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West Coast's Largest Indoor RV Show Ready to Roll!



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The New Year is always an exciting time. New beginnings, fresh starts, resolutions. Ringing in 2010 called for a little extra celebration, though. It was the end of a very difficult decade that we're glad is behind us. We're excited to kick off what's sure to be a more prosperous decade with our [22nd Annual Manufacturers' RV Show](#), which opens at the Alameda County Fairgrounds in just two weeks!

Despite the pitfalls that accompanied the last few years, RV sales remained good as more people embraced the lifestyle of the open road. In October 2009, sales increased 23% over the same month in 2008. And noted RV industry analysts predict sales to continue to increase in 2010 to the tune of nearly 30%.

So what does that tell us? RVers aren't only adventurous, they're savvy and fiscally responsible. RV vacations are 27-61% cheaper than their

plane/hotel room/rental car counterparts. And because RVers know you don't need a lot of green to take a great vacation, the recession only solidified their reputation for financial acumen.

What's important to note this year, is that the economy as a whole is slowly recovering, which means increased credit availability and more job security. Dealers, however, are still in recession mode and are willing to make the kind of once-in-a-lifetime deals that make the here and now one of the best times to buy. The consumer is truly in the driver's seat.

We've got myriad dealers at the show with an amazing array of new and used models. Whether you're looking to buy your first rig, or upgrade to the latest model, now is the time to do it.

I've included below some economic indicators as reported by the Recreational Vehicle Industry Association that give a good general outlook of how the industry is looking in 2010.

We'll see you soon!

Happy RVing,

Shawn Nohr
Show Manager
GoodTimes Promotions, Inc.

RV Business Indicators for 2010:

2009 shipments. RV shipments in October 2009 were up 23% from October 2008. Shipments have improved steadily since the beginning of the year.

2010 projection. RV shipments are projected to

total 203,500 units in 2010, a 27.6% increase from the projected 2009 total, according to RV industry analyst and director of consumer surveys at the University of Michigan Dr. Richard Curtin.

The credit worthiness of RV consumers remains at the top of all credit seekers. The delinquency rate on RV loans was 0.95% from 1999-2007 vs. 2.0% for other consumer loans. Current limitations on RV credit are expected to gradually diminish over time since RV owners are, on average, excellent credit risks.

Federal economic credit and stimulus packages, which include provisions to stimulate RV lending and friendly tax treatment for new RV purchases, may help promote sales and aid in the RV industry's economic recovery. One provision in the stimulus bill provides a deduction for sales or excise taxes on the first \$49,500 of a new motorhome purchase.

About the Manufacturers' RV Show and Sale

At our RV & Recreation shows, we bring together many dealers, from all over the West Coast, to display their latest models, accessories and services and put you in touch with all the places and people to make your RV lifestyle the best it can be!

See hundreds of RV manufacturers' lines--new and used RVs--speak directly with many different dealers and representatives and do it all in one convenient location--the Alameda County Fairgrounds in Pleasanton, California.

Come see us Jan. 22-31, 2010, at the [Alameda County Fairgrounds](#) in Pleasanton, CA!

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