

The Empire That Owns Half Your RV Lot

Walk this lot. Different badges. Different names. Different price points. Most of these — same parent company. Thor Industries.

Keystone. Thor. Jayco. Thor. Heartland. Thor. Entegra. Thor. Airstream — yes, Airstream — Thor. You think you're shopping competing brands. You're shopping the same boardroom.

Thor's a publicly traded company. Read their annual report. Their priority is shareholder return. That's not a conspiracy. That's literally what their 10-K says, page one.

Why does this matter? Because when one parent owns ten brands, 'shopping around' is theater. The QC is centralized. The supplier list is centralized. The dealer training is centralized. The complaints all route through the same legal department.

THE BOTTOM LINE

Next four Mondays I'm doing one Thor brand each. Keystone, Jayco, Heartland, Grand Design's parent. Comment which one you've owned — I'll dig into your model first.