

## Winnebago Industries Launches 2013 Product Lineup At Dealer Days Event

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FOREST CITY, Iowa, May 15, 2012 /PRNewswire/ -- Winnebago Industries, Inc. (NYSE:WGO), one of the leading United States (U.S.) recreation vehicle manufacturers, today is hosting Dealer Days in Las Vegas to launch the Company's exciting new 2013 lineup of Winnebago, Itasca and Era motor homes and Winnebago and SunnyBrook towable products.

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"The recessionary mindset of 'let's just survive' is officially over," said Winnebago Industries' Chairman, CEO and President Randy Potts. "This is not your father's Winnebago Industries and the 2013 products are just a start. We are no longer doing business the way we have always done it in the past. We are here to succeed."

A brand new Winnebago Vista Rally and Itasca Sunstar Sport 26HE were introduced for 2013. "This new ultra-value, entry level Class A product is the result of an accelerated product development process unlike anything we've done before," said Potts. "The process involved teams from nearly all areas of the company. The teams were challenged and empowered to become champions of change. The results were everything we had hoped for. The Vista Rally and Sunstar Sport being introduced today are great looking products, they're loaded with standard features; and best of all, they're priced to be fantastic values!"

The new 2013 Winnebago Journey and Itasca Meridian models feature new exterior styling, new logos, six all-new paint schemes and the new 34B floorplan. The 34B features a full wall slide for added spaciousness in this shorter diesel floorplan. An extendable sectional Comfort Sofa/Sleeper, as well as extendable dining table, chairs and buffet with retractable 40-inch LCD HDTV make this floorplan hard to beat. The Maxum chassis featured on these units delivers powerful and nimble performance with its lowered rail design that creates cavernous storage compartments with up to 220 cubic feet of exterior storage capacity.

A new 42GD floorplan joins the top-of-the-line Winnebago Tour and Itasca Ellipse lineup for 2013 and features a front driver side galley with pullout island, an incredibly large walk through bath featuring our own Big Shower and a powered king bed with Ideal Rest digital control mattress. Entertainment features include the exclusive HDMI 4 x 4 Matrix system that allows customers to watch high definition video from multiple sources at multiple TV's including the front 40-inch LCD HDTV and a mid-coach 55-inch LCD HDTV. For 2013, customers can even choose the convenience of an "all electric" coach, with features such as an induction cook top that eliminates the need for L.P. Glazed hardwood cabinetry, polished porcelain tile flooring and Corian countertops provide a crowning touch of elegance throughout the Tour and Ellipse.

Adding to the excitement is the first showing of Winnebago branded towable products at Dealer Days in over 30 years. Winnebago Industries' towables lineup on display also includes SunnyBrook products including new floorplans in the Sunset Creek Sport, 296RE, Raven 3300CK fifth wheel and 2500KS travel trailer and all new Remington line. Remington is available in eight floorplans in market segments from ultra-lite travel trailers to mid-profile fifth wheel trailers that are perfect for the budget minded consumer.

This new SunnyBrook lineup provides great floorplans, an outstanding look and an even better value in key high volume market segments.

The innovative new Winnebago Minnie travel trailer also debuts at Dealer Days and joins the Winnebago brand lineup that includes the Winnebago ONE and Winnebago Lite Five. The all new Minnie is light weight, price conscious and offers an attractive interior, along with a fresh, fun, exterior in lemon, lime or white exterior colors.

Winnebago Industries, Inc., The Most Recognized Name In Motor Homes®, is a leading U.S. manufacturer of recreation vehicles, which are used primarily in leisure travel and outdoor recreation activities. The Company and its subsidiary build quality motor homes, travel trailers and fifth wheel products under the Winnebago, Itasca, Era and SunnyBrook brand names. Winnebago Industries has received the Quality Circle Award from the Recreation Vehicle Dealers Association every year since the award's inception in 1996.

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