



Thursday, February 22, 2018

Airstream USA Partners with Jayco Australia

[Airstream](#), manufacturer of the iconic “silver bullet” travel trailer, recently announced that it has partnered with Jayco Australia to relaunch the Airstream brand in the country. Jayco Australia, an RV manufacturer with around 50 percent market share in the Australian RV industry, is launching the Airstream Base13 in Melbourne with two International model travel trailers later in 2018.

The [Airstream](#) will be distributed at five of its dealers across the country. Australian Caravan Company (SA), Brisbane Camperland (QLD), Caravanland (WA), Jayco Newcastle (NSW), and Page Bros. RV (VIC) will have the Base13 on display and available to purchase during the Show.

Jayco is a natural choice for Airstream because of its strong understanding of the Australia market and its existing infrastructure to support a brand as iconic as Airstream. Founded in 1975 by Gerry Ryan, Jayco has been committed to the caravan market in Australia for more than 40 years and, during this time, has built nearly 200,000 RVs.

“In many ways, Jayco Australia is the Australian RV market,” said Bob Wheeler, CEO of Airstream. “Their customer-centric approach and commitment to quality aligns with the Airstream brand, and we couldn’t be happier about partnering with such a trusted leader. Jayco’s national network of dealers, combined with their industry-leading in-country support, will serve Airstream customers well for many years to come.”

“Jayco is pleased to announce this partnership with Airstream USA,” said Gerry Ryan, owner of Jayco Australia. “The iconic nature of Airstream caravans, combined with the great reputation the company has had for more than 85 years, should serve our dealers well while offering a unique product to Australians across our great country. We look forward to many years of success with this partnership.”

To kick off their partnership, Airstream and Jayco will launch the re-engineered Airstream Base13 at the [Victorian Caravan Camping & Touring Supershow](#) in Melbourne. The show is open to the public from Wednesday 21st of February and runs until Monday 26 February.



The Base13 is a blend externally of the unique retro airstream styling of shiny silver curved aluminium panels, exposed riveting system, but with a distinctive tinted wrap around front window that provides a striking modern appearance. Internally the unit is enhanced with today's conveniences such as a 110lt 12V compressor fridge, 12V power systems, clever design and décor styling, which coupled with Airstream's handcrafted care and attention to detail, the Base13 sets its self above all others.

Designed to accommodate for 2 people, the cleverly combined ensuite, including hot water, and recessed kitchen, allow the unit to feel roomy, whilst still only being a small RV.

Coming in at just 1300kg tare, the Base13 is suitable for most small to mid size towing vehicles.

Choosing your own adventure, relaxing in the outdoors, in such a funky, eye catching RV, is something that will appeal to a broad consumer base.

The tag line "Built like a tank, Moves like an Airstream, Modern in design" sums up the Base13 in one sentence.

Come and view this new product on stand 160 at the Victorian Caravan Camping and Touring Super Show to meet the airstream staff, including Airstream COO, Mr Justin Humphreys.

Additional Airstream models will be available in 2018 as they are developed to meet the unique needs for the Australian market. Airstream and Jayco will release further information as it becomes available.

About Airstream

Airstream, manufacturer of the iconic "silver bullet" travel trailer, is the longest-tenured recreational vehicle manufacturer in North America. Following founder Wally Byam's credo, "Let's not make changes, let's only make improvements," Airstream has remained a timeless classic. Byam's vision for Airstream trailers was to use these design- and quality-driven products to allow people to dream, travel and explore the open road. A subsidiary of Thor Industries, Airstream is based in Jackson Center, Ohio, where a team of craftsmen remains dedicated to preserving the brand's legendary reputation for quality and innovation. For more information, please visit www.airstreamaustralia.com.au/



VICTORIAN CARAVAN, CAMPING & TOURING SUPERSHOW DETAILS:

Wednesday 21 – Monday 26 February 2018

Times

Wednesday, Thursday, Saturday & Sunday 9:30am – 5:00pm

Friday: 9:30am – 8:00pm

Monday: 9:30am – 4:00pm

At

Melbourne Showgrounds, Epsom Rd, Ascot Vale VIC 3032

<https://caravanshow.com.au>

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