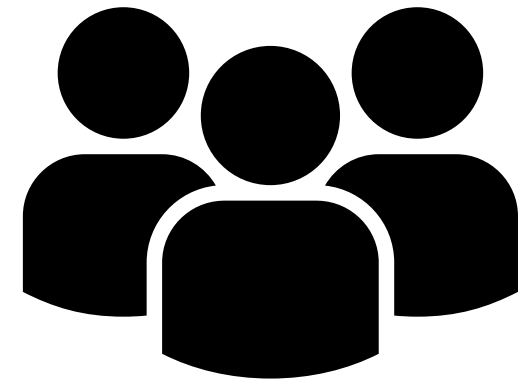


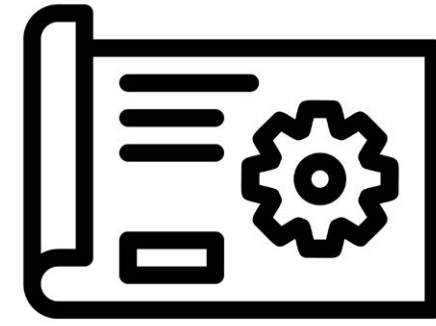


Elevating Interiors to Drive Sales

Exploring 2023 RV Interior Design Trends



1200+
employees



1.2 Million
square feet of
manufacturing space



10 plants
across the Midwest
& East Coast

Founded in 2002,
we're a leading supplier
of RV interiors specializing
in decorative laminate
components



Our Interiors Journey

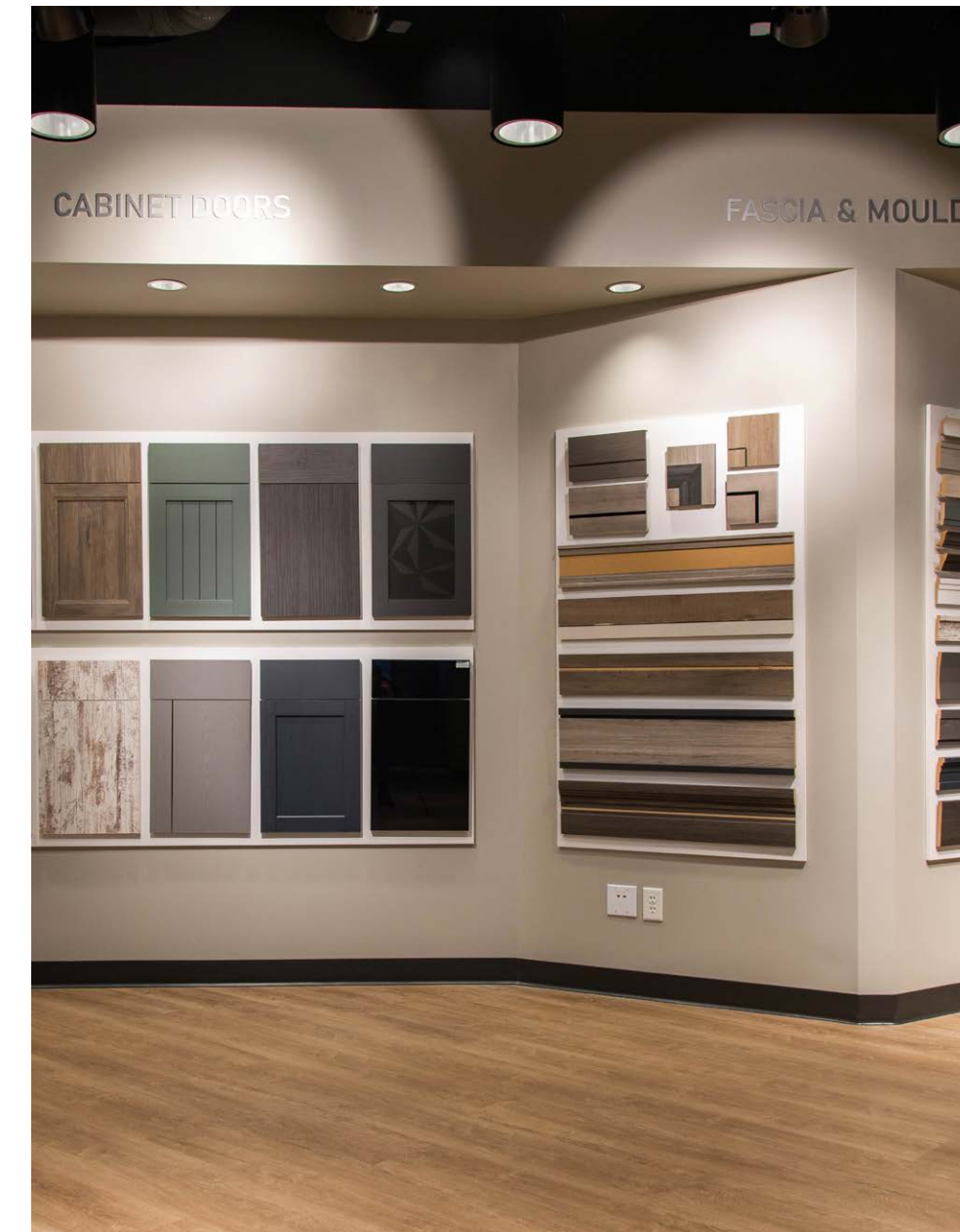
As we've expanded our product lines, our expertise in interior design has also grown.



2002 – 2010
Focus on panels
& mouldings



2011 – 2017
Panel processing, cabinetry,
and European partnerships



2018 – 2021
Launched Design Center
& Elevated Interiors Program



2022
Expanding on success of the program:
Hardware, backsplash, curved doors

Today's Buyer Expectations

As buyers age down, expectations are going up.

11.2 Million

Households Own an RV

50% of Owners are under 55

22% of Owners are between 18 and 34

Among current owners,

84%

of 18-34 year olds plan to buy another RV in the next 5 years, with **78%** preferring to buy a new model.



Why would a customer accept poor design in an RV when they don't in their car or home?

The automotive and housing industries tell us a lot about expectations for interiors.

Perceived quality, or look, touch & feel, plays a significant role in purchase behavior: When something looks well-thought-out, it's **value increases**.



Today's Buyer Expectations

While RV floorplans and technology have seen significant focus & improvement, cohesive interior design is still an underdeveloped and undervalued area.

“All RVs look the same.”
“Every interior is brown.”
“Too many patterns.”

“We want the iPhone of RVs: Elegant, user-oriented, and innovative, with clean lines and sleek surfaces.”
- Megan Barber, writer and millennial RV owner





Today's Opportunities

- ✓ Strive for Cohesion
- ✓ Invest in Quality Cabinets
- ✓ Explore New Material Characteristics

Cohesion

- ✓ Less is more.
- ✓ Think about the whole, not just the parts
- ✓ Each interior component should create harmony, not dissonance.

RV units with well-designed interiors are gaining market share and moving off lots quicker.

Grand Design Imagine rose to #6 in just one year.





Quality Cabinets

Cabinetry components make up around 80% of interior square footage and are one of the easiest ways to elevate look, touch, and feel.

Form: Quality hardware, consistent finishing, spacing and alignment

Function: Don't underestimate value of space design, every square inch should be usable

As younger buyers expect more contemporary woodgrains, **hardwood stains aren't keeping up.** Laminates provide equal durability, higher design and a more cohesive finish.

Material Characteristics

Eco-friendly choices and materials will become more important in the years ahead.

- ✓ Lightweight
- ✓ Sustainably forested wood products
- ✓ Composite wood laminates vs hardwood
- ✓ PET & Hemp panels

3 out of 4 millennials are willing to pay more for sustainable products

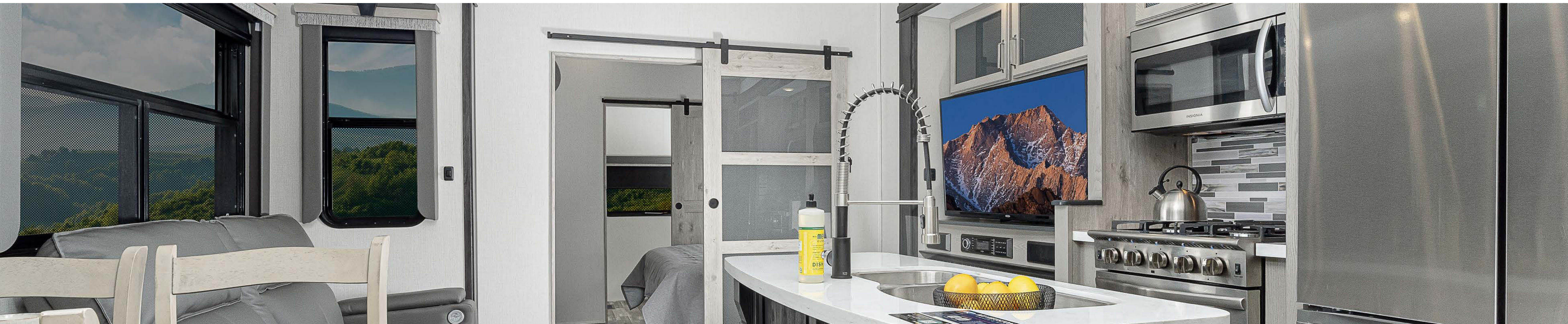
73% of Generation Z consumers are willing to pay **10% more** for sustainable products, according to a report from First Insight.



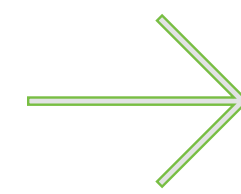
What this means for you:

- ✓ In a down economy, perceived value will matter more than ever for customers to commit.
- ✓ Units with cohesive, elevated interiors have seen higher sales, margins and returns and will retain value better.
- ✓ Elevated interiors provide a better consumer experience, leading to more repeat customers and new buyers.

**Intentional,
well-designed
interiors
matter.**

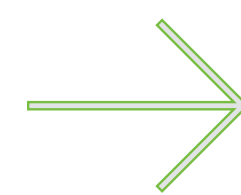


2023 Trends



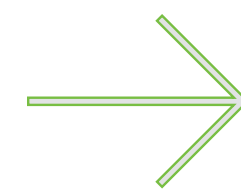
Residential-forward

Residential trends for RV applications



Illusion of Space

RV applications that make units feel larger



Attention to Detail

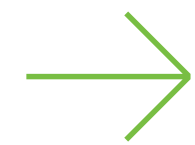
Small details that make a big impact



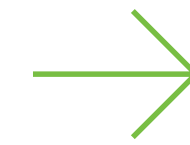
Residential-Forward

Residential trends for RV applications

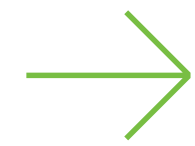
The RV industry is closing the gap on residential interior trends. Through thoughtful design and sophisticated materials, the end user experiences an RV that looks and feels like home.



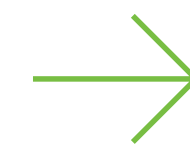
The “New” Neutral Palette



Simplistic Features



Residential-style wall solutions



Contemporary Cabinetry





The “New” Neutral Palette

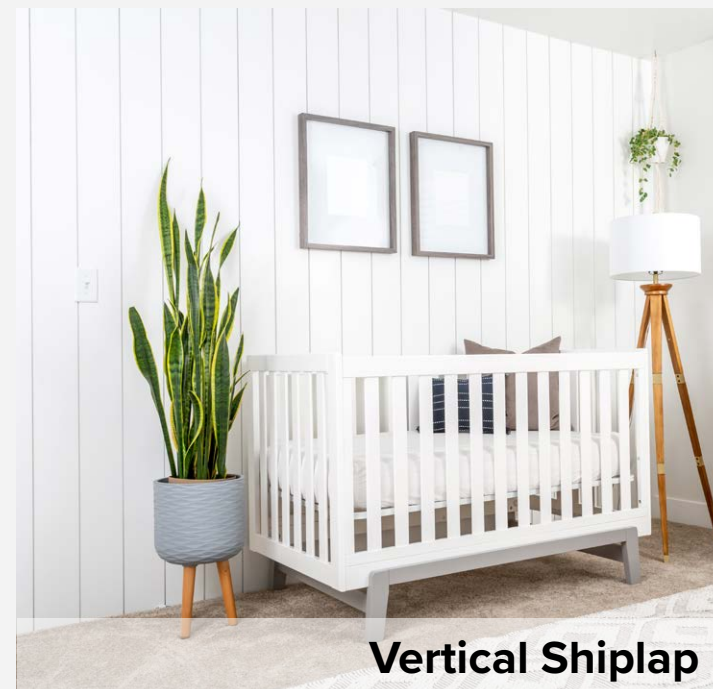
- ✓ Natural, contemporary woodgrains
- ✓ Warm tones
- ✗ Sterile whites
- ✗ Cool grays

“People have been drawn to nature-inspired and earthy tones the past couple years, and this is something that will continue into 2023 and beyond.”

Sue Wadden, Director of Color Marketing, Sherwin-Williams

Residential-style Wall Solutions

- ✓ Solid, “painted” walls
- ✓ Wallpaper accent walls
- ✓ Board & batten applications
- ✗ Competing patterns





Simplistic Features

- ✓ Simplified profiles and styles
- ✓ Replace cabinetry with open shelving
- ✓ Make it RV friendly with a miter fold or plexi lip
- ✓ Miter folded ceiling beams

Miter (mī dər) noun

Diagonal joint between two pieces of wood, joining them together at right angles.



Contemporary Cabinetry

- ✓ Flat or full-access cabinet doors
- ✓ Pair with linear woodgrains and solid colors
- ✓ New interpretations of classic designs



Contemporary cabinetry reflects the 2023 trend toward simplicity and functional design.



Illusion of Space

Intentional applications that make your space feel larger

Space matters. According to RVIA, “size of livable space” is the second most important factor when buying an RV. Make the most out of your footprint by employeeding these space-capitalizing tactics

→ Arches & Curves

→ Linear Details

→ Texture

→ Flooring



Arches & Curves

- ✓ Applied on cabinetry and headboards
- ✓ Soften & modernize a space
- ✓ Influenced by European design

Curves give the eye a natural place to rest, giving off a relaxing, calming and welcoming feel due to rounded organic appearance.





Texture

- ✓ Applications: Furniture, walls, & textiles
- ✓ Create a warm & inviting atmosphere
- ✓ Build & balance texture
- ✗ Overuse conflicting textures

Layering textures in the foreground on smooth and light backgrounds creates **the illusion of depth.**

Linear Details

- ✓ Variation: different scales, sizes, and orientations
- ✓ Elongates and accentuates space
- ✓ Incorporate a combination of materials

Applications

- **Backsplash**
 - Shiplap, vertical, & horizontal tile patterns
- **Woodgrains**
 - Linear wood species, island, & end panels
- **Feature Walls**
- **Lighting & Hardware**
- **Furniture**





Flooring

- ✓ Neutral flooring
- ✓ Simplified, thin or wide-panel linear plank
- ✗ Patterned flooring
- ✗ Busy woodgrains

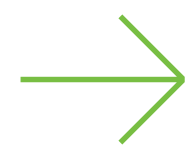
Ensure flooring is...

- Complimentary to cabinetry woodgrain
- Paired well with other flooring surfaces

Attention to Detail

Small details that make a large impact

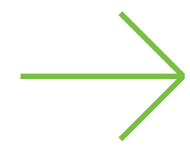
Small but mighty, hardware, backsplash, and lighting has emerged as a defining design detail capable of invigorating the entire RV interior. Manufacturers who pay attention to selecting higher-quality, trend-forward options will reap the benefits, crafting cabins that look and feel a step above the competition.



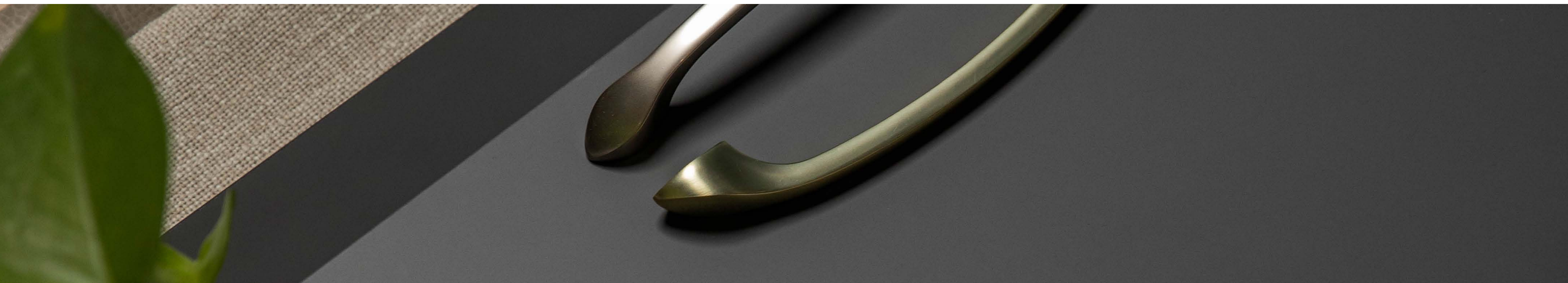
Hardware



Lighting



Backsplash





Hardware

- ✓ Mix metals and finishes
- ✓ Pair complimenting hardware styles
- ✓ Matte black is most popular finish

Hardware is one of the most interacted-with elements in a coach. High-quality, attractive hardware goes a long way to elevate perceived value for customers.

Backsplash

- ✓ Compliments a cohesive interior look
- ✓ Vertical or stacked tiles
- ✓ Ceramic or stone designs
- ✗ Treat as an afterthought

Backsplashes give your kitchen an instant visual element, making it the first noticeable thing people see when they walk around your unit.





Lighting

- ✓ Intentional placement
- ✓ Utilize to highlight interior features
- ✗ Colored feature lighting



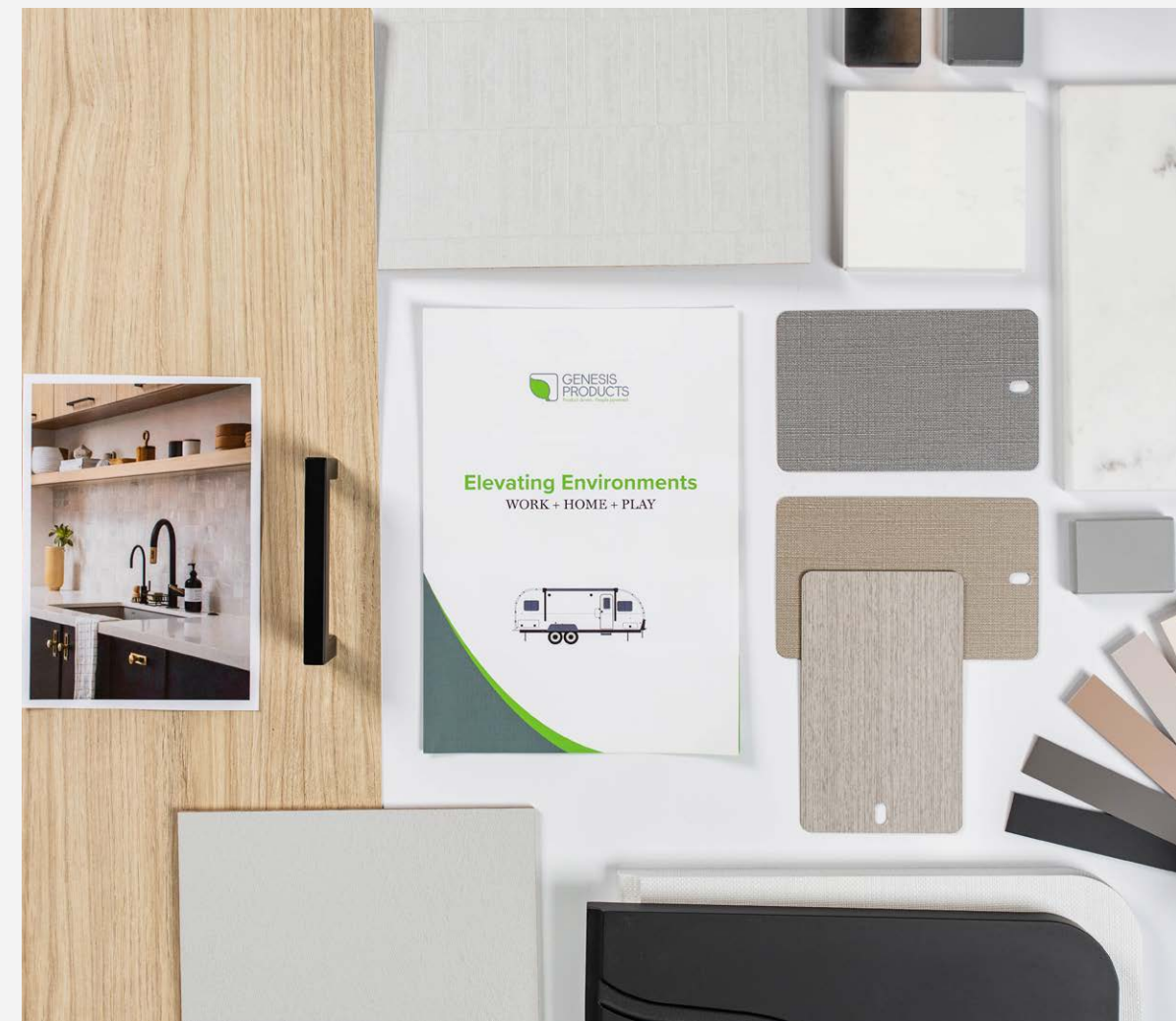
Elevated Interiors for RV

We bring together the latest and most inviting interior looks, based on current and emerging trends, to help RV manufacturers offer elevated interiors that inspire sales. Through our simple process, we'll work with you to consult, curate, and construct better-looking interiors in less time.



Consult

Our design team studies trend forecasts to bring you expert guidance in creating a cohesive, inviting interior color story. Bring us your vision and we'll help bring it to life.



Curate

With the industry's largest collection of options, we'll match your needs against the full scope of possibilities to determine the perfect combination of design, function and performance.



Construct

Using best-in-class technologies, we manufacture your interior components to order with the convenience of a single-source supplier.



Get in touch

Learn more about these trends and how to apply them to your coach.

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