

The 2-Year Warranty Marketing

Jayco's biggest selling point — the two-year warranty. The longest in the industry. Let's read it.

Two-year structural warranty. That sounds great. Until you read what 'structural' excludes. Roof. Slide-outs. Appliances. Plumbing. Electrical. Sealants. All separate warranties — most are one year. Many are six months.

Jayco's two-year warranty covers the frame, the walls, and the chassis bonding. The stuff that almost never fails. The stuff that does fail — covered by the standard one-year manufacturer + supplier-specific warranties just like everyone else.

Jayco's a Thor brand, by the way. So the supplier list is the Thor supplier list. Same parts as Keystone, Heartland, the others.

I'm not saying don't buy a Jayco. I'm saying — read every page of every warranty before the two-year headline sells you. The headline is a sales tool, not a product.

THE BOTTOM LINE

Next Monday — Heartland. Then Grand Design. Comment your Jayco warranty experience — did the two-year hold up?