

## RVIA's Coon Addresses Industry Challenges During Committee Week Presentation

RVIA President Richard Coon addressed Committee Week attendees Tuesday, June 10 at the second annual "Forecast 2009" luncheon. Coon endorsed the industry forecast given by Dr. Richard Curtin, saying that RVIA "agrees with Dr. Curtin" and delivered supporting remarks emphasizing the industry's strength and resilience.

"Like many other producers of discretionary products, the RV market is facing obstacles," said Coon. "However, RVIA's forecast for year-end 2008 shows shipments reaching nearly 304,000 units — a respectable total considering our nation's difficult economic climate."

Coon further addressed some of the challenges and opportunities that will have an impact on the industry's long-term growth, including vehicle fuel economy standards and Americans' heightened environmental consciousness.

Coon outlined RVIA's activities in the "green" arena over the past months, including its commissioning of 3 studies that examined the industry's efforts to become more energy efficient as well as measuring how environmentally-friendly an RV vacation is compared with other forms of family vacation. Study findings showed that an RV vacation is not only an economical choice for families but also generates a smaller carbon footprint than vacations involving air travel and hotel stays.



*RVIA President Richard Coon*

Coon also outlined the association's activities in encouraging federal regulators to consider safe towing capabilities as they develop the new CAFE standards.

Citing an AARP study reporting that someone turns 50 every seven seconds, Coon emphasized the industry's strong long-term outlook. He praised the Go RVing coalition, noting that even with budget cutbacks, Go RVing continues to promote the industry on three broadcast TV networks and 37 cable TV networks, in 32 consumer publications, and on 25 websites. Go RVing will have a strong showing during coverage of the 2008 Summer Olympics.

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