

## Winnebago Industries' Era Recognized as #1 Class B Model in North America

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-- Growth More Than Doubled --

FOREST CITY, Iowa, March 11, 2013 /PRNewswire/ -- The Era model from Winnebago Industries, Inc., has been recognized by Statistical Surveys, Inc., a retail reporting service in Grand Rapids, Mich., as the number one Class B motorhome model in North America with the largest volume growth in Class B motorhome retail registrations during calendar 2012. In the motorhome retail registration reports issued for December of 2012 for the U.S. and Canada, the Era model was listed as the top selling Class B model in calendar 2012, with market share of 16.0% compared to 7.6% for calendar 2011. Winnebago Industries' volume growth was 167% above retail registrations during calendar 2011 compared to industry growth of 28%.

(Photo: <http://photos.prnewswire.com/prnh/20130311/CG74557>)

"We have worked hard to develop a great Class B product, and the Era model growth reflects the product development successes we have had to date," said Winnebago Industries' Vice President of Sales and Product Management Scott Degnan. "Despite our success, we are not content to rest on our laurels. We are preparing to launch an exciting new product segment into Winnebago Industries' Class B lineup at our upcoming Dealer Days event scheduled for April 29-31, 2013 in Las Vegas. We will continue to look for innovative changes that will enhance our products and anticipate even more excitement as we go forward. We congratulate our loyal employees for their dedicated service and our great dealer partners for making the Era a huge success in the Class B arena."

### **About Winnebago Industries**

Winnebago Industries, Inc., "The Most Recognized Name in Motorhomes<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 motorhomes, 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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