Recreational Vehicle Dealers

NAICS CODES: 441210
SIC CODES: 5561

Industry Overview

Companies in this industry sell new motor homes, new travel trailers, and used recreational vehicles. Major companies include FreedomRoads, General RV Center, Giant Island Empire RV, La Mesa RV Center, and Lazy Daze RV Center.

The US RV dealer industry includes about 2,500 establishments (single-location companies and units of multi-location companies) with combined annual revenues of about $14 billion.

Competitive Landscape

Demand is driven by consumer income and US population demographics. The profitability of individual companies depends on effective marketing and inventory management. Large dealerships have advantages in breadth of product line, repair center capability and marketing efficiencies. Small dealers can compete by providing superior customer service. The US industry is fragmented; the top 50 dealers account for about a third of industry revenue.

Products, Operations & Technology

Product Segmentation by Revenue - Census Bureau