



## News Release

### For Immediate Release

### Redwood Delivers First Residential Fifth Wheel

Syracuse, Indiana-- Redwood RV delivers first luxury fifth wheel.

After weeks of setting appointments, visiting dealers, product demonstrations and countless conversations regarding the WHO, WHAT, WHEN, WHERE and WHY of Redwood RV, everything came together as the first Redwood was purchased and then delivered to Southern RV just outside of Atlanta, GA.

"I couldn't be more excited about being chosen as the first retailer for Redwood. Being a well-known niche retailer of premium fifth wheels, I realized we definitely wanted to be on board for Don's new re-interpretation of the luxury segment. Now taking delivery of one, my excitement is even more elevated. I believe this will be an absolute home run with consumers and may define a whole new segment of premium fifth wheels", said Brad Walden, Southern RV.

"We've definitely created something special and we are excited to finally show it to the world." Said Tom Montague, National Sales and Marketing Manager for Redwood RV.

"Dealer reaction to the product was phenomenal and has exceeded our expectations, but now the real work starts and we are looking forward to the 2011 show season."

Redwood opened its doors on August 4<sup>th</sup> of 2010. The power was shut off for the first two weeks as Don Emahiser, Ray Patterson, Dan Kreider and Tom Montague put together their strategies for the new company. "It was and continues to be a true team effort," says Don Emahiser, President of Redwood RV. "Without the tremendous support of our suppliers and the unparalleled resources of THOR, this wouldn't have been possible in such a short amount of time. I'm extremely proud of everyone involved."

Headquartered in Syracuse, Indiana Redwood RV products are distributed through dealers throughout the United States and Canada. Redwood RV is a division of Thor Industries Inc. Thor Industries Inc. is the world's largest manufacturer of recreational vehicles.