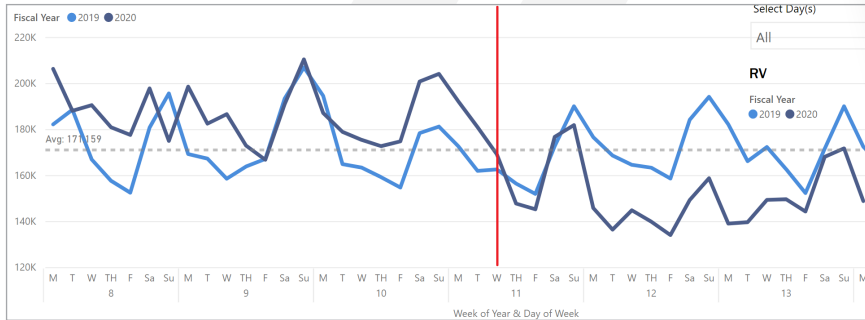


TRAFFIC

▲ 1.6% YOY

Although seeing a slight decline during last week, over the last weekend in March we continued to see increased RV online shopping as our marketplace unique visitors were up 1.6% versus March 2019.



*Red line indicates March 11, 2020 announcement of coronavirus pandemic

NOW AVAILABLE:

Virtual Retailing Resource Center

From how to videos to guides and cheat sheets on what is currently happening in the market, we've provided the resources you'll be well-equipped to continue to be successful during these times. You can find videos, guides, cheat sheets to help you navigate COVID-19 for your dealership as well as access exclusive articles on how COVID-19 is impacting your industry by checking out our Virtual Retailing Resource Center here:

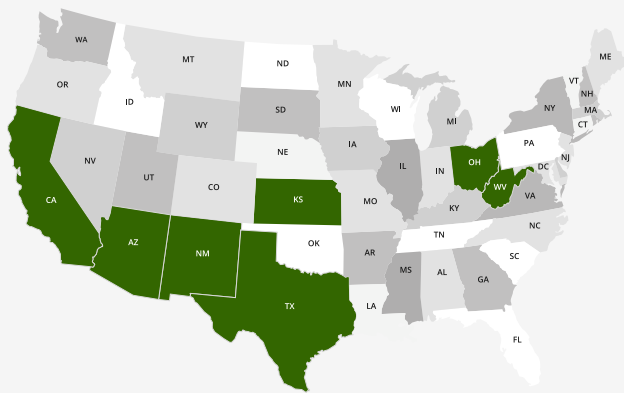
<https://rvtradermediakit.com/>

Digital Conversion Checklist

As you convert to a fully virtual dealership, don't forget these key items to address to ensure you are delivering the best digital shopping experience

https://rvtradermediakit.com/wp-content/uploads/2020/03/TI_digital-conversion_Design.pdf

REGIONAL TRENDS *by total search impressions*



MARKET SPOTLIGHT: Los Angeles grew **12.9%** this week over last in search impressions, driven by an **11.5%** increase in Class C and **10.5%** increase in Travel Trailer search impressions.

Key Regional Gains for Class A's were:

- Topeka, KS
↑ **169.4%**
- El Paso, TX/ Las Cruces, NM
↑ **85.2%**
- Wheeling, WV/ Steubenville, OH
↑ **66.4%**

Key Regional Gains for Travel Trailers:

- Los Angeles, CA
↑ **10.5%**
- Phoenix/Prescott, AZ
↑ **13.1%**

Contact us to learn more about how to extend your virtual footprint with advertising options in these regions or learn more about our retargeting options.



TOP INVENTORY SEARCHES

Search Impressions are up **5.5% WEEK OVER WEEK** where we saw:

- A significant surge in impressions on Park Models, which grew **22.2%** over last week
- Healthy growth of an average of **5%** across Travel Trailers and Fifth Wheels in the Towables category
- The motorized category saw slight gains with **5.5%** for Class A, **7.2%** for Class B and a **5.3%** gain for Class C

This is a great time to focus your Featured and Premium Ads to Park Model's if you have not already.



NEWS HIGHLIGHTS

Highlights of Relief Funding: The CARES Act

[Learn More](#)

Fun Town RV Stepping Up in Crisis For Texas Cities

[Learn More](#)

Economic Injury Disaster Loans available to small businesses

[Learn More](#)

Video: Virtual Buying Process at Veurink's RV Center

[Learn More](#)

To learn more, contact your account representative or reach out to **Marketing@RVTrader.com** or **(877) 354-4068**