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Press Release

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2012's Best Selling Motorhome Brand, Thor Motor Coach Promotes Short

August 29th, 2012 (Elkhart, IN) - Thor Motor Coach, North America's best selling motorhome brand has appointed Nicole Short to the position of Director of Customer Service. Short's responsibilities will include the day-to-day activities of both their Customer Care and Parts Fulfillment Departments.

Ron Davidson, Thor Motor Coach's Vice President of Operations and Customer Service commented, "I am elated to promote Nicole to this position. She has the knowledge and skill set to continue our overwhelming story of success in customer service. With Nicole taking over the day-to-day activities, we are even better equipped to make sure ownership of a Thor Motor Coach continues to result in the best overall customer experience."

Davidson added, "The elements of Thor Motor Coach's industry unique **Shield of Protection**" will continue to be an integral part of the service provided."



- ☑ **24/7 Factory Direct Support**...because service is not just a 9 to 5 job
- ☑ **Concierge Connection**...personal attention right from the factory, every customer every time
- ☑ **Gold Star Inspections**...unprecedented 200+ point quality inspection
- ☑ **Rapid Response**...stocking the necessary parts to get you back on the road quickly

"I am thrilled to have this opportunity. Thor Motor Coach's forward thinking Shield of Protection programs are a reflection of our dedication to serving our valued customers", mentioned Short.

For more information on Thor Motor Coach, call (800) 860-5658, visit <http://ThorMotorCoach.com/Company.php>, or write to: Thor Motor Coach, Inc., PO Box 1486, Elkhart, Indiana 46515.

About Thor Motor Coach

Thor Motor Coach, Inc is an operating unit of Thor Industries, Inc. (NYSE:THO), producing various motorized recreation vehicles that are sold throughout the United States and Canada. Thor Motor Coach RV brands include Class A Diesel Pushers; Palazzo and Tuscany TAG & XTE, Class A Gas Motorhomes; A.C.E., Daybreak, Challenger, Hurricane, Windsport, and Outlaw Toy Haulers, Class B+ Motorhomes; Siesta and Citation, Mercedes Benz Sprinter Based Diesel Motorhomes; Siesta Sprinter and Citation Sprinter, Class C Gas and Diesel Motorhomes; Four Winds and Chateau.