



News Release

AT&T and Airstream Launch 'Smart' RV

Transforming Camping with the Most High-Tech, Connected Travel Trailer on the Road

DALLAS, Sept. 18, 2018 -- What if you could go camping and still stay connected in the great outdoors?

We've teamed with Airstream to bring 4G LTE connectivity to the iconic Airstream Silver Bullet. It's an industry first and AT&T* is the exclusive wireless provider.

The groundbreaking feature launches in 2019 model Airstream Classic travel trailers. AT&T data plans start at \$25 per month for 5 gigabytes of monthly data.¹ Or for \$360 get 1 year of unlimited data.²

With the connected Airstream Classic, you stay in touch with family and friends. Or take your office on your next camping trip.

There's no longer any reason to miss anything when you're unwinding at the campsite. Connect your smartphone or tablet to the Airstream's powerful Wi-Fi hotspot. And remotely monitor and control temperature, lighting, and more through the Smart Control mobile app.

"The [Internet of Things](#) is transforming the way we work and play every day," said Chris Penrose, President, IoT Solutions, AT&T. "We're making it easier to stay connected and bring the conveniences of home – even while you're out camping with friends or family."

"Digital technology has improved almost every aspect of our lives," said Airstream President and CEO Bob Wheeler. "Shouldn't it make camping better, too? We think so. That's why we're leading the way with our new Smart Control Technology and connectivity solution, starting with our Airstream Classic travel trailers."

Smart Control gives you:

- More control -- Remotely monitor and control indoor temperature, propane tanks, battery power, water levels, lighting, awnings, ventilation and more through the mobile app.



- Connectivity -- Connect to 10 smartphones, tablets and smart TVs to your Airstream's Wi-Fi. Stream music, watch your favorite TV shows and stay connected to family and friends.
- Peace of mind -- GPS locator guides owners back to their Airstream from an outdoor adventure.

Tune in to [this video](#) to see how the connected travel trailer works, Go [here](#) to learn more. Learn more about AT&T's data plans [here](#). Existing owners go [here](#) to learn how to add this solution to your Airstream Classic.

Take a tour of the connected Airstream at [AT&T Business Summit](#) in Dallas Sept. 23-25.

About Airstream

Airstream, manufacturer of the iconic "silver bullet" travel trailer, is the longest-tenured recreational vehicle manufacturer in the world. The company's mission, as set forth by founder Wally Byam, is to create well-designed, high-quality products that allow people to follow their dreams and explore the world in home-like comfort.

A steadfast commitment to Byam's credo, "Let's not make changes, let's only make improvements," has made the aluminum Airstream trailer a timeless classic. An unwavering focus on innovation keeps the company at the forefront of technology and customer experience in both the trailer and motorized sectors.

Airstream is based in Jackson Center, Ohio, where a team of skilled craftspeople builds each trailer by hand, adding daily to the brand's reputation for quality and innovation.

Airstream is subsidiary of Elkhart, IN-based Thor Industries (NYSE : [THO](#)), the world's largest manufacturer of RVs.

***About AT&T Communications**

We help family, friends and neighbors connect in meaningful ways every day. From the first phone call 140+ years ago to mobile video streaming, we innovate to improve lives. We have the nation's largest and most reliable network and the nation's best network for video streaming.** We're building [FirstNet](#) just for first responders and creating next-generation mobile 5G. With [DIRECTV](#) and [DIRECTV NOW](#), we deliver entertainment people love to talk about. Our smart, highly secure solutions serve over 3 million global businesses – nearly all of the Fortune 1000. And worldwide, our spirit of service drives employees to give back to their communities.

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¹ Weekend Adventure: **5GB for \$25 for 1 month (30 days)**. AT&T wireless acct req'd. Svc & coverage not avail. everywhere. Svc renews and is billed monthly until canceled. Pro-rata refund not avail. Other charges, & restr's.
² Unlimited Adventure: Unlimited for \$360 for 1 year (365 days). AT&T wireless acct req'd. Svc & coverage not avail. everywhere. Cancel at any time. Pro-rata refund not avail. Not transferable. Other charges, & restr's.