

The Independents — Brinkley vs Lance

Brinkley. Lance. Two of the last truly independent RV makers in America. Different segments. Different reputations. Worth comparing.

Round one — ownership structure. Brinkley — founded 2021 by ex-Grand-Design executives. Privately held. Lance — founded 1965. Independent since founding. Both not owned by Thor, Forest River, or Winnebago.

Round two — product range. Brinkley — fifth wheels only, premium tier, ninety to one-hundred thousand. Lance — travel trailers and truck campers, mid to premium tier, fifty to ninety thousand. Different segments. Apples and oranges in product but apples-to-apples in spirit.

Round three — build quality. Both have stronger reputations than the big-three averages. Lance has decades of consistency. Brinkley is too young to fully judge — but early signals are positive. The ex-Grand-Design DNA shows.

Round four — service network. Lance — established dealer network across the country. Brinkley — newer, smaller dealer network, but factory-direct service is responsive. Lance wins on accessibility, Brinkley on direct-from-factory care.

Round five — price. Both run premium for their segments. Pay ten to twenty percent more than the equivalent big-three rig. The premium is real. Whether the premium is worth it depends on you.

THE BOTTOM LINE

Verdict — both are better-than-average bets. Lance for proven track record. Brinkley for the new-DNA bet. Comment if you've owned either.