



419 WEST PIKE STREET • P.O. BOX 629 • JACKSON CENTER, OHIO 45334-0629
PHONE 937-596-6849 • FAX 937-596-6539

NEWS RELEASE

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Contact: Wade F. B. Thompson or Peter B. Orthwein

THOR FLAGSHIP COMPANY AIRSTREAM PARTNERS WITH FORD TO LAUNCH FORD AIRSTREAM CONCEPT AT NORTH AMERICAN INTERNATIONAL AUTO SHOW IN DETROIT

Thor Industries, Inc. (NYSE:THO) announced today that its flagship brand Airstream has partnered with Ford Motor Company to launch the Ford Airstream Concept Sunday, January 7, 2007 at the North American International Auto Show in Detroit. This revolutionary crossover concept vehicle redefines the American Journey, drawing inspiration from Airstream's 75 year heritage of adventure and innovative product design.

"As the world's largest RV manufacturer, Thor is proud to collaborate with Ford, another iconic American brand, to demonstrate our commitment to innovation," said Wade F. B. Thompson, Thor Chairman.

"For 75 years, Airstream has been an icon synonymous with the optimism, discovery and wanderlust that's helped define America," said J Mays, Ford Motor Company Group Vice President - Design and Chief Creative Officer. "It seemed only fitting for us to come together through our shared passion for the open road and to show a vision for the future of American transportation."

"Airstream wants to continue finding options for tomorrow's road trips. Our success comes from challenging the conventional thinking about what defines an Airstream. The Ford Airstream Concept is a stunning example of just that," said Bob Wheeler, President of Airstream.

The Ford Airstream concept will be on display at the NAIAS in Detroit through Sunday, January 21st and will then be shown by Ford at other major auto shows this year. Airstream will also show the concept vehicle at its events later in 2007.

Thor is the world's largest manufacturer of recreation vehicles and a major builder of commercial 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.