

Barletta Boats Honors Veterans with New Owner Initiative, Exclusive Rebates

September 26, 2025

BRISTOL, IND. September 26, 2025 – Barletta Pontoon Boats, one of the fastest-growing pontoon boat makers in the segment and a wholly owned subsidiary of Winnebago Industries (NYSE: WGO), a leading outdoor recreation product manufacturer, proudly announces the launch of its enhanced Barletta Freedom Package, a heartfelt initiative designed to honor and support those who have served in the United States Armed Forces.

As part of Barletta Freedom Package, every new Barletta owner who is a U.S. veteran will receive a hand-packed gift box, thoughtfully assembled by fellow veterans at Barletta's headquarters. Each item in the box is selected with purpose, symbolizing gratitude and respect for the recipient's service. The items in the box include a custom challenge coin, hat, sweatshirt, t-shirt and Barletta Boat flag.

"At Barletta, we believe in building more than boats—we build community," said Jeff Haradine, president at Barletta Boats. "These programs are deeply personal to us. Many of our team members, customers and their families have served, and we wanted to create something that goes beyond a simple thank-you."

In addition, Barletta has partnered with USAA to offer exclusive rebates ranging from \$500 to \$2,500, depending on the model purchased. This offer is available to USAA members who register prior to purchase and submit proof of ownership within 90 days.

"When you treat everybody like family, you are never left behind," said Eddie Hoelyfield, a welder at Barletta and U.S. Coast Guard veteran. "These programs are about recognizing their sacrifice, welcoming them into the Barletta family, and making sure they feel seen, valued and appreciated."

To learn more about the program and exclusive rebates, please visit <https://www.barlettapontoonboats.com/discover-barletta/veterans/>

#

About Barletta Boats

Barletta Boats is a premium marine manufacturer founded in 2017 with a focus on high-quality, innovative products, unrivaled customer experience and strong dealer relationships. Headquartered in Bristol, Ind., Barletta Boats is the fastest-growing company in the pontoon segment with an expansive network of dealer partners across the United States and Canada. The Barletta Boat lineup includes the Reserve, Lusso, Corsa, Cabrio, and Aria series. Visit www.barlettapontoonboats.com for more information. Barletta Pontoon Boats is a wholly owned subsidiary of Winnebago Industries (NYSE: WGO), a manufacturer of premium outdoor lifestyle products. For more information visit www.winnebagoind.com.

Media Contact: Daniel Sullivan media@winnebagoind.com