

## It Was "Out Of This World" As Winnebago Unveiled New 2015 Models at Dealer Days Event Held In Las Vegas

April 15, 2014

-- The Brow Is Back --

FOREST CITY, Iowa, April 15, 2014 /PRNewswire/ -- Winnebago Industries, Inc.®, (NYSE:WGO), a leading United States (U.S.) recreation vehicle manufacturer, today unveiled exciting new 2015 models to the Company's dealer partners at The Mirage in Las Vegas, NV.



It was "Out Of This World" as Winnebago® showcased the new 2015 lineup and the debut of several all-new products, including the all-new Brave® and Tribute™, Grand Tour® and Ellipse® Ultra motorhome lines unveiled at the event.

The Brow is Back! Winnebago has blended vintage with a modern twist with the introduction of the all-new Brave and Tribute. In the '60's and '70's, there was no mistaking a Winnebago motorhome with the distinctive "eyebrow" design and flying W logo. It was the motorhome that made America fall in love with the RV lifestyle. The new Brave and Tribute breathe new life into the legendary design, providing the opportunity to re-live childhood memories for a new generation of motorhome enthusiasts. Beyond the retro styling, the Brave and Tribute are loaded with today's best features and offered in two versatile floorplans with exciting color schemes like Good Vibration with Cherry Cola Cherry cabinets, as well as a price to fit the budget of a young, traveling family.

"This is the most exciting product launch I've ever been involved with," said Winnebago Industries' Chairman, CEO and President Randy Potts. "The new Brave and Tribute are going to take the market by storm. The retro, yet modern image they project is fun, while they offer great new features that are sure to capture the eye of new buyers."

Also making its debut at the event is the new Grand Tour which takes luxury to the next level. Winnebago's flagship Class A diesel pusher just got grander with the new Grand Tour and its counterpart, the Ellipse Ultra. The tag-axle Grand Tour and Ellipse Ultra each feature unique, high end features such as a large skylight with powered shade in the front lounge/cab area, polished porcelain tile flooring, keyless entry, and four full-body paint packages. Multiplex switch panels located throughout the all-electric coach allow you to control exterior and interior lights, hydraulic jacks, MCD power shades, slideout rooms, and more.

Several 2015 products received exterior re-designs, including the Class A gas-powered Vista and Sunstar lines, Class A diesel Via and Reyo lines and the Class C View and Navion on the 24V and 24G floorplans. New standard features are included across the all product lines, and exciting new floorplans are also included in the Journey, Meridian, Vista, Sunstar, Tour and Ellipse motorhome lines.

Winnebago Towables is also debuting the new Micro Minnie trailer and two new fifth wheels: the Voyage and Latitude. The new Micro Minnie trailer is ready to hit the road at under 3,000 pounds and features a new cool gray exterior color. The Voyage and Latitude lines provide exciting new mid-profile and full-profile fifth-wheel choices in Winnebago's fifth-wheel lines. In addition, the Ultralight line has been expanded to six available floorplans. The Ultralight and the Voyage both offer graphic options and corresponding LED lights that are in color choices of red, green or blue.

"They hit the nail on the head with the new Brave retro look," said Carl Jensen from Sierra RV, Sunset, UT. "The updated interior styling was wonderful and the colors are bright and fresh. The new Brave and Tribute will appeal to all ages."

## **ABOUT WINNEBAGO**

Winnebago, "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 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.wgo.net/investor.html>.

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