

Grand Design RV launches "All Roads Lead to This" brand campaign, redefining what matters most in RVing

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Campaign focuses on connection, celebrating the people, moments and memories at the heart of the RV lifestyle

MIDDLEBURY, Ind., Sept. 01, 2026 (GLOBE NEWSWIRE) -- Grand Design RV, a leader and innovator across towable and motorized RV markets, today unveiled "[All Roads Lead to This](#)," a new brand platform that challenges the RV industry's long-running focus on destinations and adventure by putting connection at the center of the RV experience.

The campaign launches at a time when many Americans are feeling increasingly disconnected. According to the American Psychological Association's 2025 Stress in America survey, more than half of U.S. adults report feeling isolated from others at least some of the time. Grand Design believes RVing offers something increasingly valuable: uninterrupted time together, stronger relationships and deeper connections to the people and places that matter most.

"Grand Design was founded on the belief that an RV is more than a product. It's a vehicle for experiences, relationships and memories that last a lifetime," said Don Clark, president of Grand Design RV. "As our industry evolves, we believe the brands that will matter most are the ones that understand why people RV in the first place. That's what 'All Roads Lead to This' is all about."

A New Perspective on What Drives RVers

While much of the industry continues to market where RVers go, Grand Design is focused on why they go. The company saw an opportunity to more clearly articulate not only that it builds RVs of exceptional quality, but why customers continue to choose the brand.

"The insight was incredibly clear," said Danielle Antonelli, vice president of marketing at Grand Design RV. "People aren't looking for adventure simply for adventure's sake. They're looking for quality time with their families, traditions with friends, moments in nature and opportunities to reconnect with themselves. When we listened to our customers, connection emerged as the common thread."

The [new brand platform](#) celebrates those experiences through authentic human stories that highlight the relationships, memories and communities that define the RV lifestyle and creates a brand experience across every customer touchpoint, bringing together products, owners, dealer partners and community under a single unifying idea.

Through storytelling, brand communications, digital experiences and future marketing initiatives, "All Roads Lead to This" will serve as the unifying platform for how Grand Design shares its story and engages RVers across North America.

The launch also includes an evolved Grand Design logo that simplifies and modernizes the brand's visual identity while preserving recognizable elements, including the company's iconic drafting compass. The updated identity reflects the strength and maturity of the brand while improving consistency across customer touchpoints.

Grand Design emphasized that "All Roads Lead to This" is an evolution, not a reinvention. The campaign builds on the customer-first values that have defined the company from the beginning.

"While the campaign highlights the emotional benefits of RV ownership, it also reinforces the attributes that have made Grand Design one of the industry's most trusted brands: exceptional build quality, thoughtful innovation, customer care and a commitment to supporting owners and dealer partners," noted Antonelli. "As we prepare for upcoming events like Elkhart Dealer Open House and the Hershey RV show, our audiences will feel this brand promise brought to life in the new products we will debut."

By focusing on the human experiences behind RV ownership, Grand Design is reaffirming what has always set the company apart: understanding that every road leads to something greater than the destination itself. For more information visit www.granddesignrv.com.

About Grand Design RV

Grand Design RV®, headquartered in Middlebury, Indiana, manufactures the market-leading Reflection® Fifth Wheel and Travel Trailer, flagship Solitude® Extended Stay Fifth Wheel, luxury Momentum® Toy Hauler, lightweight Imagine® Travel Trailer, introductory level Transcend™ Travel Trailer, the award-winning Lineage Class B and Class C motorized line and the Foundation destination trailer. Since its founding in 2012, Grand Design RV has become one of the fastest-growing RV companies in history and is consistently rated among the highest quality RV manufacturers. Grand Design RV is a wholly owned subsidiary of Winnebago Industries (NYSE: WGO).

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