

# WHY AIRSTREAM?

---

A guide to the quality differences that make  
your experience unforgettable



**AIRSTREAM®**





## WHAT MAKES AN AIRSTREAM **TOURING COACH DIFFERENT?**

---

If you're shopping for an RV, chances are you've wondered what makes an Airstream Touring Coach different from another class B motorized RV on the market.

**If we had to answer in one word, it's quality.**

Airstream's commitment to quality began with our founder, Wally Byam. Way back in the 1930s, Wally started a tradition of innovation in RV design that remains unmatched to this day.

Our way of visioning, engineering, and building isn't the fastest or the easiest way, but it is the right way. No shortcuts, no compromises, and nothing less than the absolute best features and creature comforts on board for every trip you take – whether it's to the beach house nearby or the other side of the country.

So let's answer some key questions about what quality really means in our process, and more importantly, what it means to your life and your adventures to come.

# TABLE OF CONTENTS

---

**01** | **WHY DOES STANDARD VS. OPTIONAL MATTER?**

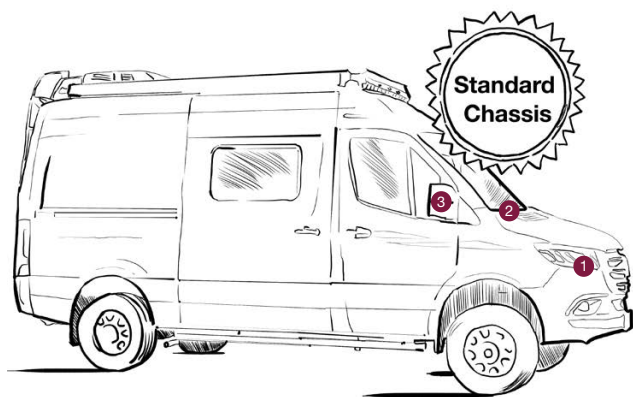
**02** | **WHY TAKE INSPIRATION FROM THE  
YACHTING INDUSTRY?**

**03** | **WHY DO HANDCRAFTED COMPONENTS MATTER?**

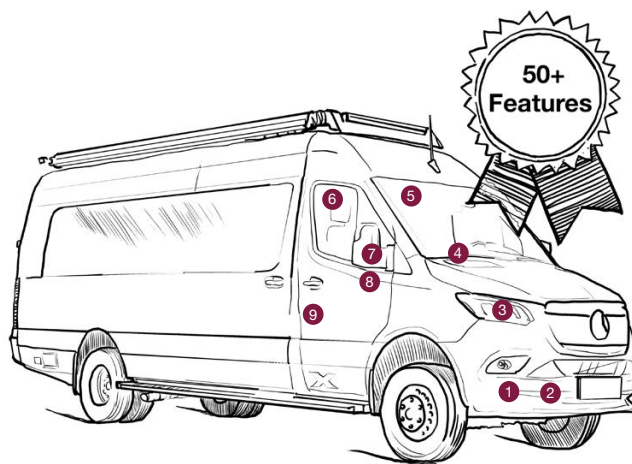
**04** | **WHY BECOME AN AIRSTREAMER?**







1. Optional fog lights 2. Blind spot assist 3. Dashboard airbags



1. Parking sensors 2. Lane keeping assist 3. Auto brights 4. Rain sensing windshield wipers 5. Front windshield heating 6. Side collision airbags 7. Blind spot assist 8. Under mirror lighting 9. And so much more....

WHY

# 01 DOES STANDARD VS. OPTIONAL MATTER?

Unlike other RV manufacturers, Airstream offers more than 50 best-in-class features as standard, not add-ons. Why?

If 90+ years of RV innovation and design has taught us anything, it's that the best really does matter. And we feel it's our responsibility to set you up with the very best features that thousands of Airstreamers have proven to be critical to great experiences on the road.

We partner with multiple providers of quality chassis (the engine, cab, and basic bones of a motorized RV), but no matter what, we make sure we select every single driving, safety, comfort, and convenience feature we possibly can. Then, we turn around and offer them all to you standard. You don't have to upgrade; you can just enjoy. That's the beauty of getting behind the wheel of an Airstream: you know the best is already onboard.



# 01 WHY DOES STANDARD VS. OPTIONAL MATTER?

The best features come standard. Here's why you'll love them.



## **Confidence in the driver's seat**

Lane keeping assist, pedestrian and obstacle alerts, side- and rear-view monitoring – it's all standard in your Airstream Touring Coach. Right from the start, you'll feel extra confident in your ability to get there safely and without incident.



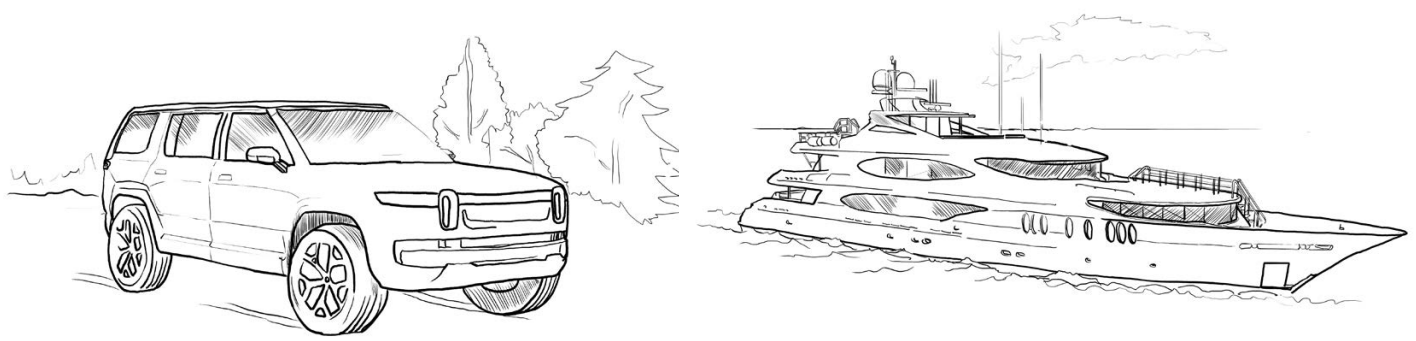
## **Safety beyond the industry standard**

Most class B RVs come with front airbags, but your Airstream Touring Coach will have more than that. We choose to include side and front air bags in each cab door for extra protection in a collision.



## **Cab made for comfort**

It's the little things, like heated power adjustable seats with memory settings, extra cup holders, and lots of headroom for tall travelers. At every opportunity, we choose to include comfort features as standard, not upgrades.



WHY

# TAKE INSPIRATION FROM THE YACHTING INDUSTRY?

---

Most class B RVs take inspiration from land travel. Why are Airstream Touring Coaches inspired by the yachting industry?

Wally Byam, was a life-long adventurer on both land and sea. He grew up on the Oregon coast and spent time as a cabin boy, working on a boat making the trek to the frontier of Alaska and back again. He also joined the Seaman's Union and journeyed all the way across the Pacific to Tahiti.

Wally's experiences on the ocean inspired many of the early Airstream designs – the space limitations on a vessel require thoughtful efficiency in balance with comfort. It's no surprise that we still draw inspiration from boats to this day – especially luxury yachts. Let's take a closer look at why.



# WHY TAKE INSPIRATION FROM THE YACHTING INDUSTRY?

Yacht-inspired features and why we choose them

## 1. Marine-grade flooring

First, we install a seven-layer substructure floor that insulates the cabin, reduces road noise, and prevents moisture damage. On top, we add marine-grade Infinity woven flooring that's super durable and easy to clean, while achieving a high-design look.

## 2. Ultra-durable wall finishes

Unlike standard fiberglass or vinyl walls you'll find in other class B RVs, the walls inside an Airstream Touring Coach are made of a combination of aluminum sheeting and woven fabric that looks and feels like suede but is easy to clean with water.

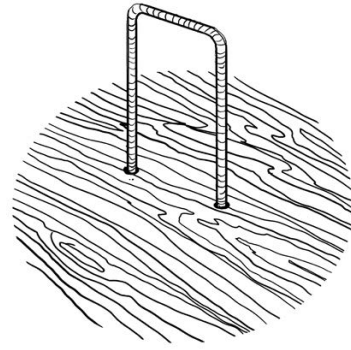
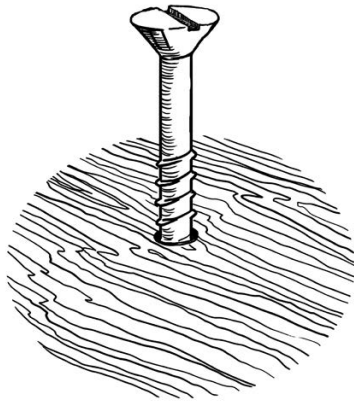
## 3. Flexible floor plans

We're all changing the way we live and work, and Airstream floor plans are designed with flexibility in mind. Take the desk addition in the 24GT for example. You can swivel the driver's chair 180 degrees to face a built-in workstation so you can comfortably take calls and keep up from the road.



## 4. Bespoke luxury

If there's one thing yachts exude, it's luxury. The same holds true for the bespoke choices that go into Airstream Touring Coaches, like memory foam seating, Italian cabinetry, and touch controls for temperature, appliances, and window shades. Everywhere you look, you'll feel the sophistication.



WHY

# DO HANDCRAFTED COMPONENTS MATTER?

---

Most RV companies use standard building components that provide a path of least resistance. Why does Airstream create its own?

While we have outside partners for building components like our aluminum sheeting, window glass, tires, and appliances, we create as many components as possible ourselves. It's how we ensure the absolute highest quality.

Every single Airstream is assembled by hand in Jackson Center, Ohio, USA. Our team of hardworking makers have spent entire careers honing their craft on our factory floor. That includes engineering and manufacturing components you'll find in no other class B RVs on the market.



# WHY DO HANDCRAFTED COMPONENTS MATTER?



5 Key Components we build ourselves:

**1. Composite sub floor**

Instead of the industry's standard plywood sub floor, we cut and fit our own state-of-the-art composite sub floor. Not only does it naturally resist water better than plywood, but it also provides more screw retention and overall strength.

**2. Upgraded windows**

In an Airstream Touring Coach, you can bring your doorstep to some of the most magical places. That's why we take the time to replace the factory-grade windows that come with the chassis with tinted, tilt-open windows that give you a better view, more privacy, and easier everyday use.

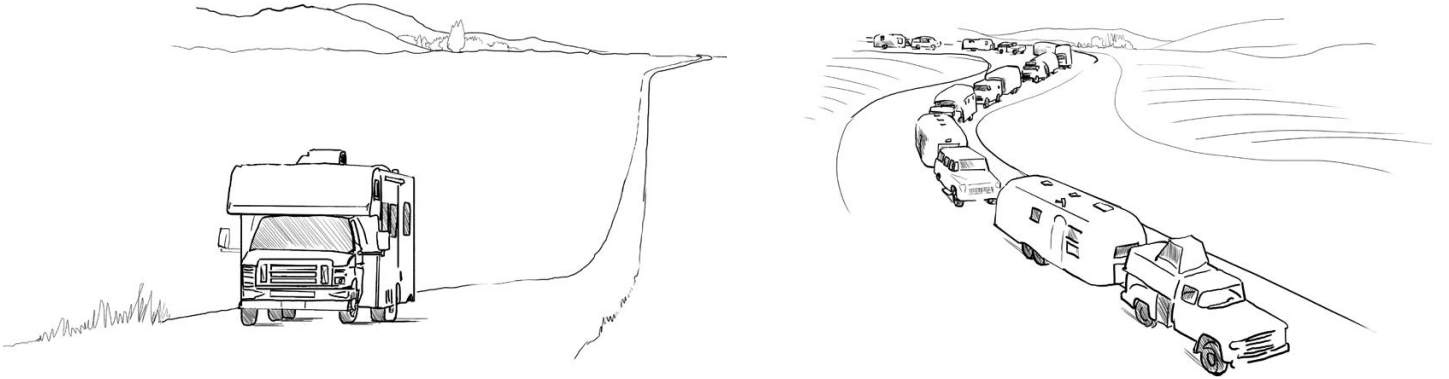
**3. Wood furniture**

While many other brands install pre-built furniture and cabinetry, we take the time to custom-craft each cabinet, wardrobe, and seating base. Our team cuts, sands, and assembles – using extruded aluminum frames, wood screws, dowels, and glue. We never use stapled plywood.

**4. Custom-sewn curtains**

The custom blackout curtains in your Airstream Travel Trailer are unlike the thin fabric and minimal coverage you find in some RVs. Each curtain is cut and sewn by our craftspeople, using industrial sewing machines right here in our factory.





WHY

# BECOME AN AIRSTREAMER?

There are millions of RVers out there.  
Why become an Airstreamer?

Ever since the very first days of Airstream in the 1930s, it's always been about creating not just innovative RVs, but a truly unique way of life. For the past nearly 100 years, Airstreamers have shared their passion for life, travel, adventure, and enduring camaraderie. It's a quality that's hard to put into words, but when you're an Airstreamer, you can feel that you're part of something bigger. Hundreds of thousands of Airstreamers know what it is to set out to see what's over the next hill, and to do it in absolute comfort. You'll be welcomed with open arms.

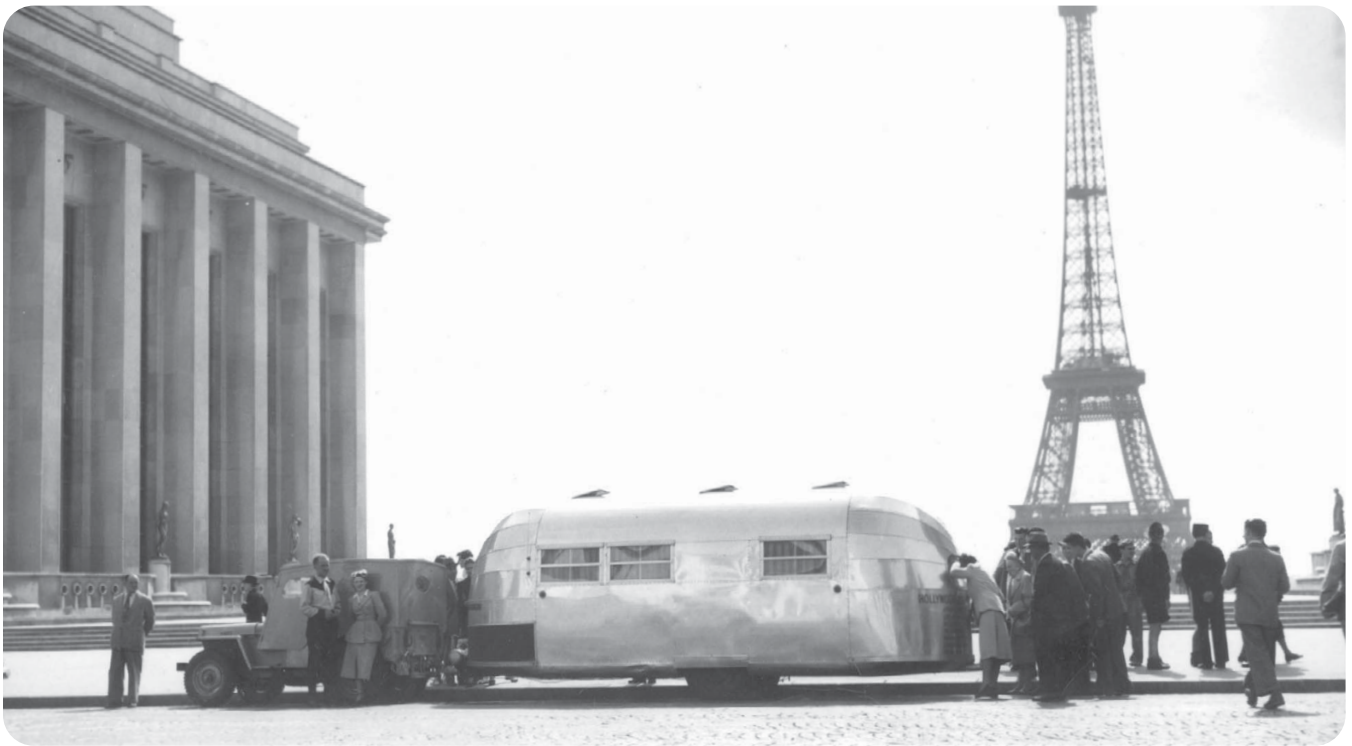




## WHY BECOME AN AIRSTREAMER?

### Airstream Club International

Inspired by the first continent-spanning Airstream caravans of the 1950s and 60s, Airstream Club International hosts weekend or week-long rallies and caravans through every corner of North America and Airstream-specific campgrounds in several states. Wherever you go, you'll be surrounded by friends who know the ins-and-outs of Airstreams and of life on the road.



“In the heart of these words is an entire life’s dream. To those of you who find the promise of these words your promise, I bequeath this creed...my dream belongs to you.”

WALLY BYAM

# 04 WHY BECOME AN AIRSTREAMER?

---

## Wally Byam's Creed

While our founder has passed, his vision for the Airstream way of life still resonates with Airstreamers everywhere. That's why the Creed that Wally wrote so many years ago remains as much an inspiration to the community as an invitation into it.

*To place the great wide world at your doorstep for you who yearn to travel with all the comforts of home.*

*To provide a more satisfying, meaningful way of travel that offers complete travel independence, wherever and whenever you choose to go or stay.*

*To keep alive and make real an enduring promise of high adventure and faraway lands...of rediscovering old places and new interests.*

*To open a whole world of new experiences...a new dimension in enjoyment where travel adventure and good fellowship are your constant companions.*

*To encourage clubs and rallies that provide an endless source of friendships, travel fun, and personal expressions.*

*To lead caravans wherever the four winds blow... over twinkling boulevards, across trackless deserts...to the traveled and untraveled corners of the earth.*

*To play some part in promoting international goodwill and understanding among the peoples of the world through person-to-person contact.*

*To refine and perfect our product by continuous travel-testing over the highways and byways of the world.*

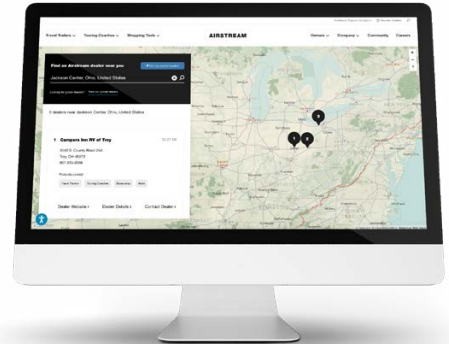
*To strive endlessly to stir the venturesome spirit that moves you to follow a rainbow to its end...and thus make your travel dreams come true.*





# MORE QUESTIONS? WE HAVE ANSWERS.

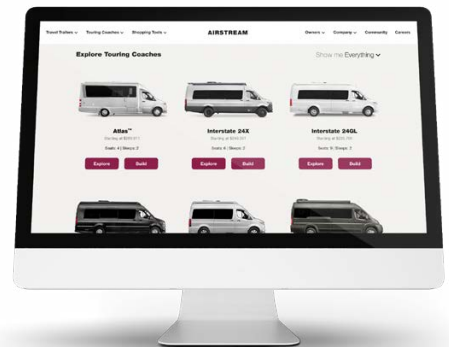
While you're shopping, you're bound to have specific questions about certain models, features, and more. Whether you're still researching or ready to buy tomorrow, your Airstream dealer is here to help you get the answers you need. [Find your dealer](#) and take a zero-pressure walkthrough in person.



## See all Airstream Touring Coaches

Take a closer look at all the current Airstream Touring Coach models and floor plans and find the right one for you.

[Explore Touring Coaches](#)



## Configure Your Airstream Touring Coach

Start with any model and choose a floor plan, interior décor, and additional options that feel right for you. When you're done configuring, you'll receive a tailor-made brochure to download, print, or share.

[Configure Yours](#)





## ADVENTURE, INSPIRED BY AIRSTREAM®

Our founder, Wally Byam, was driven by an unending desire to see what was over the next hill, and the next after that. And he wasn't alone. Thousands of Airstreamers know just how important the freedom to wander really is, and how enjoyable having the whole world at your doorstep can be. So what are you waiting for?

Find your Touring Coach at [Airstream.com](https://www.airstream.com)

Share on Social

