

## Winnebago Industries To Receive 18th Consecutive RVDA Quality Circle Award

October 18, 2013

**- Only RV Company to receive award every year since 1996 -  
- Achieved Company's all-time high score in RVDA's current scoring system -**

FOREST CITY, Iowa, Oct. 18, 2013 /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, December 2, in the Crowne Plaza Hotel in Louisville, KY.

"We are very honored to be recognized by our dealer partners for this very prestigious award," said Winnebago Industries' CEO and President Randy Potts. "We believe we have the best dealer network in the industry and we are particularly proud that Winnebago Industries is the only manufacturer to be honored for this award from RVDA every year since 1996."

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

RVDA created the DSI as 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.

"We extend our thanks to all of our dealer partners for the confidence they have shown in Winnebago Industries," continued Potts. "It truly means a great deal to us. Even more so that our score was higher this year than any other year in RVDA's scoring system that was initiated in 2007. The DSI provides us with a myriad of valuable information we use as a guide to continually improve the quality of our products and services. I also want to thank our employees for their hard work to build high quality products, while providing world-class programs and services to our dealer partners. We have an outstanding motor home lineup and are introducing several new products such as the Trend, Viva! and Travato. We plan to continue to deliver innovative and high quality products, service and support to the industry for both our dealer partners and retail customers."

### **About Winnebago Industries**

Winnebago Industries, Inc., headquartered in Forest City, Iowa, is a leading United States (U.S.) manufacturer of recreation vehicles (RVs), which are used primarily in leisure travel and outdoor recreation activities. The Company builds quality motor homes, travel trailers, fifth wheel products and transit buses under the Winnebago®, Itasca®, Winnebago Touring Coach™, SunnyBrook® and Metro™ brand names.

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