

Winnebago Industries Receives RVDA Quality Circle Award at the Annual National RV Trade Show

December 13, 2000

FOREST CITY, IOWA, December 13, 2000 - For the fifth consecutive year, Winnebago Industries, Inc. was awarded the prestigious Quality Circle Award from the Recreation Vehicle Dealers Association (RVDA). Presentation of the Quality Circle Award was made at the National RV Trade Show in Louisville, KY on November 29.

In accepting the award Winnebago Industries Chairman, CEO and President Bruce Hertzke said, "It is truly an honor to be recognized by our dealer partners as a quality manufacturer and as a company that our dealers feel so positive about. I'd like to express my deep gratitude to all the dealers who have expressed such confidence in Winnebago Industries and for all our employees who have worked hard to make sure every product, program and service that we provide our valuable dealer partners is of superior quality. And at Winnebago Industries we will continue working hard to see to it that both dealers and retail customers get the kind of products, service and support that they deserve."

Quality Circle Award winners are determined by the Dealer Satisfaction Index (DSI) survey which RVDA conducts annually with its dealer organization. The DSI survey asks its members to rate their manufacturers performance in five categories: sales, product, management, and service/warranty/support. The results of the 2000 DSI survey reflect 1,571 individual manufacturer evaluations from 452 dealers. To qualify for the 2000 Quality Circle Award, manufacturers needed a DSI rating of 80 points or higher and 15 or more dealer evaluations.

Out of the 32 companies who qualified for consideration, Winnebago Industries was one of only five recreation vehicle (RV) manufacturers who were rated high enough by dealers to receive the Quality Circle Award. Of the five manufacturers receiving the 2000 Quality Circle Award, only two firms manufacture motor homes and Winnebago Industries was the only company among the five largest motor home manufacturers in volume to receive this award