



## Traveler's Choice Acquires Airstream License

*Leading travel goods company will create line of Airstream-themed luggage*

**POMONA, Calif., February 22, 2018** – Traveler's Choice, manufacturer and distributor of fine quality travel goods, and Airstream Inc., manufacturer of the iconic "silver bullet" travel trailer, have partnered for a new line of licensed Airstream riveted luggage. The partnership allows both companies to create a new means of interacting with the adventurer's experience. Priced at approximately \$300, the Traveler's Choice Airstream Travelware is available in durable polycarbonate hardshell materials with a brushed aluminum textured finish to match Airstream's classic style. Options include the ability for owners to customize their luggage with photos from their Airstream adventures. The luggage will be available through Airstream dealerships, e-commerce sites and all Traveler's Choice retail channels.

The Traveler's Choice Airstream luggage options provide a fun, new way of taking part in the iconic Americana image associated with the Airstream brand. Adventurers can enjoy traveling to all corners of the world, while keeping a piece of the Airstream experience with them wherever they go.

Designed by the best-in-class team at Traveler's Choice, the new luggage line includes features such as:

- Polycarbonate hardshell material construction with Brushed Aluminum texture and Riveted Aluminum finish
- Round Aluminum corner guards
- Clear, hardshell cases that allow users to insert any high-resolution image for endless customization
- Hard cases that are lightweight yet durable
- Comfortable top and side grip handles
- 360-degree dual spinner wheels
- Additional zipper flaps
- Interior tie-down straps

The luggage comes complete with Airstream's name and signage on the body of the luggage. This new product line will be unveiled at a number of industry trade shows starting early in 2018.

"We're thrilled to partner with Traveler's Choice to create this one-of-a-kind luggage line," said Mollie Hansen, Chief Marketing Officer at Airstream. "Their commitment to quality and style aligns well with ours and we hope our travelers will enjoy using this beautiful and sturdy piece of luggage no matter where they go."

"We're pleased to partner with Airstream to produce an exciting line of travel luggage that matches the spirit and look of Airstream's iconic travel trailers," said Roger Yang, CEO, Traveler's Choice. "Like Airstream, we are a trusted choice for travelers everywhere, and we feel this partnership is the perfect blend of quality and style."

This partnership was conceived and executed by David Howitt (CEO) and Jenson Tuomi (Associate) of the Meriwether Group, a firm dedicated to accelerating strategy and outcomes for extension, licensing, distribution, and mergers and acquisitions.

**About Traveler's Choice:**

Since 1984, Traveler's Choice Travelware has been recognized globally for its dedication to quality and commitment to excellence. Traveler's Choice prides itself on manufacturing and distributing only the finest quality travel goods for the retail and wholesale markets. They make every effort to provide a unique, modern, and practical case or bag specifically designed for today's traveler. Therefore, Traveler's Choice has achieved and maintained an exemplary record as one of the leading suppliers of quality luggage in the industry.

For more information about Traveler's Choice Travelware, go to <https://www.travelerchoice.com/>

**About Meriwether Group:**

Meriwether Group, LLC. Is a trusted advisor and business acceleration firm lead 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 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)