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Airstream Announces Two New Regional Sales Directors

Jackson Center, Ohio (December 13, 2019) – Airstream announced today that it has hired two new Regional Sales Directors: Josh Fonner and Jason Overman. Josh and Jason will replace longtime Airstream director of sales Brent Rudd, who is retiring.

Josh Fonner started his life as an Airstreamer early while camping in his grandparents' Airstream Excella Travel Trailer. After spending more than 15 years in the premium channel sales environment in the outdoor sports industry, Josh is eager to make the jump to Airstream.

"When I purchased my own Airstream 5 years ago, I was immediately welcomed into the Airstream fold by the best dealers in the business," said Josh. "I'm honored to work with a heritage American brand with such a long history, and to help fulfill new owners' dreams of adventure on the open road."

Jason Overman is also a current Airstreamer with a similar background in premium outdoor recreation and fitness, with a career-long focus in channel sales. Jason has held positions in management, customer service, and product development.

"I've always admired Airstream and I'm thrilled to bring my skill set to such an iconic brand," said Jason, who travels in his Airstream with his wife and two boys. "I've seen firsthand how the Airstream experience can positively impact people, and I'm looking forward to helping customers start their own Airstream adventure."

The duo's arrival gave Airstream the opportunity to create new sales regions, and reallocate what had been three regions into four: West, West Central, East Central, and East. They will report to Airstream General Manager of Travel Trailers, Bryan Melton.

Josh Fonner lives in the Dallas-Ft. Worth area and will head up regional sales in the newly created West Central region, while Jason Overman resides in Minnesota and will manage the East Central region.

"Josh and Jason's successful channel sales career – with personal Airstream experience and a passion for the brand – will only reinforce Airstream's position within our dealer base," added Bryan Melton. "Their insights will also strengthen our ability to innovate within the industry, and to continue bringing products to market that enhance the unique experience offered by an Airstream travel trailer."

“Airstream’s sales force is one of our most important connections with our dealers who are interacting every day with customers,” said Airstream VP of Sales Lenny Razo. “Bringing in new regional sales managers who are themselves Airstreamers is a real win for us, and it means customers will be able to connect even better with the power of the Airstream experience.”

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 adding daily to the brand’s reputation for quality and innovation.

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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