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Velocity7 Launches New Website for Airstream

NEVADA CITY, California—Velocity7, the lead marketing communications agency for Airstream, has gone live with the latest website designed to provide information, services and an in-depth travel directory, tailored to the Dodge Sprinter Westfalia by Airstream.

“With the 52 Weekends website, we wanted to open the door to a new dimension of travel by providing trip planning, links, even customized games for families to play while on the road” comments Rich Good, senior V7 designer and project innovator for www.52weekends.com. “Yes” adds V7 director Robert Trent, “There is a new generation of Airstreamers. We’re providing options for short trips that fit into the lifestyle of busy families and people who desire a sense of spontaneity with their recreational time.”

The **52 Weekends** site is another example of the cohesive, integrated solutions Velocity7 provides for Airstream and their growing online community. The primary website www.airstream.com which serves as a hub for product information, news and communications, is also designed by Velocity7.

Tim Champ, Director of Marketing and Brand Development at Airstream, considers **52 Weekends** a perfect fit for Airstream’s overall objectives. “This website isn’t just about showcasing our product—an array of services demonstrates a very real lifestyle choice. Airstream’s passion for innovation, design and quality remains core: www.52weekends.com delivers more than expected.”

About Airstream

75 years ago, Wally Byam, Airstream’s founder, was building travel trailers in his Southern California backyard. Today, Byam’s classic “silver bullet,” an aerodynamically shaped travel trailer made of riveted aluminum, is an American icon, recognized the world over. Airstream’s fleet now includes touring coaches and full-sized motorcoaches. *Money* magazine listed Airstream’s RVs among the “99 things that, yes, Americans make best,” and you’ll find them on display at the Smithsonian Institution and the Henry Ford Museum. TV’s *“The Simple Life II”* and the *“Apprentice II”* even featured Airstream trailers.

About Velocity7

Seventh Velocity Inc., dba Velocity7 (www.velocity7.com) is a full service creative consultancy located in the heart of Nevada City California, approximately 65 scenic miles from downtown Sacramento. Velocity7’s services include branding strategy, Web and print design, online community and e-commerce development, illustration, and product design. **Contact Velocity7 at 530.470.9292 or email pr@velocity7.com**

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