



THOR
MOTOR COACH

Shield of Protection

EXCEEDING EXPECTATIONS

BUILDING RELATIONSHIPS

FOSTERING LOYALTY

rapid response



24/7
FACTORY SUPPORT



Concierge
CONNECTION

**GOLD STAR
INSPECTION**



THOR
MOTOR COACH



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Press Release

FOR IMMEDIATE RELEASE ON: **March 15th, 2012**

Thor Motor Coach is 2011's #1 Selling Motorhome Brand

Thor Motor Coach has been recognized as 2011's top retailing brand of motorhomes in North America according to Statistical Surveys, Inc..

The company's Class C motorhomes captured the #1 market position in 2011 and accounted for nearly 24% of all Class C sales. These results showed Thor Motor Coach's Class C brands grew fastest amongst the top manufacturers with a 17.5% increase. In addition, Thor Motor Coach's Class A motorhome brands lead the market in 2011, capturing 23.7% of all gas powered Class A sales.

Success at the retail level is only possible with a talented dealer network. The partnerships formed between Thor Motor Coach and its dealers solidify the foundation to develop innovative products with superior value.



"Reines RV and Thor Motor Coach have been partners for over 12 years. Finding the right motorhome manufacturer was an important factor for our long term success as an RV dealership. Thor Motor Coach's products have always been known as "the best value" with a solid reputation for standing behind their motorhomes", said Lindsey Reines, owner Reines RV in Manassa, Virginia.

Consumer focused programs such as "Gold Star Inspections" and "Concierge Connection" emphasize a commitment to quality driven products. These industry unique programs create unyielding partnerships with dealers and retail customers.

"You cannot be the top single brand retailer of motorhomes without partnering with great dealers. These alliances are essential, allowing us to provide our customers a superior ownership experience", emphasized Jeff Kime, President of Thor Motor Coach.

For more information on Thor Motor Coach motorhomes, call (800) 860-5658, visit <http://ThorMotorCoach.com>, or write to: Thor Motor Coach, Inc., PO Box 1486, Elkhart, Indiana 46515.

About Thor Motor Coach

Thor Motor Coach, Inc is an operating unit of Thor Industries, Inc. (NYSE:THO), producing various motorized recreation vehicles that are sold throughout the United States and Canada. Thor Motor Coach RV brands include Class A Diesel; Astoria, Palazzo, Serrano, and Tuscany, Class A Gas; ACE, Daybreak, Challenger, Hurricane, Outlaw Toy Hauler, and Windsport, Class B+; Siesta, Siesta Sprinter, Citation, and Citation Sprinter, Class C Gas and Diesel; Four Winds and Chateau.

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**Because Quality Is Not A
Part-time Commitment!**



This motorhome received a Gold Star pre-delivery inspection before arriving at your dealer...

- ✓ Review of every Component's Fit & Finish
- ✓ High Pressure 360 Degree Rain Tested
- ✓ Heating & Cooling Systems Check
- ✓ Plumbing & Water Systems Check
- ✓ Electrical System Check
- ✓ Real World Road Tested
- ✓ LP System Check

**Your Friend at the
Factory**



Providing a Personal Service Advocate
For You and Your New Coach

**Commitment to
Service Excellence**



Commitment to Stocking the
Parts to Keep on the Road



**Here if You Need Us
24:7:365**



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