

Thor Industries

Tagline Concepts

Overview

For many folks, RV ownership represents the fruition of a dream. Whether that dream is an early exit from the 9-5 office life, a weekend spent adventuring with family, or the celebration of a productive life with a well-earned retirement, there are common themes that draw RV owners together.

While the current tagline, *Driving excellence*, evokes basic corporate values, it doesn't necessarily speak to the experience they deliver to the consumer. I've made an effort to deliver a list of taglines that accomplish both.

Themes

The themes below often combine both the corporate values of Thor with the values and aspirations of RV owners. All of the taglines include at least one of these themes, some include more than one.

Independence (In the factory and on the road)

Thor's manufacturing strategy aligns nicely with its product—enabling the ultimately in independence for their consumers by fostering independence among their family of manufacturers.

Journey and Movement

The purchase of an RV represents a major shift in lifestyle. Just like a home purchase represents putting down roots in a community, the purchase of an RV represents investing in the road ahead.

Home & Comfort

Whether you're out on a weekend adventure or years into a life on the road, RV ownership redefines the idea of home. The inside of your RV is your home on the road, a place of comfort and solace. **This is a true point of differentiation between the RV lifestyle and car camping or hotel travel.**

Excellence & Innovation

A through line across Thor Industries brands, excellence and innovation are corporate values that shine through.

Tagline Selects

Below are some selects. I have organized them by header into concepts (in larger bold type) and taglines (in italics). Taglines in black are my favorites of the selects, those to the right are alternates. There are more loose alternates on the next page.

CONCEPT: Driving Independence

These concepts approach the idea of independence inherent to Thor's manufacturing strategy and how that intersects with the self-sufficiency of RV ownership.

Driving the independent spirit.

Independence for the road ahead.

Innovation through independence.

Independence in motion.

RVs for the independent spirit.

Driven by the independent spirit.

A journey in independence.

Innovating RV independence.

Comfort in independence.

Independence redefined.

Independence reimaged.

CONCEPT: The Movement of Innovation

This selection approaches the concept of excellence and innovation that is central to Thor's corporate ethos.

Investing in the road ahead.

Innovation in motion.

Redefine your destination.

Outside innovation.

Innovation for the road ahead.

Moving the destination forward.

Driving RVs forward.

A journey in innovation.

Progress in motion.

Excellence is a journey.

Committed to the journey.

Enlightened mobility

Destination innovation

Innovation for the destination.

CONCEPT: Comfort for the Journey Ahead

In these taglines, I explored the idea of the journey itself being home, enabled by the comfort of your Thor RV.

Drive home.

Take comfort.

Drive home forward.

Imagine the road home.

Home for the journey.

Journey's home.

Imagining the road home.

The journey home.

Comfort made mobile.

CONCEPT: Adventure Inside

These play off the idea that while adventures do involve stepping out of your comfort zone, an RV provides you with a safe place to return.

The inside of adventure.

Adventure is a journey.

Get in. Find out.

Adventure's inside.

The adventure inside.

In step with out.