

Winnebago Industries Launches New Products At 2004 National RV Trade Show in Louisville, Kentucky

December 6, 2004

FOREST CITY, IOWA, December 6, 2004 - Winnebago Industries, Inc. (NYSE:WGO), the nation's leading motor home manufacturer, generated a great deal of excitement with the launch of new products at the Recreation Vehicle Industry Association's 42nd Annual National RV Trade Show held last week in Louisville, Kentucky. The highlight of Winnebago Industries' new products was the debut of the new 2006 Winnebago View and Itasca Navion. A brand new concept in motor homes, the View and Navion, are built on a Dodge Sprinter chassis with a 2.7L Mercedes Benz turbo diesel engine with an estimated fuel economy of 17-19 miles per gallon. Winnebago Industries is the only RV manufacturer currently approved by Daimler-Chrysler to build on this 10,200 pound gross vehicle weight rated Class C cutaway chassis. When designing the new View and Navion, Winnebago Industries' design team began by employing a "think outside the box" approach, creating a very fresh, contemporary motor home unlike anything else on the market. In addition to the new View and Navion, Winnebago Industries introduced several new floorplans, including a new 39F triple-slide Winnebago Journey and Itasca Meridian, a new 40FD quad-slide Winnebago Vectra and Itasca Horizon, all of which are Class A diesel products; as well as new 34A Winnebago Sightseer and Itasca Sunova Class A motor homes and 27L Winnebago Minnie and Itasca Spirit Class C motor homes.

"This year's show was another great success," said Winnebago Industries' Chairman, CEO and President Bruce Hertzke. "We experienced record attendance and were extremely pleased with the enthusiastic reaction by our dealers to all of our new products at the show, particularly the new Winnebago View. We were also pleased to accept the Recreation Vehicle Dealer Association 'Quality Circle Award' during the show. This is the ninth consecutive year that Winnebago Industries has been honored with this prestigious award based on our dealers' survey responses to questions on the manufacturers quality of sales, product, management and service/warranty/support. Winnebago Industries is the only manufacturer to have received this award for all nine years."

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.

Contact: Sheila Davis - PR/IR Mgr. - 641-585-6803 - sdavis@winnebagoind.com