

## Winnebago Industries Launches Fresh New Towable Products at Hershey RV Show

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### — Retail debut of Winnebago Ultralite —

FOREST CITY, Iowa, Sept. 10, 2013 /PRNewswire/ -- Winnebago Industries, Inc. (NYSE:WGO), a leading U.S. manufacturer of recreation vehicles, is debuting the new Winnebago Ultralite at America's Largest RV Show in Hershey, PA.

(Photo: <http://photos.prnewswire.com/prnh/20130910/CG77411>)

The all-new Winnebago Ultralite offers lightweight towability with a touch of class. Everything about the Ultralite 27RBDS feels like home – its queen bed with a luxury memory foam mattress, roomy wardrobe, double shower, solid-surface countertops, large pantry and energy-efficient LED lighting. The aerodynamic shape and enclosed underbelly provide exceptional "wind-slip," reducing drag and increasing fuel economy, while the Stable-Track axle design smooths out the ride and reduces sway caused by crosswinds or passing traffic.

Simply put, the Ultralite lives up to the quality reputation of its iconic Winnebago name.

Another highlight of the Hershey Show is the SunnyBrook Raven. The wide-open spaces of a true luxury suite are found in the all-new Raven 3600RK fifth wheel. This "home away from home" features a best-in-class bedroom/bathroom suite with a large 60" shower, solid surface countertops, energy-saving LED lighting and unique back-lighting in several areas to highlight the comfortable interior.

Frameless windows, a keyless entry, an unobstructed storage area, slam latch luggage doors and a color-coordinated roof are all standard on the Raven. Well-insulated to begin with, the Extreme Weather Package provides a whole new dimension. This option provides radiant insulation in the roof and floor, enabling the Raven to reach an amazing R-30+ equivalent insulation value. The Raven makes outdoor adventures a wonderful indoor experience!

Winnebago Industries will also have the full complement of 2014 Winnebago, Itasca, Winnebago Touring Coach and SunnyBrook products on display.

**About 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, 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.

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