

## Winnebago Industries to Receive 17th Consecutive RVDA Quality Circle Award

November 16, 2012

**- Only RV Company to receive award every year since its inception in 1996 -**

FOREST CITY, Iowa, Nov. 16, 2012 /PRNewswire/ -- Winnebago Industries, Inc. (NYSE: WGO), a leading U.S. recreation vehicle manufacturer, received notification that the Company earned the prestigious Quality Circle Award from the Recreation Vehicle Dealers' Association (RVDA). The award is scheduled to be presented at a ceremony conducted at RVDA's Dealer Reception during the National RV Trade Show on Monday, November 26, in the Elliot Room of the Crowne Plaza Hotel in Louisville, KY.

(Photo: <http://photos.prnewswire.com/prnh/20121116/CG15061>)

"We believe we have the best dealer network in the RV industry," said Winnebago Industries' CEO and President Randy Potts. "We are especially honored to have our dealer partners recognize us with this prestigious award. We are particularly proud that Winnebago Industries is the only manufacturer to receive this award from RVDA every year since its inception."

Winnebago Industries was recognized as a Quality Circle Award winner based on overall dealer satisfaction for Winnebago, Itasca, and Era motorized brands as measured in the Dealer Satisfaction Index (DSI) survey conducted by RVDA.

Dealers believe the DSI is a tool to help improve communication and the overall relationships with their manufacturers. The survey measures dealer attitudes in key policy, product, and procedure areas that dealers say are the most important elements in their business partnerships with manufacturers.

"The DSI is a valuable indicator of our dealers' perspective on the quality of our products and services," said Potts. "We wish to thank all our dealer partners for the confidence they have shown in Winnebago Industries in honoring us with this award. We also wish to thank our valued employees for their continued diligence to ensure that every Winnebago Industries motor home, program and service provided is of the highest quality. Our employees have worked extremely hard to build high quality products, while providing world-class programs and services to our dealer partners. We are particularly excited about our dynamic motor home lineup and innovative new products that will be available soon. We plan to continue to deliver the most innovative and highest quality products, services and support in the industry for both our dealer partners and retail customers."

### **About Winnebago Industries**

Winnebago Industries, Inc., The Most Recognized Name In Motor Homes<sup>®</sup>, is a leading U.S. manufacturer of recreation vehicles, which are used primarily in leisure travel and outdoor recreation activities. The Company builds 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. The Company's common stock is listed on the New York and Chicago 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 or to add your name to an automatic email list for Company news releases, visit, <http://www.winnebagoind.com/investor.html>.

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SOURCE Winnebago Industries, Inc.