

FOR IMMEDIATE RELEASE

**AIRSTREAM NAMES NEW CHIEF OPERATING OFFICER
VP of Sales Justin Humphreys Steps Up As COO**

(Jackson Center, OH) – Airstream President and CEO Bob Wheeler is announcing that Vice President of Sales Justin Humphreys will serve as the new Chief Operating Officer (COO) for the manufacturer of the world's most iconic recreational vehicle.

"It's not just an opportunity to serve as Airstream's COO, it's also an honor," said Justin Humphreys. "I look forward to continuing Airstream's storied history of excellence and doing my part to ensure the company is ready for the next generation of Airstreamers."

As COO, Justin Humphreys will oversee Sales, Service, Parts, Engineering, Production, Finance, Purchasing and Human Resources.

Airstream hit a new sales record in each of Justin's seven years as Vice President of Sales. In addition, he was responsible for overseeing Parts and Service, which have also grown substantially under his guidance. Justin recently led the successful implementation of the Five Rivet dealer standards program, which is designed to improve the customer ownership experience through Airstream's dealer network.

"Justin has been integral in all high-level strategic decisions here at Airstream," said Airstream President & CEO Bob Wheeler. "His new role as COO will enable us to further deepen our almost 90-year commitment of creating the world's best recreational vehicles for our customers and dealer partners."

Justin Humphreys is a graduate of Shepherd University in Shepherdstown, WV, and has been in the RV industry for 20 years. Justin, his wife Jennifer and his three children are avid Airstreamers.

This move is due in part to the key role Wheeler will play in the new joint venture between Thor Industries and Tourism Holdings Ltd. (*thl*) to create the premiere global digital platform for the RV industry.

"With RV ownership at all-time highs and consumers more digitally connected than ever, we are seizing this opportunity to bring a new level of connectivity to RV owners everywhere," Bob Wheeler said.

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, 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/. For the latest news on Airstream, "like" us on Facebook and follow us on Twitter @Airstream_Inc.

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