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Airstream Forms Customer Council to Drive the Brand Forward

12-Member Advisory Group To Focus on Improving the Dealership and Service Experience and Product Quality

JACKSON CENTER, OH – (October 22, 2019) – Airstream, Inc., maker of the iconic “silver bullet” fleet of Airstream® travel trailers and best-in-class touring coaches, announced the successful start to the company’s new program designed to give customers a larger role in the future of the brand.

The Airstream Customer Council (ACC) was recently launched as a way to formally connect Airstream customers to the company’s leadership team. Included in the group are members from all across the country. The group has full-timers, part-timers, and weekend Airstreamers. In total, there are 10 members with travel trailers and 2 members with touring coaches. The group includes veterans, business executives, engineers, a former educator, and a former chef. The members range from 39-years-old to 70-years-old.

The 12-member group meets periodically and provides regular guidance in three crucial areas: product quality, dealership experience, and service experience.

“Airstream is blessed to have a customer base that not only is passionate and engaged in the Airstream lifestyle but also willing to provide ready feedback to the company to drive both product improvements and improvements in the overall customer experience,” said Bob Wheeler, Airstream President and CEO. “The Airstream Customer Counsel is a modern and efficient way to allow our owners to have a voice in driving improvement at Airstream.”

The 12-member group consists of owners with a variety of backgrounds and Airstream models. Members were selected after an application and interview process from a pool of 850 candidates.

“Improving the Airstream experience is our focus for the ACC,” added Justin Humphreys, Airstream Chief Operating Officer. “With this group of Airstream owners, we’re able to drill into key moments of their Airstream journey and build actionable recommendations based on their feedback. We’re already exploring ways to incorporate the ACC’s recommendations into the work we do every day.”

In the fall, the ACC shifts its focus to the service experience. With nearly 70% of all Airstreams ever built still on the road today, the service side of Airstream ownership is a critical area to



study. In the winter, ACC members will explore challenges and opportunities related to product quality. For the final meeting in Q2 2020, members will be invited to Jackson Center for a full-day workshop and immersion at the new manufacturing facility, culminating with a capstone project.

For more information about the Airstream Customer Council and to meet the members, visit: <https://www.airstream.com/blog/category/customer-council/>.

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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