

## Winnebago Industries Unveils Innovative Coaches At Annual RVIA Show In Louisville, KY.

December 3, 2012

FOREST CITY, Iowa, Dec. 3, 2012 /PRNewswire/ -- Winnebago Industries, Inc. (NYSE: WGO), a leading United States recreation vehicle manufacturer, unveiled a number of innovative RVs at the 50<sup>th</sup> Annual Recreation Vehicle Industry Association (RVIA) National RV Trade Show in Louisville, Kentucky, November 27-29.

(Photo: <http://photos.prnewswire.com/prnh/20121203/CG23077>)

"Our motorized and towable lineups at this year's RVIA National Trade Show were phenomenal," said Winnebago Industries' Chairman of the Board, CEO and President Randy Potts. "Not only did we show some of our hottest floorplans, but also a number of concepts were shown in order to gauge dealer response. What we heard was positive and armed with this information – we are going to continue to take Winnebago Industries in exciting new directions that will meet and exceed the needs and demands of today's RVers."

Highlights of the Company's motorized division included:

### **Winnebago Minnie Winnie 25B**

The iconic Winnebago Minnie Winnie unveiled a new 25B floorplan at the show. This value-priced coach is perfect for consumers just entering the RV lifestyle or experienced RVer's seeking a great value. Despite its shorter length, this 25-foot coach offers tons of sleeping accommodations! With a rear corner bed and bath, the front of the coach offers a dinette with opposing sofa/sleeper. An overhead bunk provides yet another place to sleep at night, while the galley is mid-coach.

### **Winnebago Via 25P**

Built on the ever popular Mercedes-Benz F50 cowl chassis, the new 25P features a rear corner bed and bath. A front slideout room provides great space including an extremely roomy wardrobe and either a standard dinette or optional sofa/sleeper. The fully equipped galley is located on the passenger side of the coach.

### **Winnebago Sightseer 35G**

Our highly popular Winnebago Sightseer introduces a new floorplan, the 35G, that is full of innovative features, like the new InTable. The InTable functions as an end table, dining table, island, countertop extension and desk in one! Plus, it offers built in storage – and is moveable. Combined with the extendable sectional sofa sleeper, Euro recliner and innovative TV location, the InTable helps make the 35G incredibly functional and comfortable.

Innovative exteriors were also highlighted at the show with concept paint and graphics packages on display. Luxury Class A gas motor homes, the Winnebago Adventurer and Itasca SunCruiser, also unveiled dynamic new front-end styling.

"Not to be outdone, the towables line really turned heads," said Potts. "At the forefront is the new Cherry Red Minnie. It is a truly striking trailer that is feature packed and fun. The new Winnebago Ultralite line was well received, and the full body paint Raven fifth wheel is definitely appealing for consumers looking for a high-end trailer."

### **Winnebago Minnie**

The new Cherry Red exterior and a new bunk model, the 2301BH, were the highlights in the Minnie trailer lineup. The 2301GH is compact in size and weight, and packed with features usually found in much larger units. It has it all – including a sofa, full sized dinette, queen bed, twin bunks, pantry, tremendous wardrobe and counter space – all in a compact 26-foot length.

### **Winnebago Ultralite**

Our newest towable entry is the Winnebago Ultralite travel trailer. From its sleek exterior featuring color infused tan gel coat, poured fiberglass walls, spectacular graphics and frameless windows, to its designer interior with radius ceiling featuring LED lights, the new Ultralite features 80-inch beds, an island galley, and mega bathroom. The Winnebago Ultralite also weighs less than 6,000 pounds allowing it to be towed with most of today's smaller tow vehicles.

### **SunnyBrook Remington**

On the value side, the new Remington 2750BHS Ultralite was on display. Sporting a new cool grey high gloss exterior fiberglass, new countertops and a low entry level price point, the new Remington Ultralite provides a high quality, value priced unit for those consumers that are more budget minded.

### **SunnyBrook Raven**

The highly popular 3300CK featuring full body paint was a hit at the show. Center stage in this trailer is a beautiful island kitchen with solid surface countertop and a swing out cabinet end. A rear entertainment center, full sized sofa, residential swivel rocker

recliners, and dining table and chairs round out our flagship Raven.

Other notables include the Winnebago One travel trailers and Live Five fifth wheels that have been gaining market share thanks to new unique floorplans, curved ceilings and exterior highlights like innovative paint packages and frameless windows, and the value-priced Sunset Creek Sport that offers new interior paneling, black cabinet hardware, and many other features that make it a perennial favorite.

### **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>.

For further information:Kelli Harms, APR  
641/585-6731  
kharms@winnebagoind.com

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