



WINNEBAGO PHOTOS

LEFT: The inside of a Winnebago® Thrive™ is pictured. RIGHT: A Winnebago® Thrive™ bunk house is shown.

Winnebago launches new Thrive towable RV

Company cites renewed energy for the Winnebago brand

SUMMIT-TRIBUNE STAFF

Winnebago®, a pioneer in recreational vehicles for over six decades, has announced the launch of the all-new Thrive™. It is a high-quality, lightweight, and modern travel trailer developed to redefine comfort and design expectations in its category.

According to a news release on the launch, Thrive represents a renewed energy for the Winnebago brand. It goes on to say it represents a commitment to delivering innovative, customer-focused RV experiences that elevate owners' time outside.

Launching with two debut floorplans, the 18FBS and 22MBH, Thrive offers options ranging from 22 to 33 feet long with one to two slide-outs. It is designed to suit a wide range of lifestyles—from weekend adventurers to full-time explorers.

“Thrive is more than a travel trailer—it’s a statement,” said Adam Gudger, product manager for Winnebago’s towable Thrive product. “We identified an opportunity to serve design-conscious buyers seeking a refined, upscale experience without making things



The new Winnebago® Thrive™ towable RV is pictured.

complicated. Thrive fills that space with thoughtful craftsmanship, innovative features, and styling that surprises in all the right ways.”

Thrive is built around the belief that premium outdoor living shouldn’t be a compromise. It addresses a growing consumer desire for easy, elevated comfort while introducing a new class of laminated towables that offer more comfort, more flexibility and more intentional design than other travel trailers on the market. Every door and drawer through-

out Thrive features soft-close technology, complemented by thoughtful residential details like roller blackout shades, integrated utensil organizers, and pull-out recycling bins. This helps ensure the comfort inside is every bit as refined as the outside experience.

Each Thrive travel trailer is built with core features that exceed customer expectations, including:

Scenic Design—Large windows throughout it, including a new frameless panoramic front window with LED trim lighting, bring in natural light and the

beauty of the outdoors

Residential Comfort—Residential comfort king bed with built-in storage, recessed ceiling lighting, bedside reading lights, and blackout roller shades.

New U.S.-built Furniture Line—Exclusive seating collection crafted in the U.S. and inspired by high-end residential design, offers a sleek, tailored aesthetic paired with the plush comfort today’s glampers crave.

State-of-the-Art Kitchen—Sleek fiberglass countertops with integrated sinks, built-in utensil

drawers, soft-close cabinets, and pull-out pantry and trash systems.

Next-Level Tech and Utility—JBL® Bluetooth® indoor/outdoor speakers, stackable washer/dryer prep on select floorplans, and power stabilizer jacks.

Thrive underwent rigorous validation testing at Transportation Research Center, which is one of the country’s top automotive proving grounds. There, every component, from the slide-outs to the frameless front window to the soft-close cabinetry, proved its strength and staying power.

“Thrive reflects how people want to live and travel today,” said Grant Smith, product manager for Winnebago’s towables unit. “It’s not just about getting from point A to point B. It’s about having a space that makes every trip feel like an upgrade and this is just the beginning. We have a full lineup of thoughtfully designed floorplans on the horizon that will expand the possibilities for how and where campers can enjoy the outdoors.”

Thrive began arriving at Winnebago dealerships nationwide starting in late May through early June, just in time for the summer travel season. For more information, to view floorplans, or to locate a dealer, visit www.winnebago.com.

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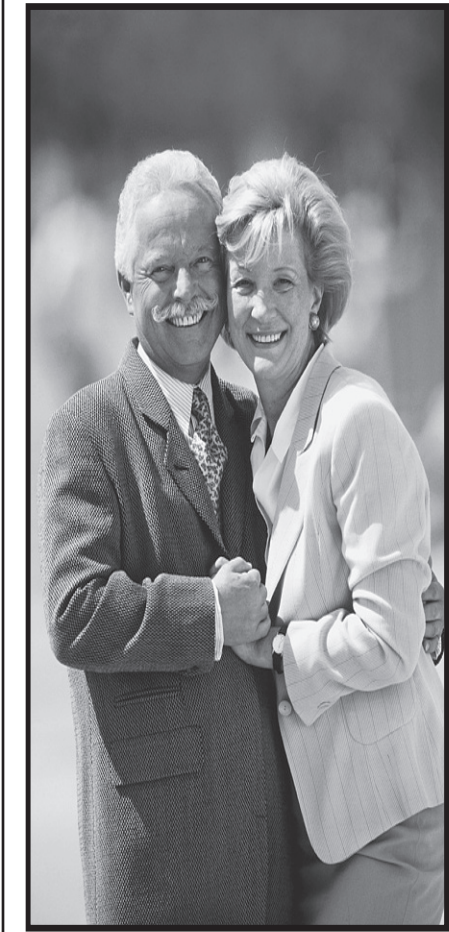
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