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**AIRSTREAM ANNOUNCES CAREY WALLEY AS
NEW DIRECTOR OF MARKETING**

Jackson Center, OH (January 17, 2019) – [Airstream](http://www.airstream.com), innovative manufacturer of the iconic “silver bullet” travel trailer, today announced the hiring of tenured marketing professional, Carey Walley, as Director of Marketing for the brand. Walley, who will direct creative execution, oversee media placements, social media strategy and dealer marketing for Airstream, will report directly to Chief Marketing Officer (CMO), Mollie Hansen.

With more than 20 years of experience in this area, Walley joins Airstream after a role as the Vice President of Marketing for CPG Building Products. As the leading manufacturer and marketer of composite decking, railing and other building materials, Walley was responsible for the growth and development of the industry-leading organization. Walley also oversaw marketing efforts for a number of brands including TimberTech, AZEK, Mead, Five Star and Cambridge.

“We are thrilled to welcome Carey to our marketing team,” said Mollie Hansen, CMO of Airstream. “We are certain she will bring fresh ideas and valuable insight as we continue to explore new ways of marketing the vast outdoor experiences Airstream has to offer.”

Over the course of eight years, Walley held a position with Mead in account specific marketing, merchandising, as well as brand and product management. She has held executive roles in consumer products, building materials, and now travel trailers. Her career has been primarily focused on selling premium products to quality-conscious consumers through complex distribution channels.

Walley received her Master’s degree in Business Administration from The University of Dayton, and is a graduate of the University of Notre Dame, where she earned a Bachelor’s degree in Business Administration. Carey also held an impressive athletic career during her time at the University of Notre Dame, where she played basketball. She still holds the school record for consecutive field goals with 17 during the 1994 season.

“I could not be more honored to join such an iconic brand and successful team,” said Carey Walley, Director of Marketing for Airstream. “I look forward to driving integrated marketing platforms that support Airstream’s strategic vision and deliver new business.”

For more information about Airstream, please visit www.airstream.com.

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 RVs.

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