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## **ADCO, A DIVISION OF COVERCRAFT INDUSTRIES, ACQUIRES AIRSTREAM LICENSE**

### ***Leading Protection Products Manufacturer to Produce a line of Airstream Motorhome Covers and Accessories***

**Los Angeles, CA – October 20, 2017** – ADCO Products, a division of Covercraft Industries, the leading branded manufacturer of protective RV covers, announced today that they have partnered with [Airstream](#) for a line of high-end licensed interior and exterior soft-goods to include motorhome covers, floor mats and lifestyle products.

"We are thrilled to align ourselves with perhaps the most iconic brand in the RV Industry," said Morgan Ein, Vice President of Sales & Marketing at Covercraft Industries. "We know that Airstream is focused on quality driven by its distinctive and iconic design and ADCO is well positioned to capitalize on this business strategy."

ADCO plans to develop and distribute Airstream branded products to Airstream's dealer network within the United States and Canada as well as partner with Airstream's Wally Byam Club.

"Airstream and ADCO have an exciting opportunity to bring innovative and unique products to market that will allow our customers to keep their Airstream touring coach protected and looking like new," said Mollie Hansen, Vice President of Marketing at Airstream. "This partnership ultimately benefits the Airstream owner and we are thrilled to work with the Covercraft group as their commitment to quality aligns well with ours."

David Howitt, the Founder and CEO of the Meriwether Group, a brand acceleration firm and trusted advisor, who guided the partnership commented "Airstream and Covercraft are both highly authentic and innovative brands who pride themselves on the promises that they make to their consumers. With both, you are getting a quality product."

The Airstream products are expected to be widely available by Q1 2018.

#### **About ADCO, a division of Covercraft Industries**

ADCO is a manufacturer and distributor of innovative storage solutions and accessories for recreational vehicles. Parent company, Covercraft Industries, is the world's leading brand for custom-patterned vehicle protection products including covers, UV sunshades, seat covers, canine travel products, dash mats and floor mats. For more information, please visit [www.ADCOprod.com](http://www.ADCOprod.com) or call 800.541.2326.

**About Airstream**

Airstream, manufacturer of the iconic "silver bullet" travel trailer, is the longest-tenured recreational vehicle manufacturer in North America. Following founder Wally Byam's credo, "Let's not make any changes, let's make only improvements," Airstream has remained a timeless classic. Byam's vision for Airstream trailers was to use these design- and quality-driven products to allow people to dream, travel and explore the open road. A subsidiary of Thor Industries, Airstream is based in Jackson Center, Ohio, where a team of craftsmen remains dedicated to preserving the brand's legendary reputation for quality and innovation. For more information, please visit [www.airstream.com](http://www.airstream.com).

**About Meriwether Group**

Meriwether Group, LLC is a trusted advisor and business acceleration firm led by seasoned senior executives and entrepreneurs with decades of operational experience with some of the world's most iconic brands, including Polaris, Nike, Pendleton, and adidas. Meriwether partners have the unique capability of accelerating strategy and outcomes for extension, licensing, distribution, and mergers and acquisitions in a brand centric and relevant way. Motivated by its mission to help founders fulfill their journeys, Meriwether guides business leaders to achieve their destiny, defining optimal strategy for progressive growth through brand management, market research, competitive landscape analysis, brand and business valuation and acquisition strategy. For more information visit [www.meriwethergroup.com](http://www.meriwethergroup.com).

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