

Renogy Shares Insights on How Energy Solutions Are Supporting the Next Generation of RV Living

As Millennials enter their peak buying years, Renogy highlights why OEMs and dealers must sell experiences—and the energy systems that power them.

ELKHART, IN, UNITED STATES, June 8, 2026 /EINPresswire.com/ -- At the 2026 [RV Industry Power Breakfast](#), Baird market strategist Michael Antonelli delivered a message that resonated across the room: "You don't sell camping equipment anymore. You sell a lifestyle platform."

His presentation focused on the demographic force poised to reshape the RV industry for the next decade. Millennials have become the largest generation in the United States and are entering their peak earning years. With approximately 12,000 Americans turning 35 every day, and the country's three largest age groups expected to fall between ages 35 and 45 by 2030, the next wave of RV buyers is already arriving.

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Michael Antonelli

The challenge for manufacturers and dealers is not whether customers are coming—but whether the industry is prepared to sell the way they buy.

Today's Buyers Purchase Experiences, Not Specifications
Modern consumers are less interested in technical

specifications and more interested in the lifestyle an RV enables.



Renogy VP, N. America Tiffany Dorin (left) and Dir. of Product Solutions Mauricio Luna attend the 2026 RV Industry Power Breakfast (RV Business Photo)

They envision remote work from scenic destinations. They dream of spontaneous weekend adventures, family escapes from screens, and the freedom to travel without limitations. These experiences have become the new currency of RV ownership.

What often goes unstated is that every one of these lifestyle promises depends on reliable energy.

Working from anywhere requires dependable power for laptops, internet connectivity, climate control, and essential appliances. Comfortable off-grid travel depends on uninterrupted energy storage and management. Weekend adventures become truly effortless when travelers no longer need to worry about shore power hookups or generator run times.

As Antonelli emphasized, the conversation is shifting from "Look where you can go" to "Look who you can become."

Behind that transformation is a critical foundation: integrated energy independence.

Power Is the Platform Behind the Lifestyle

For RV manufacturers, the opportunity is to build the lifestyle promise directly into the product.

A vehicle equipped at the factory with advanced lithium battery storage, solar charging capability, and intelligent power management is no longer simply an RV with optional upgrades. It becomes a complete off-grid-ready solution designed around how modern consumers travel.

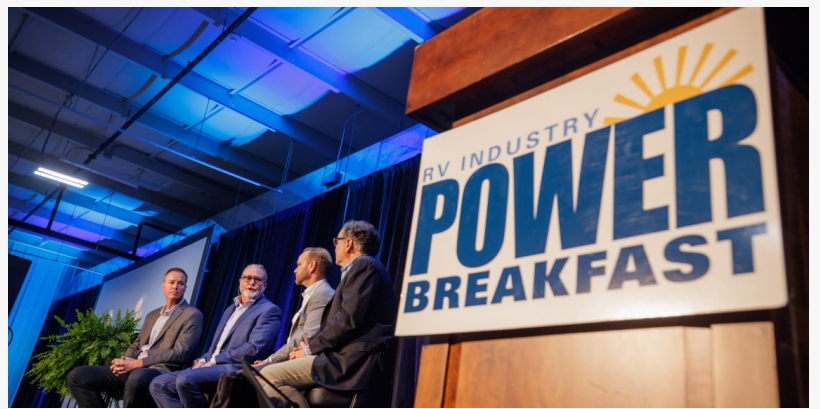
The recently launched MDC XT9 Off-Grid Extreme Travel Trailer demonstrates this approach in action, featuring factory-integrated [Renogy](#) power solutions engineered to support extended off-grid adventures. Rather than selling individual components, manufacturers can deliver a fully integrated experience that aligns with evolving customer expectations.

Helping Dealers Sell the Experience

For dealers, the opportunity begins with changing the sales conversation.

Most customers do not arrive at a dealership asking for a specific battery capacity or solar configuration. Instead, they are imagining a weekend getaway, a family road trip, or a remote workspace with a view.

Successful dealerships will focus on connecting those aspirations to the capabilities of the RV.



2026 RV Industry Power Breakfast (RV Business Photo)

Renogy-equipped inventory allows dealers to demonstrate how integrated energy systems enable longer stays, greater comfort, and more freedom from traditional campground infrastructure. Combined with showroom displays and sales training, dealers can help customers understand not only what the system does—but what it makes possible.

When buyers recognize that they are purchasing freedom, flexibility, and confidence rather than simply equipment, purchasing decisions become easier and more compelling.

The Next Decade Belongs to Lifestyle-Driven Brands

Antonelli referenced a well-known insight from Steve Jobs: "It's not the customer's job to know what they want."

Most RV buyers will never ask for a 200Ah lithium battery system. What they want is the lifestyle that system enables.

The manufacturers and dealers that succeed over the next decade will be those that effectively connect those dots—transforming technical features into meaningful customer experiences.

Industry trends suggest that reliable, integrated energy solutions are becoming a foundational element of the modern RV lifestyle. Renogy works with OEMs and dealers to support this shift through factory-integrated power systems, showroom merchandising solutions, and educational resources that help translate technical capabilities into consumer value.

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