

# **THOR** INDUSTRIES, INC.

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## **NEWS RELEASE**

Date: October 21, 2004  
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### **THOR ANNOUNCES SIGNIFICANT STRENGTH IN RETAIL TRAVEL TRAILER, FIFTH WHEEL, AND PARK MODEL REGISTRATIONS.**

Thor Industries, Inc. (NYSE:THO) announced today that the latest Statistical Surveys, Inc. figures for August 2004 show exceptional strength in the towables segment of the recreation vehicle industry. Industry retail travel trailers and fifth wheels were up 14.0% in August and 14.7% year-to-date and park models grew 3.1% in August and are up 15.2% year-to-date.

Thor's market share in travel trailers and fifth wheels jumped to 30.0%, to 6,432 units in August 2004, up 17.0% from 5,497 units last year. Year-to-date, Thor's retail sales are 47,647, up 10.2% from 43,237 last year. Thor, with 28.5% of the travel trailer and fifth wheel market year-to-date, is larger than its next two competitors combined.

Thor's park models in August surged to 36.9% of the industry. Year-to-date, Thor retail sales of park models total 981 units up from 926 units last year. Thor is the largest park model builder with 24.3% market share year-to-date.

"These just-released retail results confirm Thor's exceptional leadership in the towables segment of the RV industry. Historically, towables have been the strongest growth segment of the RV industry and we expect this to continue," said Wade F. B. Thompson, Thor chairman.

Thor is the largest manufacturer of recreation vehicles and the largest builder of mid-size buses.

This release includes "forward looking statements" that involve uncertainties and risks. There can be no assurance that actual results will not differ from the Company's expectations. Factors which could cause materially different results include, among others, the success of new product introductions, the pace of acquisitions and cost structure improvements, competitive and general economic conditions, and the other risks set forth in the Company's filings with the Securities and Exchange Commission.