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Airstream and Blue Ox Partner to Enhance Towing Experience for Owners

Partnership offers exclusive, quality towing packages and educational content to provide comfort and confidence when towing an Airstream travel trailer

JACKSON CENTER, OH (June 27, 2022) – [Airstream, Inc.](#), maker of the iconic “silver bullet” fleet of Airstream® travel trailers and best-in-class touring coaches, is excited to announce a partnership with Nebraska-based company [Blue Ox®](#) — an industry-leading company known globally for their high-performance weight distribution hitches.

Through the partnership, Blue Ox will manufacture two Airstream-specific versions of their best-selling weight distribution products, the SwayPro™ and TrackPro™ models. Available for purchase and installation through Airstream’s authorized dealership network, the SwayPro™ model is compatible with all traditional Silver Bullet travel trailers and the TrackPro™ is optimized for the Basecamp model line. Both models provide top-of-the-line sway prevention and unparalleled towing experience. Additionally, the partnership will produce a wide variety of educational content about the benefits of weight distribution and sway prevention equipment.

Altogether, the partnership gives new customers and current Airstream owners more peace of mind and confidence as they navigate the world of hitching and towing their aluminum travel trailers.

“Our goal is to provide a seamless experience where customers understand their options for weight distribution and how to utilize this important equipment,” said Bob Wheeler, Airstream President & CEO. “Our partnership with Blue Ox takes some of the mystery out of hitching and towing, and will help customers see the benefits of weight distribution. It’s the perfect blend of high-quality products and educational content that provides customers with safety and peace of mind on the open road.”

In addition to the physical products available for purchase and installation at Airstream dealers, the partnership will generate a variety of digital content to help customers understand how weight distribution hitches work and why they are important. From how-to videos and webinars to support articles and configurator tools, it’ll be easier than ever for Airstream customers to make decisions about their weight distribution needs.

“We couldn’t be more excited about this partnership and the opportunity to further educate Airstreamers on the benefits of weight distribution,” said Alex Walker, Blue Ox Director of Sales. “With these Airstream edition SwayPro™ and TrackPro™ models, Airstream owners can be confident in a stable, safe, and streamlined towing experience.”

The all-new Airstream edition SwayPro™ and TrackPro™ models are built based on customer feedback with the goal of not only meeting but surpassing customers’ expectations. Both models also feature exclusive matte black components and silver chains to align with the design



of the Airstream travel trailer. Together, Airstream and Blue Ox will provide knowledge and best-in-class customer service to future and current customers in the market for reputable, long-lasting towing equipment.

“Owners can now get the same quality, reliability, and craftsmanship in a hitch synonymous with the Airstream brand,” said Mike Hesse, Blue Ox CEO. “Like Airstream, Blue Ox is rich in history and constantly pushing innovation for the next great travel adventure. These products are built to last – just like our companies.”

For more information about the Airstream edition SwayPro™ and TrackPro™ models, or Airstream’s full product lineup, please visit www.airstream.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 creed, “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® touring coach, adding daily to the brand’s reputation for quality and innovation. 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 operating subsidiaries that, combined, represent the world's largest manufacturer of recreational vehicles. For more information on THOR Industries and its products, please visit thorindustries.com.

About Blue Ox

Blue Ox is known internationally for its quality towing products, including tow bars and baseplates, sway control and weight-distributing hitches, and best-in-class customer service. As a manufacturer since 1925, Blue Ox products are built on a long tradition of quality. With our foundations deeply rooted in customer service, we pride ourselves on listening to our customers' wants and needs, making their expectations paramount in the design and use of the full Blue Ox product line. With a product and accessory line as diverse as our customer base, Blue Ox has everything to meet your recreational or commercial needs.

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