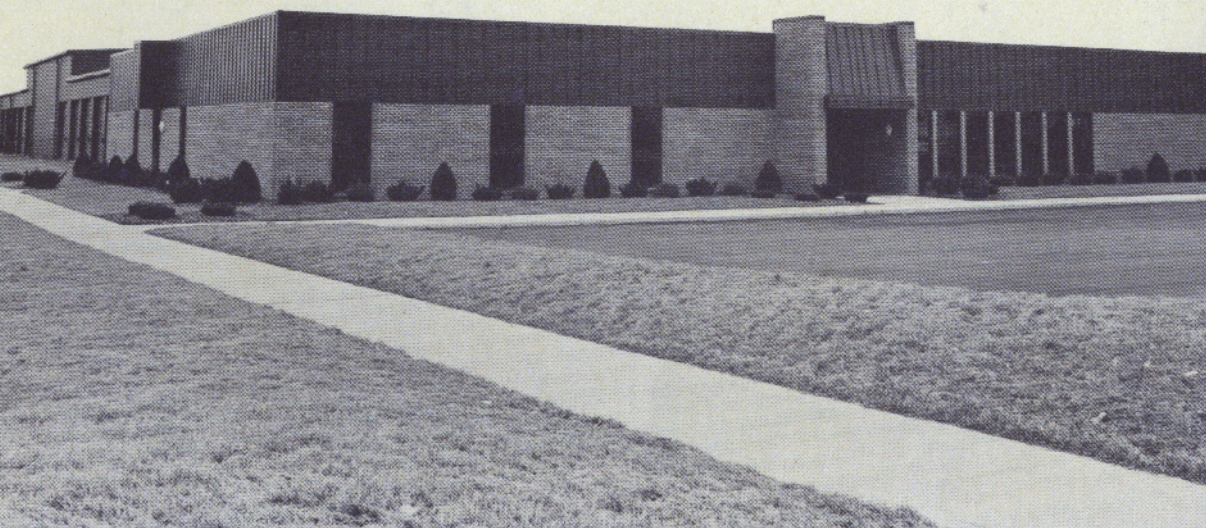


# HELLO! WELCOME TO AIRSTREAM



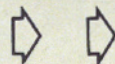
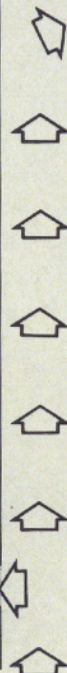
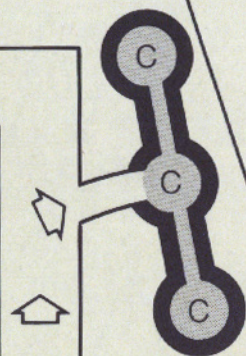
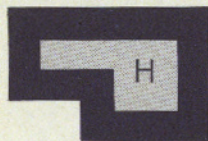
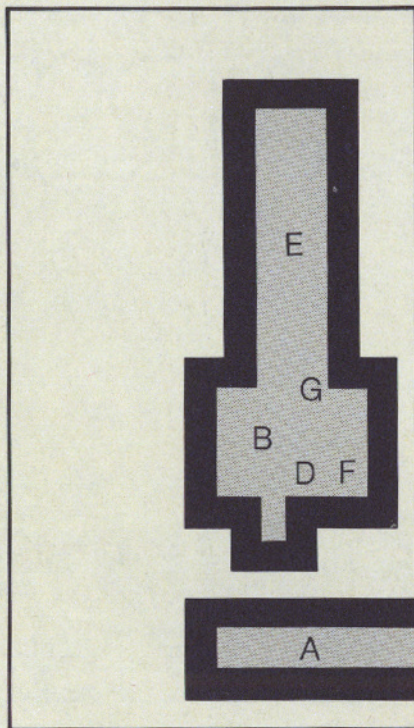
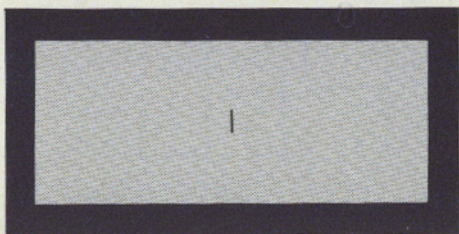






AIRSTREAM  
419 WEST PIKE ST.  
JACKSON CENTER  
OHIO 45334  
(513) 596-6111

WEST PIKE STREET





# This information guide will help to make your visit with us a pleasant one

## LEGEND

A CUSTOMER PARKING

D CUSTOMER LOUNGE

G PARTS DEPARTMENT

B SERVICE RECEPTIONIST

E SERVICE REPAIR AREA

H SALES OFFICE

C TERRAPORT PARKING

F WALLY BYAM STORE

I MAIN MANUFACTURING PLANT

## SERVICE:

Due to extremely strict insurance regulations, customers are not allowed in the service repair area. If you find it may become necessary to go to your trailer, please check with the receptionist. There is an air-conditioned customer lounge complete with writing desks, TV and refreshments for your enjoyment. Please feel free to make yourself at home but, because of health and insurance regulations, we must ask that NO pets be brought into the customer lounge.

## GUIDED TOURS:

We welcome you to participate in our guided tours. We have two tours each day, Monday through Friday of the complete Jackson Center facility.\* You will see how an Airstream is built. View current year models, and our guide will answer your questions. The tours are at 10:00 a.m. and

2:00 p.m. — rendezvous and registration in the guest lounge. \*(Finished unit viewing only, mid June to mid August during new model changeover.)

## WAY OF LIFE DEPARTMENT:

For information concerning Clubs, Caravans and Rallies contact: Wally Byam Caravan Club International, 15939 Piuma Avenue, Cerritos, California 90701.

## WALLY BYAM STORES:

Browse around for trailer accessories.

## INFORMATION:

Should you desire further information or direction in making personal inquiry about the various departments, please feel free to consult the receptionist in the main lobby.

THANK YOU for stopping by, and we hope your visit will be most enjoyable.



# AIRSTREAM HISTORY:

More than 40 years ago, the late Wally Byam, Airstream's founder, started building travel trailers in his own backyard in Los Angeles. There was no real trailer industry in those days, and Wally was the first to turn out travel trailers on a factory basis. Even with the production line, however, he was barely able to begin production when World War II began. Construction materials were soon impossible to obtain, and Wally was forced to halt all operations.

After the war, on May 15, 1947, Wally decided to go back into the trailer business. Times were tough in those days, but Wally, with a very meager bankroll, once again launched Airstream. This time Airstream consisted of a single rented building at the airport in Van Nuys, California.

Nevertheless, Wally took the first step toward realizing his lifelong dream of

building the "perfect" travel trailer in this tiny plant. Working with a newly hired truck driver-purchasing agent, the late (1972) Art Costello (who ultimately became president of Airstream), he set out to build a travel trailer that would provide its owner with limitless mobility, the convenience of a private stateroom, and the luxury of a penthouse. It was to be self-contained, entirely free of hookups to city water, electricity or even sewers. Thus, the Airstream concept of the travel trailer was born.

By stages, Wally and his tiny company created a travel trailer light enough to be towed by a passenger automobile yet complete enough inside to provide at-home comfort and convenience wherever the owner traveled. At the same time, he noticed many prospective trailerists—especially the middle aged and semi-retired who did not know what to do with a travel trailer. Wally set about creating things for

*continued on back . . .*



# AIRSTREAM HISTORY, CONTINUED...

the trailerist to do. He dreamed up whole programs of activities and places to go with their trailers. Part of these were bold excursions—"Caravans" of trailers to Canada and Mexico, then Europe and even Africa. The Wally Byam Caravans, plus the group rallies at places in the United States, gave excitement and satisfaction to the adventuresome Airstream owners and set them apart from all other trailerists. It was during this time that the Wally Byam Caravan Club was organized.

The WBCCI (Wally Byam Caravan Club International) is an important part of Airstream's Way of Life Department. It is the means by which Wally's concept of travel has become "localized" and made available to the Airstream owner. Whereas, Wally Byam Caravans spend from six weeks to six months exploring foreign countries, smaller groups, called units, provide weekend get-togethers and localized trailer trips.

The Airstream Way of Life Department guides the activities of more than 23,000

Airstream trailer families (some 52,900 individuals) enrolled as active, dues-paying members. All our states, including Hawaii and Alaska, are represented. Even Australia, Canada, Mexico, England and far-off Guam have members.

Today the Wally Byam Caravan Club has more individual members, represents more owners of trailers, has more local units, and engages in more activities of all sizes than any other travel trailer club in the Western Hemisphere. No other company-sponsored club anywhere compares with it.

Airstream has helped thousands of people discover new worlds of adventure and the Airstream travel trailer is now the most sought-after luxury travel trailer in the recreational vehicle field. It is sought after because its owners have access to a whole new "way of life" available to them after their purchase of an Airstream trailer—and, of course, because it is the world's finest travel trailer.