

For Immediate Release
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Airstream of Chicago Featured at the 2011 Chicago Auto Show
The American Icon Features the First Look at the 2011 Airstream Interstate, the 2011 Airstream Avenue, the 2011 Airstream 16' Bambi Sport and the 25' Flying Cloud at the Nation's Largest Auto Show

Chicago, IL – Airstream of Chicago is Illinois' exclusive dealer of the iconic Airstream Trailer brand. At this year's Auto Show, the company will be featuring some of the highlights of the 2011 Airstream fleet -- among many of which is the green technology that the fleet boasts. They can be found on the Auto Show Floor in the West side of the Grand Concourse, across from the ride and drive test tracks. Factory and local store representatives will be on hand to answer questions and give private tours of select units.

Airstream of Chicago features a full line of customizable Airstream Trailers and Touring Coaches, from the Sport to the Classic Limited. Moreover, they are champions of the Airstream lifestyle - making benefits and information exclusive to Airstream customers available, such as Airstream-designated campgrounds, touring groups, etc., as well as being the only authorized outfit in the state to offer Airstream repair and service as well as Airstream rentals.

Airstream of Chicago's President, John Dresselhaus, reports promising trends in the RV industry that are likely to continue in 2011. "In this economy, we have found the value and convenience of RV travel to be more appreciated than ever. In 2010, Airstream of Chicago saw a 40% increase in sales over the previous year and we expect this trend to continue in 2011."

Dresselhaus has also seen a steady migration from larger Class A Diesels to high-quality, feature-rich Touring Vans in the past year. "Our customers are really engaged in the high-experience, hands-on vacations that Airstream travel affords them. They're also excited by the breadth of the modern convenience that today's Airstreams feature."

Not lost on Dresselhaus, is the sense of nostalgia that the Airstream brand always evokes. "Whether it be in our Joliet showroom, or our Auto Show booth, when a customer sees a Flying Cloud, they always mention what it felt like to see them when they were little. Now, they're excited to recreate the memory as adults."

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Airstream of Chicago is located 1697 New Lennox Road, off of I-80 at exit 134 and can be reached by phone at 815-726-1900 or at www.airstreamofchicago.com. Showroom hours are 8 a.m. - 6 p.m. Monday - Friday, 9 a.m. - 5 p.m. Saturday and Closed Sunday.