

Tommy Bahama®

Airstream Partners with Tommy Bahama for Special Edition Travel Trailer and Interstate Touring Coach



Tommy Bahama Airstream Travel Trailer

Jackson Center, Ohio (January 5, 2017) - Two of America's iconic lifestyle brands, Airstream, the most widely recognized and time-honored RV manufacturer in America, and Tommy Bahama®, the premier island-inspired lifestyle brand, collaborated to create The Airstream Tommy Bahama® Special Edition Travel Trailer and Interstate Touring Coach.

Inspired by a mutual appreciation for freedom, comfort, style, and relaxation, these two legendary lifestyle brands have joined together to pay tribute to the great American weekend, time spent with family and friends, spirit of adventure and of course, relaxing.

"Airstream founder Wally Byam was an innovator and a lover of the outdoors, who believed in an enduring promise of adventure, new experiences and faraway lands," said Airstream CEO Bob Wheeler. "That same freedom-loving spirit is also deeply woven into the essence of Tommy Bahama, and together we are on a mission to inspire travelers to get out there and experience all the road has to offer."

"When it comes to relaxed attitudes, you'd be hard pressed to find two brands that exemplify those qualities better than Tommy Bahama and Airstream," said Rob Goldberg, EVP of Marketing for Tommy Bahama. "Traveling in timeless style is a cornerstone of living the island life so a partnership with Airstream is truly a perfect fit. Tommy Bahama believes that an Airstream is the ideal way to make life one long weekend. We're excited to load up our gear and hit the road."

Each of these special edition Airstream Travel Trailers and Interstate Coaches includes features that enhance the outdoor adventure experience. Roomy living spaces designed with an island-inspired aesthetic incorporate signature Tommy Bahama print designs used on the separation wall and bathroom walls, custom fabric in the seating area and a built-in bar fitted to hold Tommy Bahama double old-fashioned and stemless wine glasses. For comfort and ease, the trailer's rear sport hatch provides expansive panoramic views and trouble-free loading/unloading of oversized equipment such as surfboards or golf clubs.

The 28-foot trailer can sleep up to four people, and its queen size bed comes with Tommy Bahama bedding to provide total comfort at the

end of an adventurous day. The Interstate touring coach is also richly appointed to reflect the Tommy Bahama coastal-inspired lifestyle. The coach is available in two floor plans; the Lounge EXT with seating for 8 or 9 people and the Grand Tour EXT with seating for 6 or 7 people.

The Airstream Tommy Bahama Special Edition Travel Trailer has an MSRP of \$114,600. The Airstream Interstate Tommy Bahama Special Edition Touring Coach will be offered at an MSRP of \$165,050. Both are now available at dealers nationwide.

About Airstream, Inc.

Airstream, manufacturer of the iconic "silver bullet" travel trailer, is the longest-tenured recreational vehicle manufacturer in North America. Following founder Wally Byam's credo, "Let's not make any changes, let's make only improvements," Airstream has remained a timeless classic. Byam's vision for Airstream trailers was to use these design- and quality-driven products to allow people to dream, travel and explore the open road. A subsidiary of Thor Industries, Airstream is based in Jackson Center, Ohio, where a team of craftsmen remains dedicated to preserving the brand's legendary reputation for quality and innovation. For more information, please visit www.airstream.com.

About Tommy Bahama®

Tommy Bahama is part of Tommy Bahama Group, Inc., a wholly owned subsidiary of Oxford Industries, Inc. (NYSE:OXM). Established in August 1992, with corporate headquarters in Seattle, *Tommy Bahama* is an island-inspired lifestyle brand that defines relaxed, sophisticated style in men's and women's sportswear, swimwear, accessories, footwear and a complete home furnishings collection. The company owns and operates over 170 *Tommy Bahama* retail locations worldwide, 16 of which offer a *Tommy Bahama Restaurant & Bar*. The *Tommy Bahama* collection is available on TommyBahama.com and at the finest U.S. retailers, including Nordstrom and other specialty retailers. For more information, please visit www.tommybahama.com.

Images and video are available upon request.

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