

Winnebago Industries Named Top Selling Motor Home Manufacturer For Third Consecutive Year

February 19, 2004

Recognize Dealers on Outstanding Performance

FOREST CITY, IOWA, February 19, 2004 - Winnebago Industries, Inc. (NYSE: WGO) is again the top selling motor home manufacturer for calendar 2003 according to Statistical Surveys, Inc., an independent retail reporting service in Grand Rapids, Michigan.

For the third consecutive year, Winnebago Industries dealers retailed more Class A and C motor homes combined than anyone else in the industry; selling 10,669 motor homes in calendar 2003 for 19.0 percent market share.

Winnebago Industries was also the top selling manufacturer of gasoline-powered Class A motor homes during calendar 2003 and for each of the last three years, accounting for 5,108 motor homes, or 22.9 percent of the Class A gasoline motor home market.

Winnebago Industries was also the top selling Class C manufacturer during calendar 2003 and for each of the last six years, accounting for 23.4 percent of the Class C market nationwide. Class C's are 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 Vista, Minnie and Minnie Winnie models; Itasca, which includes the Sunstar, Spirit and Sundancer models; and the Rialta.

The Company's Winnebago brand motor homes were also recognized as the top selling Class A and Class C brand during calendar 2003, outselling every other Class A and C brand in the United States. The Winnebago brand has been the top selling Class A brand for each of the last six years. 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 Sightseer, Brave, Adventurer, Chieftain, Journey and Vectra. Winnebago Industries' Itasca brand earned the number two position. The Itasca brand includes the Sunova, Sunrise, Suncruiser, Meridian and Horizon. In Class C's, the Winnebago brand has been the top selling brand for the last three consecutive years.

"We were extremely pleased to be the top selling motor home manufacturer for calendar 2003 and the last three years," said Roger Martin, Winnebago Industries' vice president of sales and marketing. "This success was the result of the excellent acceptance of our motor homes; our proven partnerships with our network of dedicated and professional, full-service dealers; the recognition of our well-known Winnebago brand name and our reputation as a high quality motor home manufacturer; as well as the commitment and hard work of our dedicated employees. In addition, we look forward to calendar 2004 as our new diesel Class A's make their way into the retail marketplace, providing us with further opportunity for growth."

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. The Company builds quality motor homes under the Winnebago, Itasca, Rialta and Ultimate brand names with state-of-the-art computer-aided design and manufacturing systems on automotive-styled assembly lines. 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. 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 stock, visit, www.winnebagoind.com/investor_relations.htm.

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