Thor Announces Organizational Changes at Dutchmen Subsidiary

Elkhart, Indiana, March 19, 2013 Thor Industries, Inc. (NYSE: THO) today announced a series of organizational changes at its Dutchmen RV subsidiary. Effective immediately, Matt Zimmerman, president of Keystone RV, will assume the additional responsibilities of overseeing Dutchmen RV and Aram Koltookian, formerly general manager at Keystone, will become executive vice president of Dutchmen. These moves are expected to result in improved operating efficiencies, product quality and customer support.

"Matt and Aram have played a major role in Keystone RV's success over the past 14 years," remarked Thor Industries President and Chief Operating Officer Bob Martin. "We plan to draw on their ability to lead a well-managed, customer-focused organization as we focus on accelerating Dutchmen's growth."

Martin underscored the strength of the Dutchmen dealer network and Dutchmen brands: "Voltage, Coleman, Aspen Trail and Denali are highly regarded names that attract strong consumer interest and dealer commitment. We believe that the entire Dutchmen family will grow and prosper as overall quality and back-end support continue to improve."

"Dutchmen RV has great momentum right now," commented Zimmerman. "It is our primary focus to keep that going as we strengthen all areas of the business to handle further growth. Dutchmen RV will remain independent and continue to develop and bring to market exciting new Dutchmen-branded products. In addition, Dutchmen will continue to operate with its own sales force, engineering staff, product development team and production facilities. The only changes the Dutchmen dealer should see are improved quality and customer support."

About Dutchmen RV

Established in 1988, Dutchmen brands are some of the most recognized in the RV industry and include Aspen Trail, Coleman, Denali, Dutchmen, Infinity, Kodiak, Komfort, and Voltage. Dutchmen is a subsidiary of Thor Industries, the sole owner of operating subsidiaries that, combined, represent the world's largest manufacturer of recreation vehicles and is a major builder of commercial buses and ambulances.

This release includes certain statements that are “forward looking” statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended (the “Exchange Act”). These forward looking statements involve uncertainties and risks. There can be no assurance that actual results will not differ from our expectations. Factors which could cause materially different results include, among others, price fluctuations, material or chassis supply restrictions, legislative and regulatory developments, the costs of compliance with increased governmental regulation, legal issues, the potential impact of increased tax burdens on our dealers and retail consumers, lower consumer confidence and the level of discretionary consumer spending, the level of state and federal funding available for transportation, interest rate increases, restrictive lending practices, recent management changes, the success of new product introductions, the pace of acquisitions, asset impairment charges, cost structure improvements, competition and general economic conditions and the other risks and uncertainties discussed more fully in Item 1A of our Annual Report on Form 10-K for the year ended July 31, 2012 and Part II, Item 1A of our Quarterly Report on Form 10-Q for the period ended January 31, 2013. We disclaim any obligation or undertaking to disseminate any updates or revisions to any forward looking statements contained in this release or to reflect any change in our expectations after the date of this release or any change in events, conditions or circumstances on which any statement is based, except as required by law.