

THOR

INDUSTRIES, INC.

419 WEST PIKE STREET • P.O. BOX 629 • JACKSON CENTER, OHIO 45334-0629

PHONE 937-596-6849 • FAX 937-596-6539

NEWS RELEASE

Date: March 14, 2011
Contact: Peter B. Orthwein or Richard E. Riegel III

THOR APPOINTS GEORGE LAWRENCE GENERAL COUNSEL

Thor Industries, Inc. (THO) announced today that it has named George J. Lawrence to the position of Senior Vice President, General Counsel and Corporate Secretary. Mr. Lawrence's appointment with Thor Industries took effect on March 14.

Mr. Lawrence has practiced law for over 25 years and has extensive experience as general counsel of public and private companies. Lawrence is a graduate of the University of Notre Dame (B.A. in Economics) and the George Washington University National Law Center (Juris Doctor).

Mr. Lawrence was most recently Executive Vice President, General Counsel and Secretary of Aprimo, Inc. and led the sale of Aprimo to Teradata Corporation in January 2011. Prior to Aprimo, Mr. Lawrence held senior legal positions at several NYSE listed companies including ADESA, Inc., a leader in auto auctions and dealer financing, THOMSON Consumer Electronics, a world leader in consumer electronics and technology with its RCA, GE and Technicolor brands and OHM Corporation, a leading environmental services company.

"I am excited to join Thor Industries and be a member of the management team of a world leader in the manufacture and sale of RVs and commercial buses" Lawrence said. He will report to Peter B. Orthwein, Chairman, President and Chief Executive Officer of Thor Industries, Inc.

"I am pleased to welcome George to the senior management team of Thor where his public company and corporate law experience will help guide Thor in the future," said Peter Orthwein.

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

This release includes certain statements that are "forward looking" statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. These forward looking statements involve uncertainties and risks. There can be no assurance that actual results will not differ from our expectations. Factors which could cause materially different results include, among others, additional issues that may arise in connection with the findings of the completed investigation by the Audit Committee of the Board of Directors of Thor Industries, Inc. (the "Company") and the SEC's requests for additional information and the discussion of possible settlement with the SEC relating to the matters raised by the Audit Committee's investigation, fuel prices, fuel availability, lower consumer confidence, interest rate increases, tight lending practices, increased material costs, the success of new product introductions, the pace of acquisitions, cost structure improvements, competition and general economic conditions and the other risks and uncertainties discussed more fully in Item 1A of the Company's Annual Report on Form 10-K for the year ended July 31, 2010 and Part II, Item 1A of the Company's Quarterly Report on Form 10-Q for the period ended January 31, 2011. The Company disclaims any obligation or undertaking to disseminate any updates or revisions to any forward looking statements contained in this release or to reflect any change in the Company's expectations after the date of this release or any change in events, conditions or circumstances on which any statement is based except as required by law.