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AIRSTREAM LAUNCHES OWNER BOARD TO SHAPE FUTURE OF ICONIC BRAND

12-Member Board Will Work Directly With Company Leadership, Guide Products

JACKSON CENTER, OHIO — March 7, 2018 — Nearly seventy years after the first Airstream expedition around the world, makers of the iconic “silver bullet” trailers announced the creation of a Customer Advisory Board that will help shape the direction of the company and its products.

The 12-member group will be comprised of current Airstream owners, representing a diversity of personal and professional experiences with Airstream’s line of travel trailers and touring coaches. Board members will serve one-year terms on an all-volunteer basis, and interact quarterly with company leadership.

“The members of the Customer Advisory Board will be intimately involved in shaping the future of Airstream,” said Justin Humphreys, COO of Airstream Inc. “We know that our biggest fans can be our toughest critics, but we also know that’s where the best ideas begin. The Airstream community is filled with so much thoughtfulness and talent. We can’t wait to get started.”

Airstream owners are encouraged to apply on the company’s website. Although the position is unpaid, selected applicants will be flown to the company’s corporate headquarters and manufacturing center in Ohio to meet with executives. Among the leaders who will work with the Board are executives overseeing business strategy, manufacturing, product development, marketing, and sales.

“In 1951, our founder traveled across the world with a caravan of Airstreamers, men and women who wanted nothing more than to seek adventure and see the world,” said Bob Wheeler, President and CEO of Airstream, Inc. “It was the first road test, and it taught us the value of a customer feedback loop. We’ve never lost sight of that, and the new Customer Advisory Board is yet another opportunity to connect with and learn from our customers.”

In addition to guiding overall strategy, members of the Customer Advisory Board will take part in early product previews, discuss product roadmaps, and provide counsel for upcoming initiatives. The company plans to update the group regularly on initiatives developed from the Board’s recommendations.

To submit an application to the Airstream Customer Advisory Board, visit:
<https://www.airstream.com/owners/airstream-customer-advisory-board/>

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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