse.”

She added with a laugh, “I’m also looking forward to talking to other women about things besides kids and homeschooling.

Monroe and her husband are also considering getting Level 2 certified and going into business together. Monroe cited the quality and “extreme affordability” of the RV Technical Institute program as incentivizing them.

Rider, in addition to her role at the RV Women’s Alliance, is the owner of a mobile RV repair company in St. Louis called PullThroughSites which employs two technicians and is seeking to hire more. She is looking forward to advising the recent RV technical institute graduates on establishing their own businesses.

*“This course gave us the opportunity to identify challenges and to look for ways to enhance how the RV industry serves consumers.”*

“They can’t just hang up a sign advertising their services,” said Rider, who specializes in helping RV entrepreneurs get the right systems and processes set up. “There’s a lot more to it, like business licenses and insurance. Plus, each campground brings unique challenges. In order to work on someone else’s property, they need to have the right things in place.”

Rider begins advising RV technical institute graduates by asking the purpose of their business aspirations. “Is it just for some side money or do they want to build something huge?” she said. It’s important, she believes, that their business purpose aligns with their purpose in life.

“My goal is to help these women see the big picture and all of the pieces that need to come together,” she said. “I see unlimited opportunities for women in every area of the RV industry.”

This appeals to Miller, who said she’s “not looking to get rich” as an RV tech but to supplement her travel budget. She is considering being on-call to a mobile tech company like Rider’s rather than starting her own business.

Based on the number of applications received for the initial program, Rider believes becoming an RV technician will appeal to women as a rewarding career path. “Many answered in their applications that they just want to help other women.”

All of the graduates of the program joined the RV Women’s Alliance and are eager to recruit more women to become skilled at RV repairs.

“I loved meeting all of these women who are involved in the RV industry,” said Monroe. “By reaching out in the campground, we can show that this shouldn’t be a male-dominated field.”

**INCLUSION HIGHLIGHTS**

The RV Women’s Alliance surveyed the RV industry to gauge attitudes and perception about women in the RV industry and found moderate improvement in the overall representation of women in the industry.

Together Outdoors announced the nine recipients of its pilot round of grants. 84 proposals requesting a total of \$775,000 were submitted for this inaugural grant cycle from a broad range of inclusion-focused initiatives designed to build a more accessible and welcoming outdoor ecosystem. Funding for the grant program was made possible by contributions from partner organizations including THOR Industries, Airstream, and Winnebago Industries Foundation.

One year anniversary of Time Away RV Resort, the first Black Owned Campground in Alabama.

Georgia’s Department of Natural Resources and the Aimee Copeland Foundation unveiled a fleet of all-terrain power wheelchairs for rent at 11 state parks and outdoorsy destinations. “I’ll finally be able to go on these trails for the first time in my life,” - Curb Free With Cory Lee.







## 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 our communities and elevating the people who shape our shared spaces. Our brands give back through volunteering and investment, helping to retain a strong workforce and recruit the next group of innovators into the RV industry. The RV industry spearheaded a few volunteer projects this year, including the successful Potato Creek State Park Cleanup.

### Over 400 Volunteers Participated In Emerging Leader Coalition Park Restoration Project

Lippert, along with several RV manufacturers, teamed up with the RV Industry Association, to host a park restoration project at Potato Creek State Park in North Liberty, Indiana. More than 400 volunteers from the industry gathered to take part in projects ranging from landscaping and trail cleaning to building a stage for an education presentation area and building and replacing the bridge to the fish-cleaning station.

“It was overwhelming to see the incredible support from so many manufacturers, especially on a 90-degree day. It, once again, shows how passionate and committed the industry is to enhancing our communities and promoting the

outdoor lifestyle. We look forward to building upon the success of the park event and making an even bigger impact in the future,” said Michilah Grimes, Director of Corporate and Community Impact at Lippert and Coalition member.

“I want to express my deepest thanks to the over 30 companies and nearly 400 volunteers who came out to support the launch of the RV Industry Association park initiative. Without the effort, time, and enthusiasm from all of our partners, we would not have been able to accomplish such significant improvements at Potato Creek. It never ceases to amaze me our industry’s ability to come together and get things done,” said Mike Gaeddert, General Manager at Forest River and Coalition member.

The event marks the first of its kind for an industry that is known for the volunteerism and community service priorities from individual companies, but

this is the first, large-scale volunteer event to bring together people from across the entire RV industry. The project was led by the RV Industry Association’s Emerging Leaders Coalition, a group made up of RV representatives from across the industry. The coalition was recently formed in an effort to maintain and strengthen the RV industry’s rich legacy and culture of unity that has been built over decades.

“What the Emerging Leaders Coalition has accomplished in such a short time is very impressive,” said RV Industry Association President & CEO Craig Kirby. “This group of leaders are very clear in their desire to make a difference not only in our industry but for the wider outdoor recreation consumers who frequent our state and national parks. Their passion and drive to improve parks for RVers across the country speaks volumes about the

future of our great industry.”

“With American interest in the outdoors being stronger than ever, and consumers flocking towards camping and RVing experiences, our impact as an industry continues to grow,” says Samantha Rocci, the coalition lead for the RV Industry Association.

“It’s more important than ever that the RV industry comes together to establish and grow significant personal and professional relationships that will bring fresh perspective and ambition to current and future issues facing the industry. Our work this week at Potato Creek is just the first of many ways this group will improve not only the RV industry but the experience of many RV consumers.”

### COMMUNITY HIGHLIGHTS



Lippert employees packed boxes of much-needed supplies for various non-profits in celebration of National Volunteer Week through the Lippert Cares Initiative.



Patrick Industries made a gift to support the basic needs of Care Camps - a charity on a mission to give every child with cancer the opportunity to experience the healing power of the outdoors at specialized medically-supervised pediatric oncology camps. The team at Patrick Industries is committed to supporting the cause through both corporate gifts and individual monthly payroll donations.



Make-A-Wish, in partnership with Winnebago Industries, Inc. and RV Retailer (now Blue Compass RV), granted a child and his family a week in a 2022 Grand Design Imagine RV at the Tiger Run Resort in Breckenridge, CO for a five-day long RV experience.



RV companies helped raise \$2 million for the Boys and Girls Clubs of Elkhart County as part of the annual “Bids 4 Kids”, which has been spearheaded by Lippert’s CEO for 15 years.



Sun Outdoors Petoskey Bay Harbor’s resort hosted a group of visitors from Camp Quality USA, a non-profit organization which serves children with cancer and their families by providing year-round programs, experiences, and companionship at no cost. This was one of four Sun properties that hosted such events through Camp Quality USA and Camp Quality Canada this fall. The other sites consisted of Sun Retreats Seashore (Cape May, N.J.), Sun Retreats Geneva on the Lake (Ohio), and Sun Retreats Sherston Shores (Ontario). Together they hosted more than 200 campers and family members.



The RV Industry Emerging Leaders Coalition hosted a regional volunteer effort, which was completed by RV Industry Association team members and a member of the park staff. The project focused on gathering and bundling firewood for RVers who visit the park and cleaning up litter.



# Membership Benefits

**Membership in the RV Industry Association provides companies 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



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



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



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



### UNITE AS A SINGLE VOICE

The RV Industry Association is the voice for the industry at the federal and state level, working with officials across the country to advocate on a wide range of issues that create a favorable business environment, protect against onerous legislation and regulations, and make it easier for consumers to buy, drive, and own an RV. We forge strong alliances with industry partners across the outdoor industry to amplify our voices and present a united message to lawmakers.



### INFLUENCE THE STANDARDS THAT DEFINE THE INDUSTRY

The Standards team maintains and contributes to the creation of 500 safety-related industry standards regulating traditional and park model RVs. Our inspectors travel across the country to all member facilities for unannounced inspections every 6-8 weeks to audit the manufacturer's compliance with the industry's universally adopted standards, including NFPA 1192 standards, ANSI standards and others. The inspectors also educate manufacturers

on certain existing, future and updated regulations that affect the RV industry to ensure that members have the most up-to-date information. The Association regularly interacts with the National Highway Traffic Safety Administration and hosts technical training through webinars, seminars and at events, providing opportunities for members to interact with and receive updated information from administration officials.



### MAKE CONNECTIONS TO DRIVE BUSINESS

The RV Industry Association connects you with and gives you visibility among the manufacturers who produce 98% of America's RVs. 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. In addition, the RV Industry Association provides members with several virtual and in-person events and trainings every year.

Participation in association committees, events, and advocacy provide opportunities to contribute to the advancement of the RV industry, learn the latest on issues impacting RV businesses, showcase innovative products, forge new relationships, and provide actionable insights to grow your business.



### STAY INFORMED WITH MARKET DATA AND TRENDS

The RV Industry Association is the leader in producing research into industry trends and consumer behaviors which allow members to tailor products to the demands of the market. We drive research on future consumer markets and provide shipment data tracking and trends that better assist member companies in the production of RVs, parts, internal systems, and accessories to meet business demand. RV Industry Association members have access to

this research and data to assist in making informed, data-driven business decisions in an evolving RV market.





**PROMOTE AND GROW THE INDUSTRY**

In 1994, a forward-thinking group of RV industry thought leaders conceived the idea of creating an all-industry marketing campaign that united the three branches of the industry (RV manufacturers, dealers and campgrounds) necessary for a positive consumer experience. Today, in addition to our highly impactful public relations efforts that drive a cohesive and positive industry message across the media landscape, the Go RVing program introduces millions of Americans to the freedom of RV travel, building a desire and passion for the adventures that await. The award-winning Go RVing program continues to be a marketing and consumer awareness thought leader, focusing recent efforts on recruiting, diversifying, and retaining RVers through a broad media mix and partnerships that target high value audiences primed to be your future customer. In addition to its consumer-focused marketing efforts, Go RVing provides manufacturers, dealers, campground operators, state associations, show promoters, and their agencies with access to sales leads, an image and video library, industry best practices, and other marketing tools.



**RECRUIT AND TRAIN RV TECHNICIANS**

While RV sales have skyrocketed in the past few years, the number of well-trained RV technicians has been steady or declining. In June 2018, the RV Industry Association launched a comprehensive strategic plan with a multi-million-dollar investment, creating the RV Technical Institute, to solve the RV industry's shortage of trained technicians and to implement metrics to track the RV customer experience. The 501(c)3 non-profit organization provides the gold-standard of training for RV maintenance and repair, working directly with manufacturers, suppliers, and leading RV experts to deliver the only RV technician training program built by the industry, training over 10,000 techs since inception, and recruiting over 1,000 new techs into the industry in 2022 alone.

**REPORTS AVAILABLE TO MEMBERS INCLUDE:**



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



**Monthly RV Seals Sales Reports**



**Quarterly RoadSigns RV Shipment Forecasts**



**RVs Move America Economic Impact Study**



**New RV Buyers Study**



**Path to Purchase Customer Journey Map**



**Go RVing RV Owner Demographic Profile**



**Campground Industry Market Analysis**



**Vacation Cost Comparison Study**



**Quarterly Travel Intentions Survey**



**RV Aftermarket Parts & Accessories Study**



**Survey of Lenders' Experiences**



**RV Technician Market Assessment Survey**



**Annual RV Market Industry Profile**

**Thank You Members**

- 20 Twenty Sustainable Manufacturing, Inc.
- 27North, Inc.
- ABC Marketing, Inc.
- ACE Battery Co., Ltd
- Acorn Vans
- Acuva Technologies Inc.
- Axiom LLC
- ADCO Products by Covercraft LLC.
- ADF Sprinters
- Advanced RV, LLC
- 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
- Andersen Hitches
- Anderson Brass Company
- Antero Adventure Motors
- AP Products
- Apex Graphics
- API, Inc.
- ARC Representation & Consulting, LLC
- Arterra Distribution
- Arvie
- 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.
- Blackseries Campers, Inc.
- Blue Ox
- BMO Capital Markets
- BMPRO
- Bolt Custom Coaches
- Boxabl
- Boyd Corporation
- Braxton Creek RV, LLC
- Brinkley RV, LLC
- Briter Products, Inc.
- Brown & Brown of Kentucky
- BRS Offroad North America
- Cabana Life
- Cabins Plus
- Cabot Coach Builders
- Caframo Limited
- Camco Manufacturing, LLC
- Campfire Homes, LLC
- Campground Consulting Group
- Camping World Inc.
- CampPad LLC
- Canadian Recreational Vehicle Association
- Canterbury
- Carefree of Colorado
- Cass Hudson Company
- Cavagna North America, Inc.
- Cavalier Homes, Inc.
- Cavco Park Models & Cabin RV's
- CDA Tiny Homes
- Century Chemical Corporation
- Charlotte Pipe and Foundry Company
- Cheltec, Inc.
- Chinook Motor Coach Corp.
- Clarios
- Classic Accessories, Inc.
- Clean Seal, Inc.
- CMPR Adventure Upfitters
- Coach Glass
- Coach House
- Coach-Net RV Motorclub, Inc.
- Cody Talbert Distribution
- Cofair Products
- Command Electronics, Inc.
- Compass Conversions
- Convergence Technologies, Ltd.
- Cornerstone Tiny Homes
- Cortes Campers
- Crane Composites, Inc.
- Creative Products Group
- Crowe LLP
- CUB Elecparts Inc
- Cummins, Inc.
- Dave & Matt Vans
- 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
- DLL Financial Services, Inc.
- Dometic Corporation
- Dougherty RV Consulting LLC
- Dragonfly Energy
- Duo Form Plastics
- Dura Faucet
- Durabuilt Homes, LLC
- EasyCare RV
- Eberspaecher Climate Control Systems Canada Inc.
- ECI Fuel Systems
- Eclipse Recreational Vehicles, Inc.
- Eco-Sources USA, Inc.
- El Kapitan
- Elevation Park Model Company
- Elkhart Supply Corporation
- Elwell Corporation
- Embassy Specialty Vehicles LLC
- Ember Recreational Vehicles, Inc.
- Empire Faucets
- Encore RV
- Equity Lifestyle Properties
- Escape RV
- Escapees RV Club
- Exponent
- Fabric Services
- Faegre Drinker Biddle & Reath LLP
- Fairview USA Inc.
- Family Motor Coach Association
- Fasnap Corporation
- Featherlite, LLC
- Fiamma Inc.
- Field Van
- Firefly Integrations
- FLATS OVER Safety Band
- Flex-Tech
- Flojet - Xylem, Inc.
- Foland Sales, Inc
- Ford Motor Company
- Foremost Insurance Co.
- Forest River Inc.
- Foretravel Motorcoach
- Fork Creek
- Foster & Associates
- Fotile America
- Freightliner Custom Chassis Corporation
- Fribley Technical Services, Inc.
- Future Sales
- Garmin International, Inc.
- Garnet Instruments Ltd
- GE Appliances, a Haier Company
- GEICO
- General Coach
- Genesis Products Inc.
- Genesis Supreme RV, Inc.
- George P. Johnson Company
- Girard Systems
- Glacier Ice House
- Global Composites, Inc.
- Go Power!
- Goal Zero
- Gold Eagle Co
- Gold Heat
- Goshen Chamber of Commerce
- Great Outdoor Cottages, LLC
- Grech RV
- Grit Overland
- Gulf Stream Coach, Inc.
- GWN Marketing Inc.
- Hanwha Azdel, Inc.
- Happier Camper, Inc.
- Harris Battery Company
- 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
- Holy Ground Real Estate
- Hopkins Manufacturing Corporation
- Horizon Global
- Huebner Petersen
- Hughes Autoformers
- Huntington Bank
- HWH Corporation
- IAMPO
- Icon Technologies Ltd.
- Independent Bank
- Indigo River Tiny Homes LLC
- Industrial Finishes & Systems
- Innovative RV Technologies
- Inspire Communities
- InTech RV
- Integrated Dealer Systems
- Intellitec Products, L.L.C.
- International Code Council - Evaluation Services
- International Housing Concepts, Inc
- International Thermal Research Ltd.,
- Interstate Batteries
- Intertek Testing Services NA Ltd.
- ITC Inc.
- Jaeger-Unitek Sealing Solutions, Inc.
- JD Power
- Jefferies LLC
- John Burns Real Estate Consulting
- 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, Inc.
- King Control
- 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
- Lienesch bv
- Lightspeed
- Lindsey Research Services
- Line 5, LLC
- Lion Energy
- Lionshead Tire and Wheel
- Lippert
- Liquid Spring LLC
- Lithium Pros
- Long and Tullier, Inc.
- LuxVan LLC
- M&T Bank
- Macritchie
- Magma Products
- Magnadyne Corporation
- Majestic
- Marshall Excelsior
- Master Distributor Corp.
- MBA Insurance, Inc.
- McClarin Composites
- McKinsey & Company
- MDC Campers and Caravans Inc.
- Medallion Bank
- Mercedes-Benz USA
- Merrick Bank Recreation Lending
- Metaligna Modular Inc.
- Meyer Distributing
- MicroFridge by Danby
- Mid City Engineering
- Millers Cabins and Decks
- Minimaliste Inc.
- Mint Tiny House Company
- Mission Overland Trailer Corporation
- Modern Buggy RV
- Modern Tiny Living, LLC
- ModVans, Inc.
- MORyde International, Inc.
- Motility Software Solutions
- MTI Industries, Inc.
- My Bus Hotel, LCC
- My Financing USA
- N.P.S Company, LLC
- Nashua Builders
- NAVICO Group
- Nelson Industries, Inc.
- New Creation Tiny Homes
- Nexus RVs, LLC
- Nible Vehicles
- Nook Tiny Homes
- Norco Industries, Inc.
- Northern Lite MFG Ltd
- Northern Safety & Industrial
- Northern Tool + Equipment
- Northern Wholesale Supply, Inc.
- Northpoint Commercial Finance
- Northwest Interiors
- NSA RV Products Inc.
- Odyssey Battery
- Oetiker, Inc.
- Old Orchard Wholesale
- Oliver Travel Trailers, Inc
- Omniasweden
- Ositech Communications, Inc.
- Outdoorsy
- Outlaw Conversions
- Outside Van
- Ovat Solutions
- Overland Explorer
- 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.
- Poliak
- Pop Sells, LLC
- PowerMax Converters
- PPG Commercial Coatings
- Premier Construction & Remodeling LLC
- Prest-O-Fit, Inc.
- Prevost Car
- Prime Source Wholesale Distributors, LLC
- Priority One Financial Services
- Progress Mfg. Inc.
- Progressive Dynamics, Inc.
- Progressive Insurance Company
- ProPack Packaging, Inc.
- Providence Communities
- PULLRITE Towing Systems
- QAI Laboratories Ltd
- Ranger Distribution Company
- Real Living Cabins
- Recreation By Design, LLC
- REDARC Electronics
- Regency Conversions, Inc.
- Remco Industries
- Repro of Central Florida Inc
- REV Group, Inc.
- Richloom Fabrics Group
- Rieco Titan Products, Inc.
- RiverPark, Inc.
- Riverside RV, Inc.
- Roadpass Digital
- Roadtrek, Inc.
- Robert W. Baird & Co., Inc.
- Rocky Mountain Overland
- Rollick Inc.
- RSM US LLP
- Rugged Marketing and Distribution, LLC
- Rugged Mountain Custom RV
- Rustic Mountain Overland
- RV Appraisals of America LLC
- RV Business
- RV Designer
- RV LIFE
- RV Mobile Power, LLC
- RV Partfinder
- RV Pro Magazine
- RV Safe
- RV Safety & Education Foundation
- RV Trader
- RV/MH Hall of Fame
- RVezy
- RVLI
- RVshare
- RV.com Classifieds
- RVUniverse
- RVUSA.Com
- S.M. Osgood Company
- Safeco Insurance
- Salem Distributors
- Samlex America
- Sanz Kenway
- 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
- Space Craft Mfg., Inc.
- Spettmann USA
- Sportsmobile North, Inc.
- Spradling International
- Stabil America, Inc.
- Star Brite, Inc.
- State Farm Mutual Auto Insurance
- Statistical Surveys, Inc.
- Stattonrock Simply Living Ltd.
- Stealth Trailer
- Stellantis
- Stone Canyon
- Storyteller Overland, LLC
- Stream It, Inc
- Stromberg Carlson Products, Inc.
- Structure Sales LLC
- Sun Communities, Inc.
- SuperSprings International
- Swagman
- Sweet-Haus, LLC
- SylvanSport
- Syntec Industries, Inc.
- T.R. Arnold & Associates, Inc.
- Taft Stettinius & Hollister LLP
- Taskmaster Components
- TAXA, Inc.
- Tea Cup Tiny Homes, Ltd.
- Team Lodge
- TECNOFORM USA, Inc.
- Teknor Apex Company
- Testing Engineers International, Inc.
- Texino
- The Kingstar Company
- The Shyft Group, Inc.
- Theford Corporation
- Thibert Inc.
- Thin-Lite Corporation
- THOR Industries, Inc.
- Thum Insurance Agency, LLC
- TimberHut Cabin Company
- Tiny Innovations
- Tom Manning & Associates
- Tourism Holdings Ltd
- Trail Boss Conversions, Inc.
- Trailer Valet
- TrailManor
- Travel Lite, Inc.
- Travois RV RV Industries Inc.
- Tredit Tire & Wheel Co.
- TriMark Corporation
- Trinseo
- 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
- Vanspeed
- Vanworks, Inc.
- VAS Vehicle Administrative Services
- Velvac Inc.
- VIAIR Corporation
- Vintage Cottages, LLC & Daystar Builders, LLC
- Virtue Built, LLC
- Vitrifrigo America LLC
- Volta Power Systems
- Vomela Specialty Company
- Waldoch Crafts, Inc.
- Walex Products Company, Inc.
- Wallabing
- Way Interglobal Network, LLC
- WD 40 Company
- Webasto Thermo and Comfort North America
- Weigh Safe, LLC
- Wells Fargo CDF
- Wesco Distribution, Inc.
- Westland Sales - WLN Inc
- Wholesale Warranties
- Winegard Company
- Winnebago Industries, Inc.
- Wiper Technologies
- Wood Brothers Tiny Homes LLC
- Woodland Park, Inc.
- Xantrex LLC
- Xtreme Outdoors LLC
- Yamaha Motor Corporation
- Yetti Fish Houses
- Zion's Tiny Homes





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