

## RV Sales Are Booming as Campers Go Glam



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The lure of taking your home on the road is still highly appealing to many Americans, especially to retirees as they enter a new portion of their lives with more free time than ever before.

A recent survey by Bank of America Merrill Lynch and Age Wave found that nearly a quarter of retirees say that going on an RV trip is very appealing, and low fuel prices make driving a gas-guzzling house on wheels a more economic option.

RV sales increased more than 10 percent in the first quarter of this year to the highest rate in over a decade, according to the Recreation Vehicle Industry Association.

Thor Industries, which owns several RV brands, including Airstream and General Coach, reported sales of nearly \$1 billion in the second fiscal quarter ended in January and is ramping up production to meet expected continued growth.

Of course, many of today's buyers aren't exactly roughing it. Today's luxury RVs are sometimes called Glampers, a reference to their many high-end features, including premium appliances, multiple bathrooms and sophisticated home theater systems.

Such touches don't come cheap, however, with the cost of some campers rivaling the cost of many McMansions.

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