

GRAND DESIGN

The 'Better' Brand Reality

Grand Design. The brand everyone says is 'the good one.' Reflection, Solitude, Imagine, Momentum. The reputation is real. Let's see if it's still earned.

Founded 2012 by ex-Keystone executives who said they could build better. They built better — for about four years. Then in 2016, Winnebago bought them.

Post-acquisition, the executive team mostly stayed. The supplier relationships mostly stayed. The QC reputation mostly stayed. For now.

But here's the pattern in every RV acquisition. Year one — same. Year two — same. Year three — slight supplier substitutions to hit cost targets. Year five — the brand's quality has drifted toward the parent's average.

Grand Design is in year ten under Winnebago. Owner forums show a slow upward creep in defect reports starting around year six. Still better than average. Just — not the unicorn it used to be.

THE BOTTOM LINE

Buying a Grand Design today is still a smarter bet than most. Just don't pay the unicorn premium. Next Monday — Coachmen. My old Pursuit.