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AIRSTREAM PARTNERS WITH JAYCO AUSTRALIA TO RELAUNCH BRAND IN AUSTRALIA

[Airstream](#), manufacturer of the iconic “silver bullet” travel trailer, today announced that it has partnered with [Jayco Australia](#) to relaunch the Airstream brand in the country. Jayco Australia, an RV manufacturer with around 50 percent market share in the Australian RV industry, will launch the Airstream Basecamp early next year and two International model travel trailers later in 2018 at five of its dealers across the country.

Jayco is a natural choice for Airstream because of its strong understanding of the Australia market and its existing infrastructure to support a brand as iconic as Airstream. Founded in 1975 by Gerry Ryan, Jayco has been committed to the caravan market in Australia for more than 40 years and, during this time, has built nearly 200,000 RVs.

“In many ways, Jayco Australia is the Australian RV market,” said Bob Wheeler, CEO of Airstream. “Their customer-centric approach and commitment to quality aligns with the Airstream brand, and we couldn’t be happier about partnering with such a trusted leader. Jayco’s national network of dealers, combined with their industry-leading in-country support, will serve Airstream customers well for many years to come.”

“Jayco is pleased to announce this partnership with Airstream USA,” said Gerry Ryan, owner of Jayco Australia. “The iconic nature of Airstream caravans, combined with the great reputation the company has had for more than 85 years, should serve our dealers well while offering a unique product to Australians across our great country. We look forward to many years of success with this partnership.”

To kick off their partnership, Airstream and Jayco will launch the re-engineered Airstream Basecamp at the [Victorian Caravan Camping & Touring Supershow](#) in Melbourne this February. Additional Airstream models will be available in 2018 as they are developed to meet the unique needs for the Australian market. Airstream and Jayco will release further information as it becomes available.

For more information on Airstream, please visit <http://www.airstream.com/>.

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 changes, let’s only make 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 <http://www.airstream.com/>, call 877-596-6111 or contact Airstream, Inc., 419 West Pike Street, P.O. Box 629, Jackson Center, Ohio 45334.

More news about Airstream, our dealers and current travel trailer and touring coach models can be found at [www.http://www.airstream.com/](http://www.airstream.com/) or Airstream's media site at <https://media.airstream.com/>. For the latest news on Airstream, "like" us on [Facebook](#) and follow us on Twitter [@Airstream_Inc](#). You can also stay connected with adventure-loving techies and learn about inspiring on-the-road experiences through Airstream's [Live Riveted Mobile App](#).

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