



FOR IMMEDIATE RELEASE

Contact: Breanna Buhr/Matt Rindone
jmpr, a division of imre
(818) 992-4353
bbuhr@jmpr.com
mrindone@jmpr.com

**AIRSTREAM LAUNCHES INDUSTRY-FIRST DIGITAL OWNERSHIP APP
USING TOGO TECHNOLOGY**

*Free and Easy-to-Use **Airstream Care** App Simplifies Routine Service and
Maintenance*

JACKSON CENTER, OHIO — January 24, 2018— Airstream, manufacturer of the iconic “silver bullet” travel trailer, announces a new ownership app that Runs with Togo, an industry-leading recreational vehicle technology company. The Airstream Care app is a helpful companion for any Airstream owner. It helps track maintenance, includes built-in checklists, keeps service records, and sends smart notifications. Additionally, Airstream Care integrates with Roadtrippers, the nation's fastest-growing travel planning tool to inspire your next adventure.

Using the Airstream Care app ensures users receive top-notch service and get the latest news and updates. Even better, the Airstream Care app will add features and get better over time with a major release planned for Spring 2019.

"Airstream has been at the forefront of recreational travel innovation for more than 80 years. By partnering with Togo, we can further extend that innovation into the digital realm," said Bob Wheeler, Airstream's President and CEO. "Airstream Care contributes to a best-in-class digital ownership experience for Airstreamers."

Stay on Top of Maintenance

Users can easily manage and stay on top of routine maintenance or easily contact their preferred service center. They can also enable reminders to inflate tires, check smoke alarms, and handle other tasks to fully prepare for their next adventure.

Keep Service Close

Users can add the name, contact info, and location of nearby or preferred service centers that can be linked for easy access.

Set Custom Notifications

Airstream Care users can also create custom notifications -- like when it's time to renew their vehicle registration. They can also track costs, record registration expiration dates and add important information and reminders.



Reference Checklists

Checklists are handy when packing for a trip, arriving at a campground, and prepping the journey home. Togo's tailored Airstream checklists support and create peace of mind for every adventure.

"Anyone that runs with Togo will help their customers transform time managing routine tasks into time spent enjoying the outdoors," said Steven Hileman, Vice President of Marketing and Customer Experience for Togo.

The Airstream Care App was built as a companion for Airstream owners and is available for download via the [Apple App Store for iOS](#) and the [Google Play Store for Android](#). For more information, please visit: <https://www.runswithtogo.com/airstream>.

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.

For more information, please visit Airstream.com, call 877-596-6111 or mail us at Airstream, Inc., 419 West Pike Street, P.O. Box 629, Jackson Center, Ohio 45334.

Learn more about Airstream, our dealers, and current travel trailer and touring coach models at airstream.com. For the latest news on Airstream, like us on Facebook and follow us on Twitter and Instagram. Airstream is subsidiary of Elkhart, IN-based Thor Industries (NYSE: THO), the world's largest manufacturer of recreational vehicles.

About Togo

Togo is a technology product by TH2, the joint venture of Thor Industries, the world's largest manufacturer of recreational vehicles and Tourism Holdings, Ltd. (thl), the world's largest RV rental and sales operator. It serves to bring the full benefit of digital connectivity and the sharing economy to RV owners around the world. Focused on



enhancing enjoyment and safety of RV enthusiasts, this innovative and comprehensive platform will improve every aspect of RV ownership. The first edition of Togo, an RV owner's best friend and mobile companion on the road of RV ownership, launched in September 2018. Initial capabilities include the ability to track maintenance, keep service records and contacts handy, as well as set custom notifications and access helpful travel checklists. Eventually, the app will offer trip planning, campsite booking, roadside assistance and more.

###