



Wilkins RV Recognized as 2025 RV Business Top 50 Dealer

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Wilkins RV has been recognized as a 2025 RV Business Top 50 Dealer. The award was presented during the RV Dealers Association Convention. Now in its 13th year, this distinction acknowledges dealerships across North America for excellence in areas such as customer service, operational practices, and industry contributions.

The selection process for the Top 50 Dealers involves nominations and evaluations based on criteria including customer satisfaction, employee training, and community involvement. Wilkins RV stood out among applicants for its consistent performance and dedication to the recreational vehicle sector. The honor highlights the dealership's role in providing quality RVs and support to customers in New York and surrounding areas.

Under the leadership of owner Brian Wilkins, the company has achieved multiple milestones. Wilkins, a third-generation RV dealer, assumed ownership in 2004 after working in various roles within the family business and gaining experience in public accounting. His direction has led to significant expansions, growing from one location to six across the state.

The dealership's history traces back to 1936, when it began as C Wilkins Used Cars in Hornell, New York. In the 1950s, it shifted focus to recreational vehicles. Ron Wilkins, Brian's father, expanded the offerings in the 1960s by adding brands such as Coachmen and Shasta. The transition to Brian Wilkins marked a period of further development.

Key expansions include the construction of a 50,000 square foot facility in Bath, New York, featuring twenty service bays, a 14,000 square foot showroom, over 3,000 square feet of parts and accessories, and eight campground-style hookups. In 2011, a second location opened in Churchville, New York, later expanded to 40,000 square feet with sixteen service bays, a 12,000 square foot showroom, 2,000 square feet of parts, and six hookups.

Further growth occurred in 2017 with the acquisition of Ballantyne RV locations in Victor and Cicero, New York. In 2021, the purchase of former Great Outdoors RV sites in Fulton and Brewerton added to the network. In 2022, the acquisition of the former Jim's RV in Nichols, New York, extended the reach in the southern tier. Most recently, operations from Victor relocated to a new facility in Waterloo, New York.

Wilkins RV, an RV dealer in Monroe County, NY, operates the Churchville location among its sites. The dealership offers new and pre-owned motorhomes, travel trailers, fifth wheels, toy haulers, and tent campers from manufacturers including Grand Design, Jayco, Alliance RV, Heartland RV, Forest River RV, Newmar Motor Coaches, Gulf Stream RV, and Coachmen RV. Services encompass sales, financing, parts, and maintenance.

Brian Wilkins' career includes notable industry involvement. He served as chairman of the RV Dealers Association in 2016 and contributed to the REPAIR initiative, which focuses on measuring repair event cycle times to improve efficiency. In 2022, he received the James B. Summers Award from the RV Dealers Association for outstanding service. In 2024, Wilkins was inducted into the RV/MH Hall of Fame as part of the Class of 2024, recognizing his impact on the industry.

During his Hall of Fame acceptance speech, Wilkins acknowledged his family, mentors, and team. He highlighted the influence of his late mother, Patricia Wilkins, and his father, Ron Wilkins. He also credited industry figures such as Jeff Hirsch, Mike Regan, and others. Wilkins emphasized the Rect Score initiative, a tool developed to track and enhance post-sale service.

The 2025 Top 50 Dealer recognition builds on these accomplishments. It reflects the collective efforts of the Wilkins RV team under Wilkins' guidance. The dealership continues to adapt to market demands, including the introduction of 2026 model floorplans and participation in events like the New York State RV Show.

Wilkins RV is humbled to be honored for our commitment to the RV Industry, to our employees and our community. For me, the credit for this recognition goes to the 250+ employees of Wilkins RV who dedicate themselves everyday to being amongst the best in the RV industry. This recognition is 100% a tribute to them," stated Brian Wilkins, President of Wilkins RV. Wilkins RV maintains a focus on customer education and post-sale support. The company's motto emphasizes quality RVs at competitive prices while fostering family memories. Locations serve communities in Bath, Churchville, Waterloo, Brewerton, Syracuse (Cicero), and Nichols.

The award aligns with other recent activities, such as naming manufacturer sales representatives of the year and congratulating partners on Dealer Satisfaction Index awards. These efforts demonstrate ongoing engagement with industry partners.

Founded in 1936 as C Wilkins Used Cars in Hornell, New York, Wilkins RV evolved from an auto detailing shop to a dedicated RV dealership in the 1950s. Under the leadership of Ron Wilkins in the 1960s, the business expanded to include brands like Coachmen and Shasta. Now in its third generation, the company operates multiple locations across New York, specializing in new and pre-owned RVs, rentals, and related services, serving a broad customer base in the region.

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Wilkins RV of Churchville

Wilkins RV of Churchville is family owned and has served New York for over three generations. We've seen many RV dealers come and go over that time, yet we remain.

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