

## Winnebago Industries Introduces Exciting 2005 Product Lineup

August 2, 2004

FOREST CITY, IOWA, August 2, 2004 - Winnebago Industries, Inc. (NYSE:WGO), showcased its new 2005 Winnebago®, Itasca® and Rialta® brand motor homes during the Company's Dealer Days event held July 25-28, 2004 at Paris Resort and Casino in Las Vegas, Nevada.

With record-breaking attendance at the event, Winnebago Industries introduced its extensive new line-up of 2005 motor homes. Winnebago Industries' motor home offerings have increased to 91 floorplans, 35% of which are brand new or redesigned for 2005.

The all-new Winnebago Voyage™ Class A gas motor home joined the Company's product line for 2005 and includes six floorplans, including the 38J triple-slide featuring two opposing flat-floor StoreMore® sliderooms. The Itasca Sunrise® also features a new triple-slide 38J model.

Full-body paint is now an option on the Company's most popular Class A gas models, the Winnebago Adventurer® and Itasca Suncruiser®. The Adventurer and Suncruiser also feature two new triple-slide floorplans. The new 35A model features a unique galley design, while the new 37B floorplan has both a 27-inch and a 24-inch flat screen television available for optimal viewing from anywhere in the front living area, as well as a new desk option in the bedroom.

Building on the Company's successful introduction of several new diesel products in 2004, Winnebago Industries introduced two new quad-slide models for 2005.

The Winnebago Vectra® and Itasca Horizon® each feature two new quad-slide models that offer two opposing StoreMore sliderooms that feature a flat-floor design in the front living area. The Vectra and Horizon are built on the Evolution™ chassis which is offered exclusively to Winnebago Industries from Freightliner and creates a strong, durable platform with above the rail, under the rail and cross-coach storage, as well as excellent driving performance and comfort.

Winnebago Industries' Class C lineup was also enhanced for 2005. Making their debut at the show were the brand new Winnebago Aspect™ and Itasca Cambria™. These new low-profile Class C models were introduced on June 1, 2004 and are now being delivered to dealers. They feature an aerodynamic front-end design that compliments the sleek lines of the Ford cab and stylized rear cap. The Aspect and Cambria make towing easy with a 5,000-lb. trailer hitch and are available in two innovative floorplans, the 23D and 26A. The 26A features a unique U-shaped dinette that readily converts to a large comfortable bed.

A new 26A floorplan was also added to the Winnebago Minnie® and Itasca Spirit® lines that feature a front slideroom and a unique trunk. A new dual-slide 27L floorplan was also added to both lines.

Winnebago Industries also honored 196 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 9.5 percent increase from the prior year in the number of dealers achieving recognition. In addition, the Company recognized its top-selling dealers by brand and region of the country.

"Our annual dealer days event is a great opportunity to meet face to face with our dealer partners," said Winnebago Industries' Chairman, CEO and President Bruce Hertzke. "We received very positive feedback during the recent meeting on our new 2005 products, product features and sales and service programs. I'm pleased to report that our dealers appear to be very excited about all the changes we've made for 2005."

"Winnebago Industries has just done an awesome job in their 2005 product lineup," said Bob Been, President of York RV, Prescott, Arizona. "Winnebago Industries has done a great job in separating their products into various price points for 2005 and by providing so much value in each price point. The quad-slides were great. In fact, the entire Vectra lineup is just awesome for its price and the Journey is incredible. I really enjoy the teeny things that Winnebago Industries pays attention to such as the remote extender in the bedroom that allows consumers to control the combination DVD/VCR unit located in the front living area from the bedroom."

David Deans, owner of College Park RV, Raleigh, North Carolina said, "I'm really impressed with the new 2005 product, particularly the new floorplans with the French-styled doors in the bedroom and the full-body paint on the Winnebago Adventurer. Even more than the new products though, is that Winnebago Industries is a great partner to do business with. Winnebago Industries is all about product, warranty, service and parts support. All that makes a huge difference in how the consumer will enjoy their motor home in the long term."

About Winnebago Industries

Winnebago Industries, Inc. is the leading United States 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 and Rialta 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, <http://www.winnebagoind.com/html/company/investorRelations.html> This press release may contain 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, but not limited to reactions to actual or threatened terrorist attacks, the availability and price of fuel, a significant increase in interest rates, a slowdown in the economy, availability of chassis and other key component parts, sales order cancellations, slower than anticipated sales of new or existing products, new products introduced by competitors 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.