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Contact: Breanna Buhr/Matt Rindone

jmpr, a division of imre

(818) 992-4353

bbuhr@jmpr.com

mrindone@jmpr.com

AIRSTREAM LAUNCHES NEW E-COMMERCE STORE

Airstream Supply Company is A One-Stop Shop for “Silver Bullet” Stories & Goods

Jackson Center, OH (May 28, 2019) – [Airstream, Inc.](#), maker of the iconic “silver bullet” travel trailers, today announced the launch [Airstream Supply Company](#), a new website that inspires and equips travelers with the best outdoor and camping gear. The site features compelling stories of adventure, travel and craftsmanship, complemented by curated collections of products available for purchase.

Part online magazine, part travel guide, and part outfitter, Airstream Supply Company is a true hybrid built on the foundation of Airstream’s nearly 90-year history. The rich stories within the Airstream community offered a unique opportunity for the brand to integrate existing content within a distinctive marketplace. From products that will enhance your camping experience, to stories that will stoke the spirit of adventure, Airstream Supply Company is designed as the go-to for getting the most out of your travels.

“Our founder, Wally Byam, understood that it wasn’t just about selling travel trailers, but about helping people see the freedom and excitement you get in crafting your own adventure,” said Bob Wheeler, Airstream President and CEO. “That vision is at the core of Airstream Supply Company, and we’re excited to offer a new tool for outfitting our customers with great gear and inspiring them with travel stories and trip guides.”

Featured products include Airstream accessories and branded goods, as well as travel and adventure gear recommended by the Airstream community. Additionally, Airstream Supply Company will offer products designed and crafted by artisans who live and work near the travel destinations featured on the site, highlighting local creativity and craftsmanship.

“We’re shining a light on local artisans who embody the same attention to detail and philosophy of craft that we do,” said Wheeler. “Too often today, quality gets sacrificed for convenience and discounts, and we saw an opportunity for disruption with a site that’s more than simply an online store. It’s about curating the travel and camping experience, sharing inspiring stories, and supporting the work of craftspeople we’ve discovered out on the road.”

Airstream Supply Company was conceptualized by Airstream CMO Mollie Hansen, informed by her years of experience in retail marketing and a profound appreciation for Airstream as a true American icon. The result is a unique experience driven by powerful storytelling and beautiful photography.

“The Airstream world is a deep well of stories – from travel and adventure to innovation and history,” said Hansen. “Airstream Supply Company is a new outlet for us to share those stories, and it will allow us to extend our reach in the outdoor community.”

For more information about Airstream and its product lineup, please visit <http://www.airstream.com/>. For more information on Airstream Supply Company, please visit www.airstreamsupplycompany.com.

About Airstream



Airstream, manufacturer of the iconic “silver bullet” Airstream® 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 travel trailer a timeless classic. An unwavering focus on innovation keeps the company at the forefront of technology and customer experience in both the towable and motorized sectors.

Airstream is based in Jackson Center, Ohio, where a team of skilled craftspeople hand builds each travel trailer and upfits every Mercedes-Benz(R) touring coach, 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, Inc. is a subsidiary of Elkhart, IN-based Thor Industries, Inc. (NYSE: THO). Thor is the sole owner of 25 brand companies, supported by approximately 210 facilities in five countries that, combined, represent the world's largest manufacturer of recreational vehicles. For more information on Thor and its products, please go to www.thorindustries.com.

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