

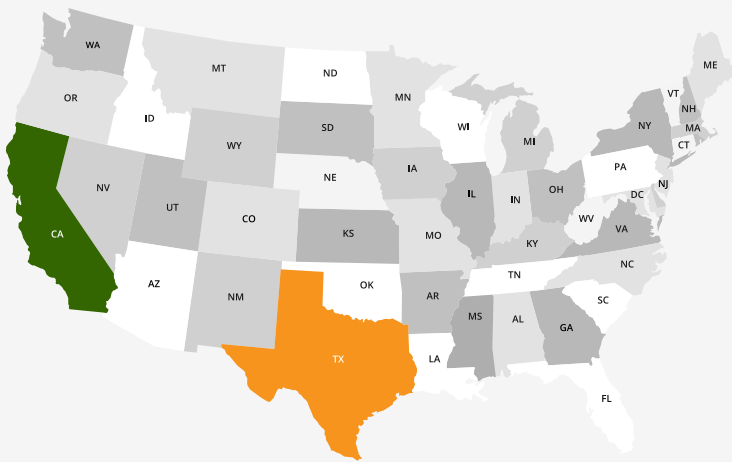
TRAFFIC

▲ 2.06% YOY

Email leads were up 2.06% year over year this past Sunday - the first time since the pandemic started.

Source: Maria DB, Including apps, for the month April 5 '20 vs. April 7 '19 (UVs)

HIGHEST REGIONAL DEMAND + TOP INVENTORY + OEM



Motorized Inventory Search Impressions

Of the top 20 markets with largest number of inventory search impressions, 2 markets led the week over week gains in Motorized inventory:

- Sacramento-Modesto, CA
up 5.8%
- Dallas-Ft. Worth, TX
up 5.4%

Of the top 8, these manufacturers had the largest number of week over week gains in Motorized inventory search impressions:

- | | | |
|----------------------------|----------------------------|-------------------------------|
| Class A: | Class B: | Class C: |
| ↑ Coachmen up 3.2% | ↑ Coachmen up 6.3% | ↑ Dynamax Corp up 5.8% |
| ↑ Fleetwood up 2.8% | ↑ Winnebago up 3.5% | ↑ Jayco up 3.7% |

ON DEMAND WEBINAR

CARES Act's Paycheck Protection Program Presented on April 9, 2020

Partnering with financial experts and former personnel from the Small Business Administration this event will walk you through the main features of the **CARES Act and the financing available to you**, and ask questions from a panel of leading financial professionals.

[Watch On Demand](#)

Towable Inventory Search Impressions

Of the top 20 markets with largest number of inventory search impressions, 2 markets led the week over week gains in Towable inventory:

- Houston, TX **up 8.9%**
- Dallas-Ft. Worth, TX **up 8.7%**

Of the top 8, these manufacturers had the largest number of week over week gains in Towable inventory search impressions:

- | | |
|----------------------------|-----------------------------|
| Travel Trailer: | Fifth Wheel were: |
| ↑ Airstream up 6.9% | ↑ Coachmen up 1.0% |
| ↑ Heartland up 5.6% | ↑ Jayco up 0.9% |
| Toy Hauler were: | Pop-up Campers were: |
| ↑ Dutchmen up 15.7% | ↑ Starcraft up 17.6% |
| ↑ Keystone up 5.8% | ↑ A-Liner up 17.3% |

OEM NEWS

VIDEO: How the RV Industry is Dealing with COVID-19

[Learn More](#)

RV's for MD's: Facebook Group matches RVs that are sitting idle with health care workers who need a place to isolate after long hospital shifts

[Learn More](#)

RVTRADER IN THE NEWS

RV Business, Keeping Your Digital Dealership Open

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Search Engine Land, SEO for recreational and commercial vehicles in a COVID-19 world

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