



Creative Mobile Interiors

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Two Ohio Motor Coach Companies Team Up

(COLUMBUS, OH) – Two Ohio-based leaders in motor coach modification have partnered for the first time to create a unique new motorhome. Jackson Center-based

Airstream, builders of distinctive silver bullet-shaped motorhomes since 1936, tapped

Grove City-based Creative Mobile Interiors to design and build a prototype interior for their new A37 motorhome. The 37-ft. vehicle made its debut at the recent Recreation Vehicle Industry Association Show at the Kentucky Fair and Expo Center.

With a modern décor featuring plenty of clean lines and elegant finishes, the A37 is designed to appeal to sophisticated motorhome enthusiasts. Gone are the floral print fabrics, oak cabinets and traditional décor of most RVs on the market. Instead, the A37 offers clean lines, a restrained color scheme and contemporary finishes like leather, ultrasuede and highly polished Corian surfaces.

“The interior of this vehicle represents a radical departure, not just among Airstream’s other products, but from what the rest of the RV industry is doing,” said



Bob Wheeler, Airstream’s VP of product development and engineering. “We expect the unit to appeal to customers who are more focused on style and design.”

From a systems standpoint, the all-electric technology of the A37 is also unusual. The vehicle features a 12-kilowatt generator, a diesel filtered hot water system, an electric cooktop, residential-size refrigerator, washer/dryer, dishwasher and four 110-amp hour gel cell batteries.

For extra living space, the unit has one slideout in the front lounge and two in the rear stateroom. One of the vehicle’s most striking features is an oversize circular mirror that dominates the rear bedroom. The mirror is set into the coach’s back wall of pearwood veneer and is accented with stainless steel trim for visual impact. Additional closet space is hidden beside the mirror.

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In both design and systems the A37 is built to compare to custom conversion motorhomes that sell for between \$500,000 to \$1.2 million. Yet the A37 has a MSRP of \$310,000.

So far, reaction to the vehicle has generated strong opinions. "People who like it really like it a lot, but it's a big shift for those who prefer the traditional décor," said Wheeler. "We don't expect it to be for everyone. We think this stakes out territory where no one else is a contender." Airstream has made the CMI-designed interior available on their 39-ft. motorhome as well.

Airstream was founded in 1936 and is a subsidiary of Thor Industries Inc.

Airstream manufactures travel trailers, touring coaches and motorhomes. More information on Airstream is available at www.airstream.com or at (937) 596-6111.

CMI was founded in 1999 and is headquartered in four plants totaling 21,000 square feet in Grove City, Ohio. The company specializes in converting motor coaches, vans, trailers and mini-coaches into luxury, commercial and specialty vehicles outfitted with custom top-of-the-line amenities and electronics. Since its founding, the company has doubled or nearly double in size every year. For more information, CMI can be reached at (614) 539-4600, or at www.creativemobileinteriors.com

