

## Winnebago Industries' Motor Homes Receive Top Sales Award Honors For Third Consecutive Year

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FOREST CITY, IOWA, February 13, 2001 - Statistical Surveys, Inc., a retail reporting firm in Grand Rapids, Michigan, announced today that for the third consecutive year Winnebago Industries, Inc. had received two awards for top retail sales volume achievement for its motor homes.

According to Statistical Surveys, Winnebago Industries was the top selling manufacturer of Class C motorhomes in the U.S. Winnebago Industries retailed 3,482 Class C products during calendar 2000, accounting for 21.4 percent of the Class C market nationwide. Class C's are mini motor homes that are built on a van-type chassis on which Winnebago Industries constructs a living area with access to the driver's compartment. Winnebago Industries' manufactures three Class C motor home brands: Winnebago, which includes the Minnie and Minnie Winnie models; Itasca, which includes the Spirit and Sundancer models; and the Rialta.

Winnebago Industries' Winnebago brand motor homes were also recognized as the top selling Class A brand during calendar 2000, outselling every other Class A brand in the United States. The Winnebago brand had retail sales of 4,140 for calendar 2000, accounting for 10.4 percent of the Class A market. Class A's are described as motor homes that are constructed directly on medium-duty truck chassis that include the engine and drivetrain components. Winnebago brand Class A's include the Brave, Adventurer, Chieftain and Journey. "Winnebago Industries' success in these milestones for the third consecutive year can be attributed to our commitment to bringing motor homes to market that meet the needs of today's RV buyers," said Jim Jaskoviak, Winnebago Industries' vice president of sales and marketing. "Product development has been a key driving force to create new market opportunities for Winnebago Industries. In addition, the recognition of our well-known Winnebago brand name, our reputation as a high quality motor home manufacturer, as well as our proven partnerships with our network of dedicated and professional, full-service dealers and the dedication of our employees have also greatly contributed to this success. We are especially proud to receive these sales awards for a third consecutive year."

### About Winnebago Industries

Winnebago Industries, Inc. is a leading manufacturer of motor homes, self-contained recreation vehicles used primarily in leisure travel and outdoor recreation activities. Other products manufactured by the Company consist principally of a variety of component products for other manufacturers. The Company builds quality products with state-of-the-art computer-aided design and manufacturing systems on automotive-styled assembly lines. The Company believes its products are subjected to the most rigorous quality testing in the RV industry. The Company's common stock is listed on the New York, Chicago and Pacific Stock Exchanges and traded under the symbol WGO. Options for the Company's common stock are traded on the Chicago Board Options Exchange. Visit Winnebago Industries' web site at [www.winnebagoind.com](http://www.winnebagoind.com). For access to Winnebago Industries investor relations material, to add your name to an automatic email list for Company news releases or for information on a new dollar-based stock investment service for the Company's stock, visit, [www.winnebagoind.com/investor\\_relations.htm](http://www.winnebagoind.com/investor_relations.htm).