RV INDUSTRY ASSOCIATION

FEDERAL POLICY AGENDA



A $159 BILLION INDUSTRY

The RV industry is a significant contributor to our nation's economic growth, employing hundreds of thousands of Americans across the country, and helping improve people's physical and mental health. The RV industry inspires people, offers unique moments for all to enjoy, and encourages conservation of our shared environment. Americans across the country continue to discover and enjoy the United States via RVing, especially during the country's 250th anniversary. The RV industry is meeting this interest, but there are challenges we must address to ensure this quintessential aspect of American life and the hundreds of thousands of jobs the RV industry supports continue to thrive. Congress and the administration have an important opportunity to strengthen U.S. manufacturing competitiveness, invest in outdoor recreation infrastructure, and preserve affordable access to to the RV lifestyle.



The RV Industry Association (RVIA) is the national trade association representing over 425 manufacturers and component and aftermarket suppliers who together build more than 98 percent of all recreation vehicles (RVs) produced in the United States and 60 percent of the RVs worldwide.

$70 BILLION
RV Manufacturers & Suppliers

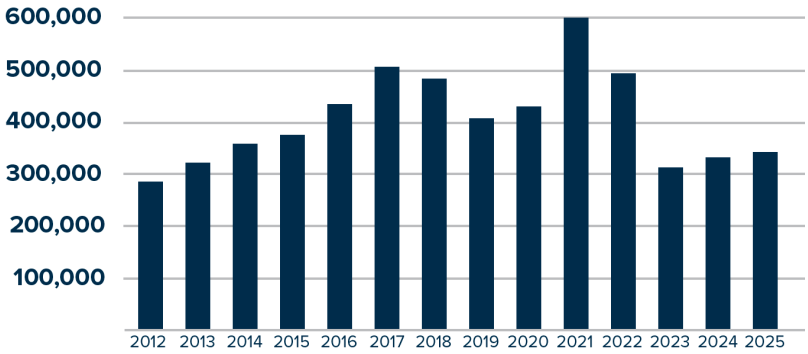
$38 BILLION
RV Sales & Services

$50 BILLION
RV Campgrounds & Travel

$46.4 BILLION
Wages

643,238
Total Jobs

$19.6 BILLION
Taxes Paid



RV SHIPMENTS 2012-2025

72 MILLION

Travelers who plan on going RVing this year – camping, hiking, boating, fishing – are a critical part of the outdoor recreation economy.

Outdoor recreation is:

2.4%
of the U.S. GDP

$1.3T
direct economic output

5.2M
U.S. jobs

RV INDUSTRY ASSOCIATION

TODAY'S **RV OWNER**

The RV industry is undergoing a significant transformation, fueled by younger and more diverse buyers, evolving lifestyle needs, and increasing technological integration. With 8.1 million households owning an RV and 16.9 million potential buyers on the horizon, the market stands at a pivotal moment of expansion.



WHO IS THE RV OWNER?

Current RV owners are changing, with growing numbers of young families and first-time owners. Key demographic characteristics include:

36%
Are First Time Owners
(on their first RV)

18-34: **16%**
35-54: **46%**
Over 55: **39%**
Median Age: **49**



43%
Have Children Under
18 in the Home

<$50K: **23%**
$50K-$100K: **43%**
>$100K: **34%**

31%
Are Young Families
(Under 45 Years Old With
Children Under 18)

73%
Caucasian

KEY FINDINGS

49 YEARS OLD
Median Age of RV Owners

16.9 MILLION
Households have interest in buying an RV within 5 years

30 DAYS
Median days RV is used annually

8.1 MILLION RV OWNING HOUSEHOLDS

Since 2021, the RV industry has seen notable growth among younger consumers, while usage patterns point to stronger lifestyle adoption. The median age of RV owners has declined from 51 in 2021 to 49 today. Meanwhile, the median annual RV use has risen to 30 days, a 50% increase from 20 days in 2021, highlighting growing enthusiasm for outdoor travel and the experiences RVing makes possible. RV manufacturing and RVing support rural communities across the country as manufacturing is heavily focused in rural communities and RVers consistently rank public lands and other rural outdoor experiences as top destinations.

AFFORDABILITY, LOWER STRESS, MORE CONTROL

When making the decision to enter the RV lifestyle, current RV owners have largely rooted this decision in the ability of the industry to provide a means of relaxation, exploring the great outdoors, and lessening the stress of travel (i.e., costs, pet accommodations, etc.). RV owners are increasingly drawn to the RV lifestyle because it offers the freedom and experiences they want at a price point that works for their budget, with research showing RV vacations can save up to 60% of costs associated with other types of travel, making the lifestyle feel both aspirational and attainable.

IMPORTANT MOTIVATORS TO RV OWNERSHIP

58%
Simply unwinding and relaxing

57%
Spending time in nature/explore the outdoors

53%
Visiting a location with natural beauty

43%
Saving money on travel costs

43%
Bringing my pet with me

KEEPING THE RV INDUSTRY **COMPETITIVE**

ENSURE FAIRNESS AND CERTAINTY FOR AMERICAN BUSINESSES AND MANUFACTURERS

The RV industry is a pillar of American manufacturing, with the RV Industry Association's membership producing nearly 98% of all RVs made in the United States. We strongly support efforts to bring more manufacturing home and ensure America is not dependent on adversarial nations for key goods.

That said, tariffs – especially across-the-board ones – can unintentionally penalize American manufacturers that are already doing the right thing by investing, building, and hiring in the U.S. and lack the nuance and targeting that can accomplish the administration's goals.

The RV industry is not monolithic; tariff impacts vary depending on the type of RV and the specific materials or components used. No matter the impacts, RV companies crave certainty so that they can adapt, plan, and invest. Companies across the board are facing real challenges that make it harder to expand production or pass savings on to the American consumer.

Tariffs, and the uncertainty surrounding them, as well as other economic headwinds are impacting affordability of the RV lifestyle. Time and again RVers cite affordability as one of the major appeals of the lifestyle. According to research, 43% of RVers point to saving money on travel costs as a primary driver for their decision to purchase.

Additionally, they threaten to undermine the benefits of last year's One Big Beautiful Bill, which included:

- More favorable business interest deduction rules
- Immediate expensing of domestic R&D costs
- 100% bonus depreciation for certain equipment, machinery, and capital investments

We believe there is a smart way to implement tariffs that maximizes pressure on bad actors abroad while minimizing collateral damage on U.S. manufacturers. That's why we are hopeful the administration will

continue to finalize strategic deals with close allies. Additionally, the administration should renew the US-Mexico-Canada Agreement (USMCA). Canada is the top export market for the RV industry, making up 90 percent of RV exports. We hope that as the administration potentially looks to reform USMCA, it will also ensure that it remains a strong trilateral agreement that benefits American manufacturers who rely on interconnected supply chains and export across both borders.

We urge the Administration and Congress to recognize the following:

- **Certainty around tariffs is vital for businesses to adapt, plan, and invest.**
- **Companies are attempting to reshore inputs, but in many cases the capacity simply doesn't exist.**
- **Certain parts and materials remain unavailable domestically, despite manufacturers' best efforts.**

ACTION

We are not asking for a rollback of the administration's trade vision. Instead, we ask for a targeted and strategic approach that provides certainty to businesses and helps U.S. manufacturers, that employ 643,000 Americans, succeed – especially those already building in America.



NO TAX ON CAR LOAN INTEREST

On July 4, 2025, President Trump signed the One Big Beautiful Bill Act (OBBB) into law. The legislation permanently extends and expands several provisions of the 2017 Tax Cuts and Jobs Act (TCJA) and includes new provisions such as “No Tax on Car Loan Interest”. This measure allows taxpayers to deduct up to $10,000 per year in interest paid on loans for newly purchased vehicles manufactured in the United States. The provision applies to loans made after December 31, 2024. Effective for 2025 through 2028, individuals may deduct interest paid on a loan used to purchase a qualified vehicle, provided the vehicle is purchased for personal use and meets other eligibility criteria.

All RVs were included in the “Applicable Passenger Vehicle” definition in the House. Unfortunately, RVs were removed from the definition in the Senate, leaving RV dealers and consumers in a confusing place as some RVs still appear to be included but the vast majority are not.

RVs, including travel trailers, are vehicles under the law.

They are titled as vehicles in all 50 states and financed through traditional vehicle loans.

“Applicable Passenger Vehicle” as currently defined includes three provisions problematic for RVs, as it limits the deduction to vehicles that:

- Are a car, minivan, van, SUV, pick-up truck, or motorcycle,
- with a gross vehicle weight rating under 14,000 pounds, and
- are treated as a motor vehicle for the purposes of title II of the Clean Air Act.

The provision supports American manufacturing – nearly 60% of all RVs worldwide are made right here in the United States.

The RV Industry Association has worked with Congressional champions to introduce language that would make all RVs "applicable passenger vehicles" by specifying that trailers, campers, or vehicles "designed to provide temporary living quarters for recreational, camping, or seasonal use" that are motor vehicles or "designed to be towed by, or affixed to, a motor vehicle" qualify. This legislation will eliminate confusion by ensuring all RVs qualify for this benefit while helping RVs remain affordable and supporting rural economies.

Most RV buyers are middle-income families, typically earning a household income lower than $100,000 per year. These are families seeking affordable ways to travel and explore our nation's iconic public lands.



Cosponsor H.R. 8672 (Yakym/Titus), and support introduction of a Senate companion bill which would include RVs in the definition of "applicable passenger vehicle," allowing taxpayers to deduct up to $10,000 in loan interest on American-made RVs. This provision encourages families to buy American-made products and access more affordable ways to travel, recreate, explore, while supporting rural economies.

ACTION



RV INDUSTRY ASSOCIATION

THE RV INDUSTRY: ENSURING ACCESS TO THE GREAT OUTDOORS



REAUTHORIZING THE LEGACY RESTORATION FUND

The **Legacy Restoration Fund** (LRF) is a federal program created in 2020 through the bipartisan Great American Outdoors Act to make long overdue repairs in America's national parks, forests and other public lands. These sites face growing maintenance problems, including crumbling roads, deteriorating campgrounds, outdated water systems, and closed trails.

Today, the deferred maintenance backlog on our public lands exceeds $40 billion due to widespread aging infrastructure. The federal government built large portions of the infrastructure on public lands in the 1950s and 1960s or earlier, and those assets are now deteriorating at scale across the country. Without reauthorization of the LRF, repair needs will continue to grow, becoming more expensive over time. For every $1 deferred today, taxpayers ultimately pay $4–5 in future costs. By contrast, every $1 invested in our national parks returns $10 to the U.S. economy, with much of that benefit flowing to rural communities.

The LRF was created to tackle the deferred maintenance backlog by dedicating funding specifically to repair and restore these critical pieces of infrastructure. In its first five years of operation, the LRF has delivered measurable results for public lands and gateway communities by

doubling down on our commitment to public lands access and infrastructure. Through the first five years,, the LRF has:

- Allocated over $8 billion to more than 1000 projects across the United States
- Completed or has ongoing projects in all 50 U.S. States and 5 U.S. territories
- Created or supported over 73,000 jobs
- Added over $16 billion in economic output to the U.S. economy

The LRF has demonstrated a significant return on investment for the American people, particularly in gateway and rural communities near public lands. Ensuring that public lands remain well-maintained and accessible is fundamental to preserving places for RVers to recreate, but the impact extends far beyond the campsite. More than 300 million visitors to public lands each year drive an estimated $29 billion in visitor spending in gateway communities, supporting local businesses that rely on recreation as an economic engine. That activity also sustains the broader RV ecosystem, including the rural economies where manufacturers, dealers, suppliers, and campgrounds are based.

The bipartisan America the Beautiful Act (S. 1547) will reauthorize the LRF, once again proving our commitment to public lands by proactively addressing deferred maintenance backlogs and thereby preventing costlier future closures and repairs.

Please co-sponsor (Daines/King/Cramer/Warner) and support the passage of the America the Beautiful Act (S. 1547) and the House version of the legislation when introduced.

ACTION



MAKING TRADE WORK **FOR U.S.**

REAUTHORIZE THE GENERALIZED SYSTEM OF PREFERENCES

The RV industry has historically relied on the Generalized System of Preferences (GSP), the longest-running U.S. trade preference program, to import very thin plywood known as lauan from Indonesia. Since the program lapsed at the end of 2020, the RV industry has paid between $1 and $1.5 million in duties each month. Over the past year, due to increased tariffs and an ongoing antidumping/countervailing duty case, the monthly average tariff burden has increased to $1.7 million each month.

Since the program lapsed in 2020, the RV industry has paid over $80 million in duties.

Lauan is a thin, strong, and moisture-resistant plywood that cannot be grown in America and has no domestic substitute – meaning the industry has no choice but to continue importing it.

In recent history, Congress has renewed the program for a brief three years, including retroactive relief for the period lapsed. While retroactivity is absolutely vital, in practice, it shortens the brief renewal periods, making each reauthorization shorter and leading to uncertainty for American businesses.

Studies have shown that the GSP program reduces reliance on Chinese imports by encouraging businesses to move supply chains into GSP beneficiary countries and helps American manufacturing.

REFORM COMPETITIVE NEEDS LIMITATIONS

Competitive Need Limitations (CNLs) are built-in import ceilings under the GSP program that eliminate duty-free access to the US market for products that exceed them, even if there is no domestic alternative or concerns that imports harm a U.S. industry. Before the program lapsed, GSP benefits terminate when imports of a certain product from a certain country either account for 50 percent or more of the value of total US imports of that product, or exceed a certain dollar value, which increases by $5 million annually – $220 million in 2025.

To ensure that the GSP program remains a viable and reliable alternative to China, Congress should update CNLs to better reflect today's economy. The RV Industry Association supports increasing the dollar threshold to $500 million, with an annual increase of 6.5%. Congress should also eliminate the 50% volume threshold, which unnecessarily penalizes countries with natural resources unavailable elsewhere and undercuts US-led efforts to move industries away from China.

Support legislation to retroactively reauthorize the GSP program through 2030 and reform the GSP program by making common-sense adjustments to the CNL thresholds to ensure the program remains viable for both domestic manufacturing and beneficiary countries.

ACTION



TYPES OF RVS

Motorized RVs

Living quarters are accessible from the driver's area in one convenient unit.

MOTORHOMES

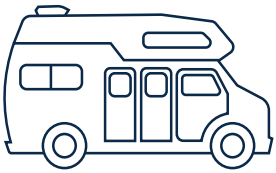
Class A Motorhomes

Generally roomiest of all RVs.
Luxurious amenities.
Sleeps up to ten.



Class B Motorhomes

Commonly called van campers.
Drive like the family van.
Sleeps up to four.



Class C Motorhomes

Similar amenities to Type As.
Optional sleeping space over the cab.
Sleep up to eight.

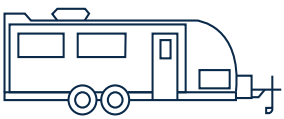


Towable/Motorized

RV units available in both motorized and towable.

Sport Utility RV

Built-in garage for hauling cycles, ATVs, and other sports equipment.
Sleeps up to 8.



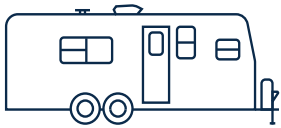
Towable RVs

Designed to be towed by family car, van or pickup truck, can be unhitched and left at the campsite while you explore in your auto.

TRAVEL TRAILERS

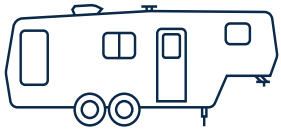
Conventional Travel Trailer

Wide range of floor plans and sizes.
Affordable homelike amenities.
Sleeps up to ten.



Fifth-Wheel Travel Trailers

Spacious two-level floor plans.
Towed with a pickup truck
Sleeps up to six.



Travel Trailer with Expandable Ends

Ends pull out for roomy sleeping.
Lightweight towing.
Sleeps up to 8.



Folding Camping Trailers

Fold for lightweight towing.
Fresh-air experience with RV comfort.
Sleeps up to eight.



Truck Campers

Mount on pickup bed or chassis.
Go wherever your truck can go.
Sleeps up to six.



Park Model RVs

Movable resort unit designed exclusively for part-time recreational use.
Sleeps up to ten.



RV CAUCUS

The Senate and House RV Caucus Members champion the RV industry and RV lifestyle on Capitol Hill and beyond by raising awareness of this uniquely American-made industry and supporting critical legislative and regulatory issues.

Support the $159 billion American RV industry and the families who enjoy the RV lifestyle by joining the Senate or House RV Caucus.

Senate: Contact the office of the Senate RV Caucus Chairs, Senators Joni Ernst (R-IA) and Angus King (I-ME).

House: Contact the offices of the House RV Caucus co-chairs, Representatives Rudy Yakym (R-IN-2) and Dina Titus (D-NV-1).

ACTION

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