

# Message from the President



## Dear RV Industry Association Members,

2019 was a critical year for the RV industry and I want to thank the industry for the support of the RV Industry Association and the confidence in allowing me to lead your organization. As a twenty-five-year veteran of the Association, it is a tremendous honor to serve our members and industry as we close out one decade and move the industry forward into the next.

More members than ever are connecting with the Association, with the understanding of the impact our core programs have on their business. Your dedication and support allow us to serve collectively on your behalf, as an extension of your company, focused on promoting and protecting the RV industry for future generations.

Over the course of 2019 there were many reports of caution in the US economy, often pointing to RV shipments as a cause for concern. The fact is, our industry continues to perform at an extraordinarily high level and 2019 was our fourth best year ever on record, beating both the 30-year and 10-year averages for shipments. We are all blessed to be part of a \$114 billion dollar industry and there is so much to be excited about looking ahead.

As we reflect on our Association's many accomplishments from this past year and the progress we continue to make together, there is much to celebrate. This Annual Report will provide a full picture of the accomplishments and services provided to members, but I would like to highlight a few of the many great things from our signature programs that have helped propel the industry forward:

## Go RVing

- Teamed up with Disney and Pixar on an integrated marketing campaign to celebrate Toy Story 4, a film centered on family RV travel, which grossed over \$1 billion worldwide
- Delivered 1.1 billion digital media impressions, a 24% increase year over year
- Launched the Kickoff to Camping season featuring significant recognition in major media outlets, including MotorTrend TV, Sports Illustrated, Outside Magazine and the Ellen Show

## Advocacy

- Successfully lobbied the US Trade Representative for approval of our petition to grant duty-free treatment of lanuan by adding it back into the Generalized System of Preferences (GSP) trade program, saving the RV industry \$1 million per month
- Released an updated study showing the RV industry has a \$114 billion impact on the US economy
- Currently holding leadership positions at the Outdoor Recreation Roundtable (ORR), allowing the Association to drive policy initiatives focused on campground modernization, including the largest National Park Service (NPS) campground modernization and rehabilitation project in decades

## RV Technical Institute

- Completed a new RV Service Technician Career Path Curriculum for the first time since 2014
- Created the first Authorized Licensed Partners to assist in the delivery of the new curriculum
- Purchased, renovated and launched a brand-new RV Technical Institute training facility in Elkhart

## Standards

- Published the 2019 edition of the ANSI/RVIA EXTLAD-1 Recommended Practice Laboratory Test Procedures for Exterior Ladders, ANSI/UPA-1 Uniform Plan Approval for Recreational Vehicles Standard and Low Voltage Connector Recommended Best Practice
- Hosted Workplace Safety Seminars for plant personnel and management
- Published training videos on Plumbing Drainage, Electrical Ground Continuity, Electrical Box Sizing and Bonding of the Propane System

As we enter the new year, you can rest assured that your association is focused and determined to advance and grow the RV industry. Let me say thank you for your continued dedication, loyalty and support. It is a great honor for me to be leading the RV Industry Association and I look forward to a very successful 2020.



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

