

Winnebago announces launch of an innovative RV lifestyle website

March 13, 2014

FOREST CITY, Iowa, March 13, 2014 /PRNewswire/ -- Today, Winnebago Industries (WGO) announced the launch of the RV industry's first lifestyle website. The site, www.winnebagolife.com, nicknamed **goLife**, brings a fresh perspective to the RV industry.



The goLife website will have continuing features that include stories on owners' lifestyles, in-depth articles featuring the company's latest vehicles, a product showcase for apps and travel accessories, stories and pictures from owners, and a look ahead to new trends in the industry.

"For years, Winnebago has been an innovator in recreational vehicle product design," said Kelli Harms, Winnebago's Marketing and Sales Promotion Manager. "With our new goLife website we plan to continue that innovation by bringing unique stories and fresh ideas that readers won't find in today's RV publications and websites. Traditionally, manufacturers' websites are all about specifications and features, but that's only half the story. We think that taking our readers behind the scenes with owner stories, in-depth interviews with Winnebago executives and designers, fun travel destinations, and unique product highlights will complete the other half of the Winnebago story."

Chad Reece, Director of Marketing explains, "Historically, the RV industry is slow to change. Many of the traditional ways our customers used to learn about our products are now less important. Today, by the time customers walk into a dealer, they already know a lot through on-line research. Our goLife website, along with other social media tools, will be invaluable in helping our customers learn about our products and, of equal importance, share the fun and excitement that our Winnebago owners experience."

"And to best communicate the Winnebago and RV lifestyle, we've done something pretty innovative," Harms continues, "we've reached out to one of our Winnebago owners to be our editor/blogger-in-chief. Last year Don and Terry Cohen traveled 25,000 miles in their new Itasca Navion. Don created a personal website to share their adventures and insights with their friends. Don's been a successful entrepreneur for four decades and has written, photographed and produced award-winning videos for years. As the goLife editor, he brings a true – 'been there, doing that' approach."

"It's a dream assignment," says Cohen. "A year before we bought our Navion, I was all over the Internet learning about RVs. While I viewed hundreds of sites and videos, I didn't see many that were very well written or produced. I'm super excited that the new goLife website is going to add some long overdue sophistication to the RV industry. We know full well that there are a lot of misperceptions about RVing and I think our goLife site is going to be a fresh voice in getting people to think differently about RVing as a fun travel option."

About Winnebago

Winnebago, "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 and its subsidiary build 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 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.winnebagoinc.com/investor.html>.

For more information, contact:Sheila Davis
641/585-6803
sdavis@winnebagoind.com

Photo - <http://photos.prnewswire.com/prnh/20140313/CG82825>

SOURCE Winnebago Industries, Inc.