

The Cheap-Tier Trifecta

Cherokee. Salem. Wildwood. Three travel trailer brands. Three price points. One factory. One supplier list. Maybe one engineering team. Definitely one set of compromises.

Cherokee — the 'premium' entry. Slightly upgraded interior trim. Twenty-thousand-ish. Salem — the middle. Standard trim. Eighteen-thousand. Wildwood — the rock-bottom. Bargain trim. Sixteen-thousand.

Same chassis. Same axles. Same fridge. Same furnace. Same water heater. Same wall construction. The differences are decor and price. That's it.

If you're shopping any of these three — buy the cheapest one and put the difference toward a third-party inspection and a surge protector. The 'premium' version is decor.

Common complaints across all three — slide-out misalignment on smaller slides, leaky pop-out windows, weak roof attachment for AC units. Forum patterns are consistent across the three brands.

THE BOTTOM LINE

Next Monday — Tiffin Motorhomes, the brand REV Group bought. We'll see if the legacy survived. Comment your cheap-tier story.