



Press Contact:
Jeremiah J Borkowski
Director of Communications
PO Box 1486 Elkhart, IN 46515
JBorkowski@TMCRV.com
Toll Free 800.860.5658
Direct 574.584.2010
Fax 267.306.4536

Press Release

FOR IMMEDIATE RELEASE ON: **January 30th, 2012**

2012 Thor Motor Coach Line Up Impresses Shoppers at Florida Super Show

Elkhart, IN (January 30th, 2012) Thor Motor Coach showcased a host of new motorhomes and features at the 2012 Florida RV Super Show in Tampa, January 10-15, 2012. With heavy traffic and so many new products featured, both new and seasoned RVer's were impressed with the product offerings from Thor Motor Coach. Tampa provided a great kick-off for the motorhome market in 2012 as Thor Motor Coach saw a 40% increase in retail sales compared to the 2011 show.

"The Florida Super Show always gives us some indication of how the spring show season will go and it looks like it's going to be a great year. The consumer reaction to our 2012 line-up was very positive," explained Dana Simon, Vice President of Sales and Marketing for Thor Motor Coach.

The all new 2013 Palazzo rear diesel stole the show, drawing crowds throughout the event. The industry received its first look at the Palazzo when it was unveiled in November at the RV National Trade show in Louisville, KY. The Palazzo's compact low-profile design makes it easy to drive while providing the amenities a premium motorhome shopper expects, as well as several they might not.



Palazzo's Standard Equipment Highlights:

- | | |
|-----------------------------|---|
| Chassis and Storage | Living Space |
| • 34' 6", 300HP rear diesel | • Seating for eight in the living space |
| • Two slide-outs | • Always-in-View™ TV slide system |
| • 10,000 lbs. hitch | • Home theater sound |
| • Auto-Generator start | • Bedroom TV |
| • Low-profile slide tray | • Oversized shower |
| • Motorhome Mudroom™ | • Pull-out computer tray in the dash |
| • Tall Mega-Storage™ | • Brushed metallic residential refrigerator and microwave |
| Pass-through compartment | |



2013 Palazzo by Thor Motor Coach

"The Palazzo, like the A.C.E., is a game changer creating a new segment in the market - attracting many buyers who thought a full featured rear diesel coach was out of reach. While talking with new potential Palazzo owners at the show, it was clear the market has been waiting for this coach," stated Adam Gudger, National Sales Manager for the Thor Motor Coach Diesel Division.

The A.C.E. continues its success as a crossover class A motorhome. The recent additions of the 29.2 and brand new 30.1 floorplans were popular choices for shoppers. The 30' 10", 30.1 adds a second slide-out, larger shower, and more bedroom storage, in addition to the already well equipped offerings of the entire A.C.E. line up.

Making its Super Show debut, the 45LT (45', 450HP) tag axle Tuscany was a big hit. The 45LT combines the best of luxury and value by offering a full wall slide, expandable sofa, half bath with washer dryer option, dual vanity master bath, fireplace, and Sony™ electronics at a price point far less than its competitors.

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



2013 45LT Tuscany by Thor Motor Coach

About Thor Motor Coach

Thor Motor Coach 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 Tuscany, Astoria, Palazzo, Serrano, ACE, Four Winds, Chateau, Siesta, Citation, Outlaw, Hurricane, Windsport, Daybreak, and Challenger.

###