

**FOR IMMEDIATE RELEASE:**

**Airstream Promotes Mollie Hansen to Chief Marketing Officer**  
*Veteran marketing executive continues to drive brand's resurgence*

(Jackson Center, OH) – Airstream names Mollie Hansen to the newly created post of Chief Marketing Officer. Hansen was previously Vice President of Marketing for the company, which manufactures the world's most iconic recreational vehicle.

As CMO, Hansen will oversee all brand positioning, including advertising, entertainment, retail marketing, external communications, consumer research, partnerships, licensees and corporate social responsibility.

"Mollie is the consumer whisperer," said Airstream President & CEO Bob Wheeler. "She has an unparalleled understanding of consumers' motivations and the journey they make towards a purchase. She is a student of the customer's emotional responses during that journey, and how to leverage those feelings to drive action. We are lucky to have her on our team."

In the seven years since Hansen joined Airstream's executive team, the recreational vehicle manufacturer's weekly unit output has quadrupled, its online community has grown exponentially, and the brand's status as an American icon is solidified with a new generation of outdoor adventurers.

"It's a privilege to be entrusted as a steward of the Airstream brand," said Hansen. "For almost 90 years the name has been synonymous with outdoor adventure and unsurpassed quality. I'm deeply appreciative of this new opportunity to share the Airstream story and lifestyle with people across the generations and around the world."

Before Airstream, Hansen worked extensively in the athletic footwear and apparel industry. She came to Airstream from Converse, where she was Director of Retail Marketing and Merchandising. Before joining Converse, Hansen spent eight-plus years at Adidas Group, rising from Director of Visual Merchandising to Head of Retail Marketing. She started her marketing career at Nike as a merchandising manager.

Mollie Hansen holds a degree in Human Environmental Science Journalism from the University of Missouri. She is also a graduate of The University of Notre Dame's Executive Education Program.

**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 [airstream.com](http://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.airstream.com/](http://www.airstream.com/). For the latest news on Airstream, "like" us on Facebook and follow us on Twitter @Airstream\_Inc.