

Winnebago Industries Receives 'Fully Meets' Classification from Ford Qualified Vehicle Modifier Program

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FOREST CITY, IOWA, January 13, 2003 – Winnebago Industries, Inc., the leading United States (U.S.) motor home manufacturer, was recently recognized by Ford Motor Company as receiving the "fully meets" classification as part of their Qualified Vehicle Modifier (QVM) Program.

The highest honor Ford awards to vehicle modifiers, the QVM rating is based on an assessment of a modifier's engineering capability, design and build process controls, management commitment and quality control procedures. According to Ford, the purpose of the program is to assure vehicle modifiers have the capability and processes in place to complete the vehicle in a repeatable manner that maintains the integrity of the Ford chassis system, meets Federal and other standards in place at the time of the build, and provides end users with a quality built vehicle that meets their expectations. Winnebago Industries has received Ford's "fully meets" classification since the program's inception in 1997.

"We're very pleased to receive this classification from Ford Motor Company. Winnebago Industries works extremely hard to build quality motor homes, and this recognition proves we are meeting and exceeding quality expectations," said Winnebago Industries' Director of Quality Control Chuck Hughes.

Winnebago Industries was also recently awarded its 7th consecutive Quality Circle Award from the Recreation Vehicle Dealer Association (RVDA), which asks motor home dealers to rate a manufacturers' performance in sales, product, management and service/warranty/support. Winnebago Industries was the only motor home manufacturer to receive the award for all seven years of its existence. Dealers throughout the country rated Winnebago Industries as the top motor home manufacturer in 15 of the 21 categories, including the competitive product quality category.

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.