

Looking Back — What I Got Right and Wrong This Summer

Twelve weeks of trash-talk. Time to take some of it back. What I got right. What I got wrong. Honestly.

Got right — extended warranties are mostly a lie. The data backs me up. Owner forums back me up. The complaints are documented. I'd say it again louder.

Got right — sponsored creators have aligned incentives with manufacturers. The non-disparagement clauses are real. I have copies.

Got wrong — week six I called Heartland 'family-targeted marketing first, engineering second.' That's true on average — but I had a viewer in the comments who pointed out that her Heartland Big Country has held up for eight years without major defects. The pattern isn't universal. I overstated.

Got wrong — week eight I said Grand Design's quality has 'drifted' since acquisition. The data is mixed. Some metrics improved post-acquisition. The 'drift' is a hypothesis, not a fact. I should have framed it as a question, not a conclusion.

Got wrong — multiple times I described dealer behavior with broad strokes. There are honest dealers. There are honest F&I people. I overgeneralized. If you're an honest dealer reading this — sorry. Also, please email me. I'd love to feature you.

Watchdog work means I'll get things wrong. The deal is — I correct when I do. Loudly. That's the deal.

THE BOTTOM LINE

Last Trash-Talk of the series. Comment what YOU think I got wrong. I'll address the best ones in the Q4 series.