

Winnebago Industries Introduces Innovative New Motor Home Lineup At Annual Dealer Days Event

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FOREST CITY, IOWA, August 8, 2001 - Winnebago Industries, Inc. (NYSE:WGO), one of the nation's leading motor home manufacturers, today announced its continued emphasis on new product development with the introduction of the innovative 2002 motor home lineup of Winnebago®, Itasca®, Rialta® and Ultimate® motor homes at its annual Dealer Days event held this week in Las Vegas, Nevada.

Winnebago Industries' innovative new products for 2002 include the introduction of four brand new products: the Winnebago Sightseer™ and Itasca Sunova™ and the Winnebago Vista™ and Itasca Sunstar™.

The brand new Winnebago Vista and Itasca Sunstar Class C motor homes are fuel-efficient motor homes built on the front-wheel-drive 7,275 lb. Gross Vehicle Weight Rating (GVWR) Volkswagen chassis. Unique to the industry, the easily maneuverable Vista and Sunstar are built in the classic Class C design and provide a multitude of sleeping areas, a full galley and a bathroom area with wardrobe in a compact 21-foot size.

Winnebago Industries also continues to expand its offerings of Class A motor homes, all of which feature slideouts in 2002. Brand new for 2002, the Winnebago Sightseer and Itasca Sunova offer outstanding value, quality construction and comfort at an affordable price. These economy-class, wide-body, basement-style Class A models are available in 27- and 30-foot models and feature many standard features typically found as options on competitive coaches in this price class. The Sightseer and Sunova 27C models feature a unique dinette/refrigerator and pantry slideout, while the 30B models have a dinette/couch slideout. The 27C model utilizes the 14,800-lb. GVWR Workhorse® chassis, while the 30B model is available with the standard 18,000-lb. GVWR Ford® chassis, or the optional 18,000-lb. GVWR Workhorse chassis. The striking exterior features a durable fiberglass skin, attractive graphics and large storage compartments with box-fold one-piece doors like those typically found on more expensive motor homes.

Winnebago Industries also introduced many significant new features for its 2002 motor home lineup, including the new RV Radio™. Developed by Winnebago Industries' engineers and the manufacturer, the customized RV Radio features a combination AM/FM radio, cassette and CD, as well as weatherband. Designed exclusively for RVers, the RV Radio also features large knobs, an easy-to-read display and delivers exceptional sound quality.

In addition to the introduction of new products and features, Jim Jaskoviak, vice president of sales and marketing, complimented Winnebago Industries' dealer body on collectively selling more Class A and C motor homes in calendar year 2001 than any other manufacturer. According to Statistical Surveys, the RV retail registrations reporting firm, Winnebago Industries earned a market share of 18.4 percent calendar year to date through May, an increase of 7 percent from the market share percentage of 17.2 for in the same period in calendar 2000.

Winnebago Industries' dealers were also excited about the new 2002 products introduced at the event. James Kimbrell, president of La Mesa RV, San Diego, California, said, "The new Winnebago Vista and Itasca Sunstar on the Volkswagen chassis are revolutionary new products. I'm excited that Winnebago Industries is bringing out smaller units to capitalize on this key segment of the market."

Dave McMann, general sales manager for Meyers Campers in Caledonia, New York, said, "I'm impressed with Winnebago Industries new 2002 lineup. The floorplans are aggressive, and the colors and graphics are the best I've seen."

Winnebago Industries Chairman, CEO and President Bruce Hertzke said, "Winnebago Industries continues to be a leader in product innovation. Our Dealer Days event was extremely successful with rave reviews from our dealers on our new 2002 product lineup. Particularly with the introduction of our brand new lines, we've filled market niches previously not covered by the Company. We believe this will lead to a continued increase in market share for Winnebago Industries." In total, 65 percent of Winnebago Industries model lineup is new for 2002 with new models in nearly all of Winnebago Industries product lines. Along with the expansion of product offerings, Winnebago Industries provides more features as standard equipment, as well as continuing emphasis on increasing usable interior space with greater utilization of slideouts and dual slideouts in the Company's 2002 product offerings.

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. 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 common stock, visit, www.winnebagoind.com/investor_relations.htm.

This press release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Investors are cautioned that forward-looking statements are inherently uncertain. A number of factors could cause actual results to differ materially from these statements, including the availability and price of fuel, a significant increase in interest rates, a general slowdown in the economy, availability of chassis, slower than anticipated sales of new or existing products, new products introduced by competitors, collections of dealer receivables and other factors. Additional information concerning certain risks and uncertainties that could cause actual results to differ materially from that projected or suggested is contained in the Company's filings with the Securities and Exchange Commission (SEC) over the last 12 months, copies of which are available from the SEC or from the Company upon request.