

# AIRSTREAM

## AIRSTREAM HOLDS 2022 INTERNATIONAL DEALER MEETING

*2023 Product Introductions, Strong Dealer Network and State of the Business Signal Continued  
Global Strength for the Iconic Brand*

**Jackson Center, OH** (August 2, 2022) – Airstream, Inc., maker of the iconic “silver bullet” fleet of Airstream® travel trailers and best-in-class touring coaches, recently announced its top dealer rankings based on retail units sold and customer satisfaction scores between July 2021 and July 2022. The awards were announced at the company’s annual International Dealer Meeting in Colorado Springs, CO, July 18-20, 2022.

Airstream of Tampa, located in Dover, FL, was named the Top Overall United States Airstream Dealership, with the highest sales for towable and motorized combined at a single location. Airstream Adventures Northwest took the top spot for the largest dealer group. Woodland Airstream, located in Grand Rapids, MI, was named the Top Parts Dealership.

“Airstream’s global dealer network is the strongest in the industry and the bedrock of our business,” said Bob Wheeler, President and CEO Airstream. “After having to postpone this annual meeting for two years, it was great to bring our dealers together in Colorado, celebrate our mutual success, and look ahead to what we’ve got on the horizon. One key message that we delivered was that, though the RV industry is facing some headwinds, Airstream has been careful to manage its business so that we can all count on continued growth.”

Below is a complete list of this year’s winners:

**Top Overall Single Dealer Location - United States** - Airstream of Tampa – Dover, FL

**Top Overall Dealer Group** - Airstream Adventures

**Top International Dealer** - Roka-Werk Airstream Germany - Merenberg, Germany

**Top Overall Dealer in Canada** - Can-Am RV Centre – London, Ontario

**Top Parts Dealership** - Woodland Airstream – Grand Rapids, MI

### **Top Travel Trailer Dealers**

#### East Region

1. Airstream of Tampa – Dover, FL
2. Colonial Airstream – Millstone Township, NJ
3. Woodland Airstream – Grand Rapids, MI
4. Airstream of Virginia – Ashland, VA
5. Airstream of South Florida – Fort Myers, FL

#### Central Region

1. Airstream of Austin – Buda, TX

2. Windish RV Center – Lakewood, CO
3. Airstream of DFW – Fort Worth, TX
4. Lazydays of Minneapolis – Anoka, MN
5. Ewald’s Airstream of Wisconsin – Franklin, WI

#### West Region

1. Airstream Adventures - Fairfield – Fairfield, CA
2. Airstream Adventures - Seattle – Seattle, WA
3. Airstream Adventures - Portland – Portland, OR
4. Airstream Inland Empire - Temecula, CA
5. We Are Airstream Superstores - Chandler – Chandler, AZ

**Overall Top Travel Trailer Dealer** - Airstream of Tampa - Dover, FL

#### Top Touring Coach Dealers

##### East Region

1. Airstream of Tampa – Dover, FL
2. Airstream of South Florida – Fort Myers, FL
3. Colonial Airstream – Millstone Township, NJ
4. Campers Inn RV of Troy – Troy, OH
5. Airstream of Virginia – Ashland, VA

##### West Region

1. Airstream Inland Empire – Temecula, CA
2. Airstream Adventures - Fairfield – Fairfield, CA
3. Airstream Los Angeles – San Gabriel, CA
4. Airstream Adventures - Seattle – Seattle, WA
5. Airstream Las Vegas – Las Vegas, NV

**Overall Top Touring Coach Dealer** - Airstream of Tampa – Dover, FL

This year’s International Dealer Meeting also provided an opportunity for Airstream’s sales department to acknowledge the continued success of the Five Rivet Program – an Airstream Dealer Program that identifies and rewards dealers that provide the best customer experience and support in the categories of branding, sales, delivery, service, and loyalty. Dealers qualifying as a Five Rivet Dealer have met stringent requirements to improve the customer experience from the time the customer becomes interested in a product, through the sales process, delivery, warranty period, and beyond. Qualifying dealerships will be indicated as such on [www.airstream.com](http://www.airstream.com) with the coveted Five Rivet status logo.

“The Five Rivet program is now heading into its sixth year of existence and it’s been an enormous benefit to our customers,” said Humphreys. “Our Five Rivet dealers are really the core of this network, and we love to see them keep evolving and keep finding ways to improve the customer experience from beginning to end.”

Humphreys praised the dealers who have maintained their Five Rivet status as the program continues to raise the bar for customer satisfaction.

“A special congratulations goes to Colonial Airstream and Airstream Adventures - Boise for making Five Rivet every quarter since the program’s inception,” he said.

### **Five Rivet Dealers**

#### East Region

- Colonial Airstream – Millstone Township, NJ
- Woodland Airstream – Grand Rapids, MI
- Airstream of South Florida – Fort Myers, FL
- Airstream of Tampa – Dover, FL
- Airstream of North Georgia – Norcross, GA

#### Central Region

- Airstream of New Mexico – Albuquerque, NM
- Airstream of DFW – Fort Worth, TX
- Gateway Airstream – Wentzville, MO
- Airstream of Mississippi – Gulfport, MS

#### West Region

- Airstream Adventures - Boise – Caldwell, ID
- Airstream Adventures - Fairfield – Fairfield, CA

For more information about Airstream and its product lineup, please visit [www.airstream.com](http://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](http://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](http://thorindustries.com).

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