

Winnebago Industries Highlights 2003 Products in Record Dealer Days Event

August 2, 2002

FOREST CITY, IOWA, August 2, 2002 – Winnebago Industries, Inc. (NYSE:WGO), Dealer Days event attracted a record number of attendees for the introduction of its 2003 Winnebago, Itasca, Rialta and Ultimate brand motor homes. The event was held July 28 – 31, 2002 at Bally's in Las Vegas, Nevada.

During the event, attendees were able to review the new line-up of Winnebago Industries' 2003 motor homes, visit with Winnebago Industries' personnel and representatives of key suppliers and learn the latest in Company news and support programs.

Winnebago Industries also honored 162 of its dealers who achieved the prestigious Circle of Excellence status. Since 1986 the Circle of Excellence award honors Winnebago Industries dealers in recognition of their excellence in buyer satisfaction. The program experienced a 12 percent increase in the number of dealers achieving recognition. In addition, the company recognized its top-selling dealers by brand and region of the country.

In a move to further enhance the Company's industry-leading service and parts support, a new Trip Saver Fast Track Parts program was introduced that guarantees in-stock warranty parts ship directly to the dealer at no charge within 24 hours. A new transient care award was also announced. The 20/20 Vision award recognized the 144 Winnebago Industries dealers who provided 20 percent of their warranty service, or assisted 20 traveling Winnebago Industries motor home owners, who purchased their vehicle from another dealer.

"Our annual dealer days event is extremely important to Winnebago Industries," said Winnebago Industries' Chairman, CEO and President Bruce Hertke. "The meeting provides us a great opportunity to meet with our dealers to not only introduce our new products, but to gather feedback from them to ensure that we are meeting our customers expectations. We received very good order input at the event. Although results of the event are not yet complete, we anticipate that sales order backlog levels as a result of orders taken at the event, will continue to keep us at levels 100 percent above orders on hand at this time last year."

About Winnebago Industries

Winnebago Industries, Inc. is the 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 dollar-based stock investment service for the Company's common stock, visit, www.winnebagoind.com/investor_relations.htm.