



Pinto sedans and station wagons are ideally suited for towing boats, tent campers and trailers weighing less than 1,000 pounds.

Down-sized RVs in big demand

The recreational vehicle market has rebounded from the severe decline of the mid-1970s and is on track for record-breaking sales performances in the years ahead.

It is predicted that sales of RVs this year will total 580,000, more than three per cent ahead of the previous industry record of 564,200 set in 1972, and 96 per cent more than the 1974 showing of 295,800.

It is expected that large motor-homes and travel trailers should sell well, but the more efficient tent campers, trailers and mini-home sales should show dramatic sales gains through the mid-1980s.

Federal regulation, changing life styles and a steady growth rate in the total number of consumers between 25 and 34 will have an affect on RV market trends, as will fuel-economy standards.

Robert Honke, Ford Division recreation vehicle sales manager, said that use of trucks and vans is expected to climb as Americans rely more and more on trucks to handle their heavy-duty trailer towing requirements.

He said that a recent owners' survey showed that 87 per cent of the pickups sold today were used for personal transportation, and

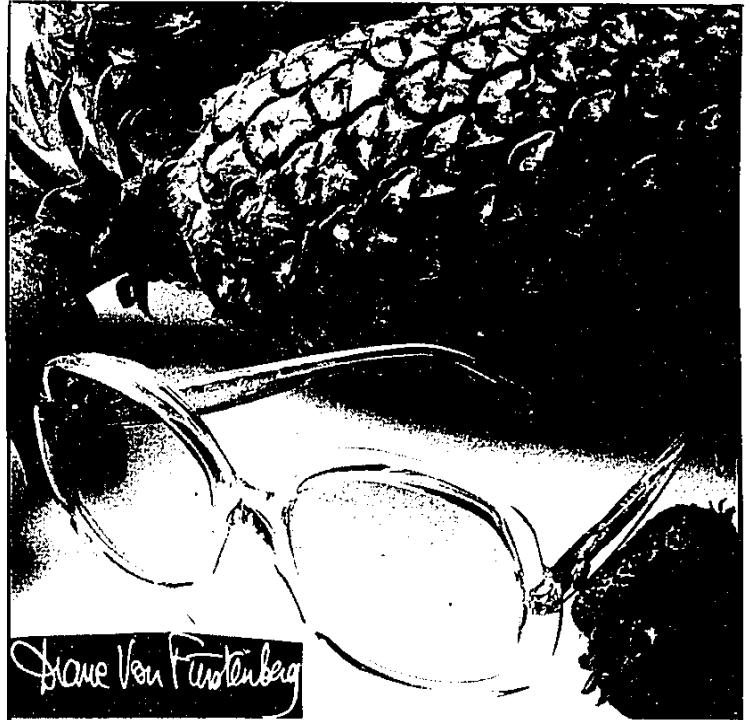
nearly 55 per cent of those surveyed used their pickups for camping, hunting or fishing trips. Forty-five per cent used them for vacation travel.

"Younger, more budget-conscious buyers will demand smaller, more efficient trailering equipment and campers to match their life styles and the down-sized capabilities of their cars and light trucks.

"Consumers between 25 and 34 year of age make up the largest single segment of our population," he said. "This market is expected to grow from 30 million persons in 1975 to more than 36 million in 1980, and will approach 40 million by 1985."

While members in this age group are not prime candidates for a \$20,000 motor-home, they are investing in boat trailers, motorcycles and snowmobiles, and RVs like tent campers and mini-homes.

"As towing vehicles become smaller, we look for a resurgence in the tent and light-duty trailer markets," Honke said. "These are trailers that range in price from \$700 to more than \$3,500 and weigh anywhere from 330 to 2,000 pounds. They are the most economical to buy, tow and maintain," he said.



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