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NEWS RELEASE

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THOR RECEIVES RECORD 1,000 UNIT RECREATION VEHICLE ORDER. RV RETAIL EXCEPTIONALLY STRONG IN NOVEMBER AND DECEMBER.

Thor Industries, Inc. (NYSE:THO) announced today that it received an order from Cruise America Inc., the largest RV rental operator in the U.S. and Canada, for approximately 1,000 Class C motor homes on Ford chassis to be built by Thor's Four Winds division, Elkhart, IN. This represents a 70% increase over last year's unit order.

"We believe this is the largest unit order ever received by an RV manufacturer," said Wade F. B. Thompson, Thor Chairman. "It totals approximately \$45 million and will be shipped in April, May, and June," he added. Randall Smalley, Cruise America Chairman said, "This order reaffirms our confidence in the special features and quality provided by Four Winds as our primary supplier."

Thor also announced that its RV retail unit sales in November and December were up 19% over last year, well in excess of expected industry results. Both years include Damon acquired on September 2, 2003.

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.