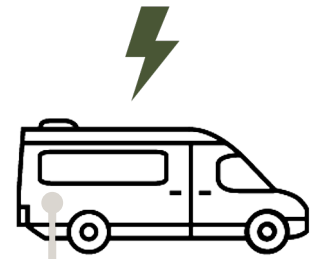


NORTH AMERICAN MOTORIZED ELECTRIC RV Study Findings

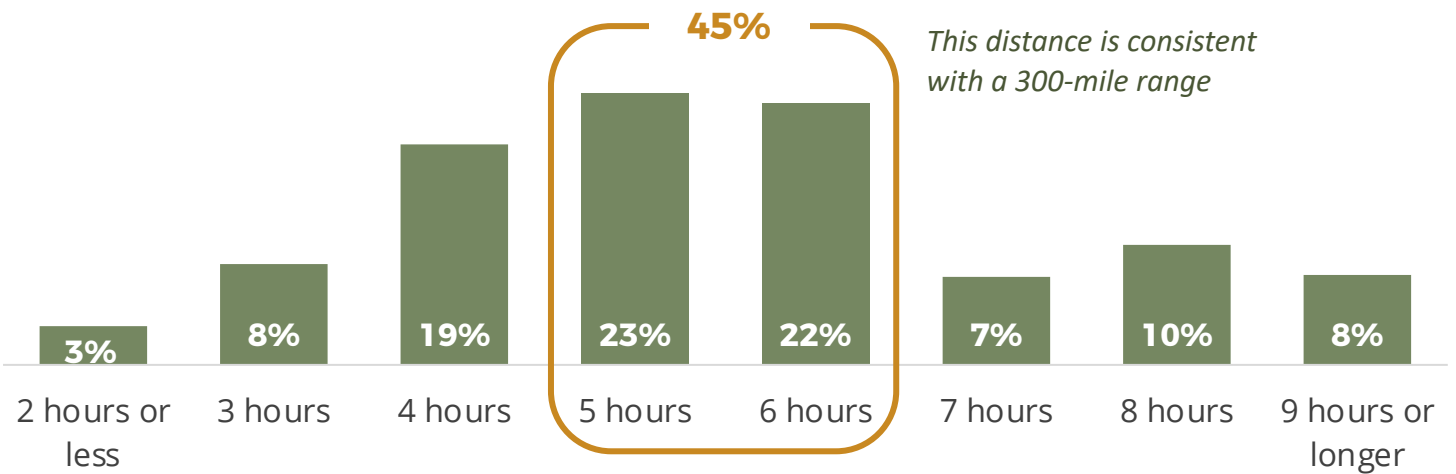


THOR
Go Everywhere. Stay Anywhere.™

THOR Industries, Inc. conducted a North American Motorized Electric RV Study in December 2021 to survey current and potential electric vehicle owners who are interested in purchasing a motorized electric RV. Respondents must have some level of RV experience (owned, rented, camped in, or borrowed an RV) within the last 10 years or currently own an RV. Results are based on a total sample size of 675 surveys (n=675) with a confidence level of 95% and an associated margin error of +/-3.7%.



EXPECTED DISTANCE TO DRIVE FROM CURRENT HOME BEFORE NEEDING TO CHARGE



These expectations align with traveling habits revealed in THOR's 2021 internal path to purchase data—70% of New RV Purchasers report traveling an average of 5 hours or more from their home for RV trips.

Expected cost to charge the battery from empty to full:



34% REPORT
\$41-\$60

Expected recharge time:



31% REPORT
45-59 MINUTES

Suggests need for a level 3 charging station

70%



report the **inclusion of an onboard fuel cell for recharging the vehicle's battery positively impacts** their purchase interest level, regardless of a small carbon impact

47%



expect to use a motorized electric RV at least **"once a week or more often"** or **"once every 2 to 3 weeks"**

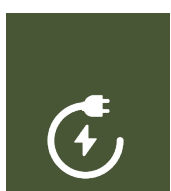
TOP SIX CHALLENGING FACTORS

50%



Availability of charging options when on the road

49%



Driving range limitations provided from one charge

48%



How often the battery needs to be charged

48%



Charging options on a campground

48%



Battery replacement

44%



expect a **fast-charging (1-hour) station at each individual campground spot**, indicating established infrastructure is critical to consumer consideration

52%



expect a motorized electric RV to **endure weekend trips** and to be **compatible with most campsite amenities**

Likely primary servicer for issues and/or maintenance:



31% REPORT
AUTHORIZED RV CENTER

26% REPORT
RV DEALERSHIP CENTER

Top two influential features on purchase decision:



86% REPORT
SAFETY FEATURES

83% REPORT
RELATIVELY LOW COST TO MAINTAIN THE VEHICLE

