Throughout the process of working on this report, I’ve been thinking about what it means to impact change. Thirty-nine years ago, we embarked on a journey to connect families with each other and people to the outdoors. As the recreation vehicle industry has grown significantly over the recent years, so has our responsibility.

I’ve experienced firsthand the connection people have with each other and with the outdoors when they use our products. Every trip is an opportunity for family and friends to reconnect in today’s connected world.

As the world’s largest manufacturer of recreation vehicles, our ability to impact change extends far beyond the manufacturing line. It extends into the open spaces where our consumers use our products, the communities where they live and directly touches the families of more than 14,000 North American associates.

Corporate social responsibility is a lifelong behavior, and while we are far from perfect, we are committed to continuous improvement and to being leaders in our industry. Our goal is that by pushing ourselves to do more in the areas outlined in this report, we will influence others, and in turn, make the world better by simply doing the right thing.

Bob Martin
THOR INDUSTRIES PRESIDENT AND CEO
• We believe in the invigorating power of human connection.
• We commit to our team members by teaching our leaders how to nurture, guide, and foster strong relationships with them.
• We commit to our customers through the products we build and the experiences we provide.

• We do right by our team members, our customers, and our communities.
• We strive to operate in a way that our word is trusted and people know we will always deal with them openly and with integrity, in all areas of our business.
• This is reflected in our commitment to provide:
  - Safe work environments for our team members.
  - High-quality products for our customers.
  - Sustainability and global citizenship initiatives for the betterment of our communities.

• We treat others with dignity and respect and practice thankfulness and gratitude.
• We build trust with our team members and our customers through caring and transparency.
• Our leaders listen to feedback, are genuine and sincere, recognize and appreciate others and practice forgiveness.

• We are nimble and innovative. We explore new opportunities and possibilities for growth across our business, for our team members and our customers.
• We acquire companies that will grow our mission of human connection through outdoor discovery, wherever that may take us.
• We empower our team members to seize the opportunities around them and give them avenues to grow and learn.
• We embrace and drive change, enabling our customers to Go Everywhere, Stay Anywhere.

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BUSINESS ETHICS

THOR Industries demands a high standard of business ethics in all areas of operation. We commit to our team members to provide a safe, supportive and respectful workplace. Our team members are provided with the tools and training to help them make ethical business decisions. We believe that our team members make better decisions in a shorter amount of time when business ethics is used as a guiding principle.

Not only do strong business ethics benefit our team within THOR, it also helps build a strong relationship with our customers as they can see we have the same values and standards they believe in. Our vendors are also expected to embrace our business ethics policy.

ETHICS TRAINING & REPORTING

THOR requires team members, based on role and level in the organization, to participate annually in business ethics training. Providing our team members with resources to help make good decisions through an ethics program cultivates strong teamwork and productivity. Issues can be communicated anonymously using our multilingual third-party hotline via phone, email or online inquiry system. Every report is investigated and corrective actions are implemented. THOR protects team members who report issues from any retaliation.

HUMAN RIGHTS

We understand the responsibility to protect and respect human rights and commit to operating our business consistent with internationally recognized human rights. We are dedicated to creating a workplace that respects and values people with diverse backgrounds while enabling our team members to do their best work. All of our company policies that relate to human rights can be found on our website.
THOR Industries’ humble beginnings 39 years ago started with the purchase of Airstream, and put us on a path to be a leader in our industry. Since then, we’ve created thousands of good paying jobs that help grow incomes in our industry. We’ve supported towns across the globe and the communities we call home through philanthropy and partnerships. Along the way, we’ve connected people to each other and brought them into the outdoors.
MINIMIZING IMPACT

We’re moving toward a more sustainable future by minimizing our own environmental impacts. We’re incorporating LEAN manufacturing to reduce waste at our production facilities. We’re sourcing renewable energy to power our manufacturing centers and our offices. We hope to build on these successes with continued investments to increase recycling, decrease waste, and power more of our operations through renewable energy.
Our processes are more energy and resource efficient than ever before. In recent years, we’ve strengthened our recycling programs to reduce the amount of waste that goes to landfills. As we continue to grow, the cumulative impact of these programs across the family of THOR brands will be significant in reducing our environmental impact on the planet.

- **736 TONS OF STYROFOAM**
- **421 TONS OF PLASTIC**
- **6,093 TONS OF PALLET**
- **6,922 TONS OF CARDBOARD**
- **7,462 TONS OF ALUMINUM**
- **1,888 TONS OF COPPER**
- **1,570 TONS OF STEEL**
- **93 TONS OF PAPER**

**25,185 TONS OF MATERIAL RECYCLED**
We have a role to play in supporting the communities that build and use THOR products. We’ve focused on three areas where we can have the greatest impact. For young people in our hometown, we’ve developed an innovative and hands-on education program to introduce them to career opportunities in their own backyard in the recreational vehicle industry. For our associates, we’ve implemented professional development programs to help them advance their careers. Finally, we’ve taken a strategic approach to our philanthropic efforts and created new partnerships that will have lasting benefits for all who enjoy the outdoors.
In 2017, we began partnering with local schools in Indiana to introduce students to different opportunities within the recreational vehicle industry.

The LEAP program gives students an immersive experience, bringing them face-to-face with THOR associates and teaching them about business management, product design, engineering, manufacturing, and more.

LEAP has three curriculum levels - fifth grade, eighth grade, and high school - and each is tailored to be both fun and educational. We engage them with problem-solving challenges and team bonding activities that might be common in a manufacturing center or in an engineering office.

After reaching thousands of students in our second year, we’re planning to grow the program size to even more schools.

“I learned that making something like a recreational vehicle is a big team effort!”

LEAP PROGRAM PARTICIPANT

100% OF THE SCHOOL DISTRICTS IN ELKHART COUNTY, INDIANA PARTICIPATING

34 SCHOOLS PARTICIPATING

6,700 STUDENTS REACHED

100% OF OUR GOAL TO REACH 5,000 IN OUR SECOND YEAR

*LEAP results for FY2019

LEAP PROGRAM
We’re providing professional development opportunities for our associates to increase their earning potential and, ultimately, build stronger communities.

Select THOR subsidiaries launched online learning and certification programs as well as a technical training academy. Combined, these programs represent an investment in our workforce, which has helped make THOR Industries the largest manufacturer of recreational vehicles in North America.

CERTIFICATIONS AND TRAINING

We partnered with the University of Notre Dame’s Mendoza College of Business to design a specialized curriculum focused on the recreational vehicle industry.

This rigorous executive education program prepares THOR’s leaders to address today’s challenges and tomorrow’s opportunities. The partnership with the University of Notre Dame is a unique way to support our associates, help them hone their leadership and management skills, and better our industry and our communities.

LEADERSHIP DEVELOPMENT
COMMUNITY PARTNERS

Each year, we identify non-profit partners to support through direct giving. Many of the organizations we give to are doing good work in our hometown, and we’re proud to partner with the local affiliates of national charities.

In the last seven years, we’ve donated millions to more than sixty organizations and participated in numerous associate volunteer days. As we grow our business, we continually explore ways to give back to communities.

$6M+
GIVEN TO NON-PROFIT ORGANIZATIONS
(SINCE 2013)

60+
ORGANIZATIONS SUPPORTED

KOA CARE CAMPS
KOA Care Camps support a network of more than 135 oncology camps across the country, serving 42,000 children and their families. THOR has supported KOA Care Camps for three years through monetary support and by providing RVs for oncology camp programs. In so doing, THOR has helped KOA Care Camps provide positive camp experiences to children undergoing medical treatment and by helping them build lifelong memories.

FIRST DESCENTS
We provide RVs and additional support to help equip First Descents in providing life-changing, outdoor adventures for young adults impacted by cancer and other serious health conditions.
ENVIRONMENTAL INITIATIVES

NATIONAL FOREST FOUNDATION
America’s National Forest and Grasslands cover over 8% of the surface area of the United States. They’re home to virtually every form of outdoor recreation. In 2019, we established a multi-year partnership with the National Forest Foundation. The National Forest Foundation works on behalf of the American public to inspire personal and meaningful connections to our National Forests, leading forest conservation efforts and responsible recreation. Through our gifts, they will help to ensure these American treasures are available to our communities for generations to come.

PICK UP AMERICA
We’re partnering with KOA to help Pick Up America. This national partnership encourages people to keep our outdoor spaces clean by pledging to remove trash from public lands. In FY2019, 226 tons of trash was pledged to be removed. By leaving the trails, forests, waterways, and recreation areas cleaner than we found them, we help ensure others experience the outdoors for generations to come.
Last year, we continued to minimize our environmental impact through recycling programs that reduce the amount of waste per unit manufactured. We continued our investment to cleaner, more sustainable energy sources for our facilities. Still, there’s more work to be done, and this year will be guided by an internal sustainability committee that will help us develop and prioritize our efforts.

Last year, we created youth education programs to inspire the next generation to join our exciting industry. We sought out non-profit partners with strategic charitable giving to better the communities where we live, work, and play. In addition, we created new opportunities for THOR associates to advance their skills and pursue exciting career tracks. In the next year, we will expand each of these programs to reach more people.

Last year, we instituted new workplace procedures and installed new safety technologies. We’re also exploring opportunities to make our manufacturing even more meaningful. Our goal in the years ahead is to inspire the entire recreational vehicle industry, well beyond THOR Industries.

THOR provides an environment where all team members are favored equally. Our team members’ rights, responsibilities and opportunities do not depend on gender.

We owe our success to our team members and hold a priority to contribute to their future. We offer a variety of ways to give back to the community through events, volunteer efforts and donations.

Each of our facilities aspire to implement responsible consumption and production practices, including extensive recycling programs.

Through our LEAP Program we contribute a well-rounded educational opportunity to our community.

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As a pioneer in horse trailers, Bison Coach® shapes the industry by designing and hand building its trailers. Now with seven product lines, Bison Coach® is the largest manufacturer of horse trailers with built-in living quarters.

Since 1996, Crossroads® has been bringing the comforts of home to fifth wheels and travel trailers with modern design and innovative features. Crossroads RVs® are built by hand in Topeka, Indiana.

Airstream® was founded in 1931, and, to this day, remains an iconic brand. The longest-tenured recreational vehicle manufacturer in the world, Airstream's travel trailers are distinguished by their rounded shape and bright silver finish. Each Airstream® trailer is made by hand in Jackson Center, Ohio.

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DRV Luxury Suites was founded in 2003 to create top-of-the-line fifth wheels that bring premium home finishes to the campground. The warm and inviting interiors raise the bar for luxury travel trailers.

Cruiser RV™ builds lightweight travel trailers and toy haulers for families and adventurers. Since 1988, every Cruiser RV is guaranteed to come with high-quality craftsmanship and affordability.

The Dutchmen line of travel trailers and fifth wheels are among the most recognizable and innovative on the market and come with one of the industry’s best structural warranties. Dutchmen offers a turnkey recreational vehicle experience that is attractive to many young buyers.

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MEET THE FAMILY

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Entegra Coach® builds Class A and Class C luxury motorhomes that provide superior craftsmanship and luxurious finishes. The stunning interiors and quiet ride make Entegra® motorhomes the best-in-class option.
Heartland® focuses on the next generation of engineering to produce fifth wheels, toy haulers, and travel trailers with cutting-edge features and lighter construction for easier towing. Among Heartland's innovations are a patented improved turning radius, universal docking centers, and unmatched storage options.

Highland Ridge RV® produces fifth wheels, travel trailers and toy haulers that are 10% to 15% lighter than the competition and are built to withstand the most demanding environments. Highland is leader in lightweight and ultra lightweight recreational vehicles.

Our vision is to enable people worldwide to have unique recreational and mobility experiences. From reasonably-priced beginner models to the comfortable luxury class, our 20 strong brands provide an unforgettable travel experience for our customers.

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Since 1968, Jayco® has blended quality craftsmanship with innovation to enable generations of family fun. Jayco® is uniquely positioned as a full-line manufacturer, offering products that range from camping trailers to luxury motorhomes.

The whole family can stay plugged in and enjoy the outdoors in KZ® trailers, toy haulers and fifth wheels. KZ® products are lightweight and have a range of floor plans and features. KZ® trailers are built in Shipshewana, Indiana, where the company was founded in 1972.

Postle Aluminum™ is one of the largest producers of extruded aluminum components in the Midwest, serving recreational vehicle manufacturing and other industries.

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For more than fifty years, Starcraft® has been making camping fun through their line of dependable campers. The superior construction and quality craftsmanship, combined with Starcraft's commitment to environmental stewardship, make them a unique choice.

Starcraft

Part of the TOGO Group™ family, Mighway® is a peer-to-peer recreational vehicle rental marketplace that connects owners with discerning renters who want to connect with the outdoors.

Mighway

Redwood® luxury recreational vehicles raise the bar for comfort and interior design. From the inside to the outside, Redwood® fifth wheels are built with the utmost attention to detail and are available in a variety of floor plans.

Redwood

Thor Motor Coach’s diverse product lineup includes many of the world’s most recognized Class A and Class C motorhome brands. As an industry leader in innovative design, Thor Motor Coach® builds a variety of unique styles, sizes, and floor plans that feel custom-made at competitive prices.

Thor Motor Coach

Venture RV® is a top provider of lightweight and ultra-lightweight travel trailers designed with family camping trips in mind. With their extensive knowledge of the camping experience, Venture RV® optimizes every recreational vehicle for family adventure.

Venture RV

Roadtrippers® is the nation’s fastest-growing web and mobile travel planning platform, with more than 20 million trips created to date. Roadtrippers® is a member of the TOGO Group™.

Roadtrippers

Togo™ is a technology company focused on improving the recreational ownership experience through mobile applications and technology. Togo™ is a part of TOGO Group™, providing digital tools to recreational vehicle owners.

Togo

TOGO Group™ is a joint venture with Tourism Holdings Limited and THOR Industries that’s reimagining the recreational vehicle experience to improve every aspect of ownership. TOGO Group™ provides innovative and comprehensive digital applications to make owning a recreational vehicle more enjoyable, safer, and convenient.

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