

It Was "Game On" As Winnebago Industries' Unveiled New 2014 Models at Dealer Days Event Held In Las Vegas

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-- Product Line Expansion With Innovative New Products --

FOREST CITY, Iowa, April 30, 2013 /PRNewswire/ -- Winnebago Industries, Inc.® (NYSE: WGO), a leading United States (U.S.) recreation vehicle manufacturer, today unveiled exciting new 2014 models to the Company's Winnebago®, Itasca®, SunnyBrook® and Winnebago Touring Coach™ dealer partners at Mandalay Bay in Las Vegas, NV.

(Photo: <http://photos.prnewswire.com/prnh/20130430/CG04992-a>)

(Photo: <http://photos.prnewswire.com/prnh/20130430/CG04992-b>)

It was "Game On" as Winnebago Industries showcased the new 2014 lineup and the debut of several all-new products, including the all-new Winnebago Touring Coach line which now joins Winnebago and Itasca to make up the three motorhome product lines of Winnebago Industries. Winnebago Touring Coach includes the very successful Era® product, which is built on the Mercedes-Benz® Sprinter chassis, as well as the new Travato™ Class B product built on the exciting new Ram ProMaster Chassis. The Travato is a new fuel-efficient entry into the Class B market with fuel economy of 15-18 miles per gallon and represents another aggressive "industry first" for Winnebago Industries.

To expand on the hugely successful launch of the affordable Class A gas Winnebago Vista® and Itasca Sunstar® 26HE, the Vista and Sunstar lineup has expanded to include the new 31KE model. Offering the same value traits, the 31KE is perfect for couples or families on the go with a U-shaped dinette, mid-coach TV and walk-around queen bed.

Winnebago Industries has also grown the recently launched Winnebago Minnie Winnie® and Itasca Spirit® family, with the new Minnie Winnie® Premier and Spirit® Silver models, providing upscale features and amenities, as well as eye-catching exterior deluxe graphics.

Another game changer is the exciting new Winnebago Forza™ and Itasca Solei™. Providing a new, full-featured luxury diesel pusher at an extremely attractive price, the Forza and Solei are not only beautiful, they are initially offered in two unique floorplans, and loaded with standard features, including a Cummins® 340HP engine, Winnebago Industries' exclusive SuperStructure® steel construction, large pass-through storage, upgraded appliances and much more.

"It's 'Game On' for Winnebago Industries," said Winnebago Industries' Vice President of Sales and Product Management Scott Degnan. "We have changed up the roster with new and exciting products and our dealer partners were extremely enthusiastic in their response to the new lineup. We were #1 in retail sales in the U.S. for 2012 and with the new products we have unveiled this week, we see that momentum continuing."

"The Travato is a real game changer," said Will Jarnot, General Manager, Pleasureland RV, headquartered in St. Cloud, MN. "Winnebago has a hit a home run with an affordable, economical and versatile motorhome that hits a price point that will appeal to a large customer base, even as a second vehicle."

"We're excited about the new and unique floorplan the Forza offers," said Nate McClain, owner of McClain's RV, Dallas, TX. "We've had a tremendous amount of interest in that price point for Class A diesel, so we're ecstatic that Winnebago Industries has given us the Winnebago Forza."

Winnebago Industries' products also are premiering the all-new X1 family of Infotainment Centers from Xite Solutions North America with the award-winning RV GPS from Rand McNally. Not only is the Rand McNally RV GPS designed specifically for the RVer, it also includes the all-new 6-inch X1S Radio or the industry-first 10.4-inch X1DM In-Dash Touch-Screen Monitor. Other key features include dual in-dash monitors, Sirius XM with content alerts, instant replay and more, iPod/iPhone audio integration, Picture-in-picture split screen, touch screen camera control with audio, Bluetooth hands-free and audio streaming, as well as integrated compass and exterior temperature display.

Contour windows are another revolutionary industry first for Winnebago Industries. Introduced in the Winnebago Aspect®, Journey® and Tour® and Itasca Cambria®, Meridian® and Ellipse®, they provide the most attractive window application available in an RV, with an integrated frame design that provides a precise transition between the vehicle body, window frame, and the glass for superior sealing, reduced wind noise, improved operation, and excellent protection of the window edge.

Key new product introductions announced for Winnebago Industries Towables include new exterior styling on the SunnyBrook®

Sunset Creek® and Remington® line ups as well as the all new Remington XLT which offers a painted wrap-around fiberglass front cap with blue LED accent lights, cool grey sidewalls trimmed in black, optional frameless windows and slam-latch doors, and new, richer finishes and wood tones inside.

The Winnebago Towable lineup also features new exterior styling on the Minnie®, Ultralite™, On® and Lite Five® as well as two all new Ultralite models with the 28DDBH that can accommodate 10, or the family friendly 31BDHS that can sleep up to 12!

A new Premium Roadside Assistance program was also announced for Winnebago Industries Towables, providing the Company's travel trailer and fifth-wheel customers with a comprehensive 24/7 roadside assistance program.

Winnebago Industries also honored 118 of its dealer partners with the Circle of Excellence Award, as well as its dealers who excelled in sales, market share and service to travelers from outside their market area. "We have the best dealer partners by far within the RV industry and it was great to celebrate their Winnebago Industries' successes during this event," said Degnan.

About Winnebago Industries

Winnebago Industries, Inc., "The Most Recognized Name in Motorhomes®", 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, fifth wheel products and transit buses under the Winnebago, Itasca, Winnebago Touring Coach, SunnyBrook and Metro 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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