

AIRSTREAM®

Media Contact:

TURNER

airstream@turnerpr.com

Airstream Unveils 2025 Model Year Travel Trailer Updates, Expands Trade Wind® Line, and Delivers New MyAirstream™ Connected Experience in Flagship Classic™ Model
Seasonal updates bring refined features, enhanced technology, and décor refreshes across its iconic travel trailer lineup

JACKSON CENTER, OH – August 5, 2024 – [Airstream](#), manufacturer of the world's premier recreational vehicles, unveils model year updates for its 2025 Model Year travel trailer lineup. This season's key product debut is the all-new Trade Wind® 23FB Travel Trailer – a nimble Trade Wind model that expands Airstream's lineup of exceptionally off-grid-capable travel trailers.

In addition to the new 23-foot Trade Wind floor plan, Airstream will update its 2025 travel trailer lineup with improved features, enhanced technology, and refreshed décor packages.

“For more than 90 years, Airstream has been driven to continuously improve and innovate our products while deepening our customer experience,” said Bob Wheeler, Airstream President and CEO. “Today, that means more flexibility in venturing beyond crowded campgrounds, new features for relaxing and recharging in luxury, and more ways of staying connected while traveling. Our ears are to the ground as we listen to customer feedback and our eyes are firmly set on the future as we look to expand our product offering with flexibility, connectivity, and luxury in mind.”

Select Highlights of Airstream's 2025 Model Year Improvements

2025 Trade Wind® 23FB

The [Trade Wind](#) line debuted in September 2023 with a supremely off-grid-capable 25-foot model that enabled travelers to adventure farther and stay longer without the traditional hookups offered in campgrounds. Like the original 25-foot model, the all-new Trade Wind 23FB is equipped with three chassis-integrated 270Ah heated Battle Born® lithium batteries that form an 810Ah battery bank, providing four times greater capacity over most MY25 Airstream travel trailer models. The Trade Wind 23FB also has a 3000w inverter and charger system that can simultaneously power the convection microwave and 13,500 BTU air conditioner. Additionally, the new model is designed with a 500w solar input, monitored by an app-compatible Victron® display, that extends energy harvesting capacity above most other comparable travel trailer models. Furthering off-grid capabilities, Trade Wind 23FB comes standard with Goodyear® Wrangler® Workhorse® tires, a 3-inch lift kit, a tankless, on-demand recirculating LP water heater, and an optional composting toilet.

At an exterior length of 23-feet, 11-inches, the Trade Wind 23FB floor plan provides flexible living options and sleeping capacity for up to four people. Individuals can choose a Queen or Twin master bed configuration with a convertible dinette that adds an additional 20-square feet of sleeping space. The travel trailer has a base weight of 5,650 pounds and a 6,300-pound

maximum trailer capacity. Trade Wind 23FB will be offered in two décor packages with pricing starting at \$120,900 MSRP.

2025 Classic

Airstream's top-of-the-line travel trailers receive several technological updates in 2025. The Classic™ 30RB and 33FB floor plans are now equipped with MyAirstream™, a new connected vehicle platform that builds on Airstream's Smart Control system (found in Airstream Classics manufactured before Model Year 2025, as well as Pottery Barn Special Edition units).

MyAirstream™ has control and monitoring functions along with tools to inspire and enhance the travel experience. The MyAirstream platform builds on Airstream's popular Smart Control system, and employs location services, a mobile app, and a partnership with Roadpass Digital to help Classic owners locate and explore 40,000 camping-focused points of interest, including public and private campgrounds, dump stations, and RV-friendly overnight parking. The system also locates favorite or nearby Airstream dealers and offers access to model-specific support and maintenance articles. The new app maintains the Smart Control's system's monitoring and control function, allowing owners to monitor items such as the trailer's location to tank levels and operate A/C, lighting, and other functions while inside or away from the unit via a built-in cellular modem. Additionally, the onboard display panel features diagnostic analysis capabilities to not only view firmware status but troubleshoot and provide service support for each smart component on board. MyAirstream is powered by THOR Connected Services (Airstream is an operating company of THOR Industries, Inc.).

Additionally, the Classic 33RB will now come standard with a premium Klipsch Audio System – including a Klipsch stereo, four speakers, and a soundbar – creating an incredible high-end audio experience in Airstream's flagship travel trailer. The industry-leading audio system boasts Bluetooth streaming capability and home theater functionality, soundtracking owner adventures with the iconic sound quality synonymous with Klipsch.

The Classic line also receives a new ABS & Sway Mitigation System that gives you even more situational awareness while towing. The Dexter Tow Assist™ Powered by Bosch® system helps reduce sway and gives drivers additional confidence while towing. A side-mounted indicator light alerts drivers when the system is encountering abnormalities, and the anti-lock braking system improves drivability and stopping power.

2025 Bambi® and 2025 Caravel®

Elsewhere in the Airstream® travel trailer lineup, the most notable changes come in the Bambi® and Caravel® lines. In both model lines, the 19CB floor plan will be retired to focus on other popular layouts. The 22FB floor plans will see full-height wood panels added to replace current plexiglass dividers between the kitchen and primary bedroom, and the 16RB floor plans will be redesigned two inches longer for greater curbside and roadside gally clearance.

Additional updates in both the Bambi and Caravel 16RB floor plans include new General Electric® air conditioning units and fresh water tanks relocating below flooring, while the electrical center moves under roadside dinette seating to optimize under-bed storage capacity.

Rounding out further updates, the Caravel line receives a modern décor refresh with new Pebble and Driftwood décor packages, with new laminates, flooring, soft goods, and material selections. The Bambi line will be upgraded with a 12-volt Smart TV with HDMI hookup.

For more information on Airstream and comprehensive 2025 Model Year updates, please visit [airstream.com](https://www.airstream.com).

ABOUT AIRSTREAM

Airstream, manufacturer of the iconic “silver bullet” Airstream® travel trailer, is one of the longest-tenured recreational vehicle manufacturers 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® and RAM® 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 an operating company of Elkhart, IN-based THOR Industries, Inc. (NYSE: THO). THOR is the sole owner of operating companies which, combined, represent the world's largest manufacturer of recreational vehicles. For more information on THOR Industries and its products, please visit thorindustries.com.

###