

## Australian-Based Apollo Becomes Licensee of Winnebago Industries, Inc.

July 28, 2014

FOREST CITY, IA -- (Marketwired) -- 07/28/14 -- Winnebago Industries, Inc. (NYSE: WGO), a leading United States manufacturer of recreation vehicles, today announced the Company has entered into a licensing agreement with Australian-owned Winnebago RV Pty Ltd, a wholly owned subsidiary of Apollo, (hereinafter "Apollo"), allowing Apollo to use certain of Winnebago's trademarks on motorhomes, campervans and caravans across Australia and New Zealand. Winnebago RV Pty Ltd also entered into a distribution agreement with Winnebago of Indiana, LLC, an Iowa, USA limited liability company and a wholly owned subsidiary of Winnebago Industries, Inc., for the distribution of caravans manufactured by Winnebago of Indiana, LLC.

Apollo CEO Luke Trouchet said the agreements for Apollo to become the official licensee and distributor of Winnebago products will create opportunities for dealerships all over Australia and New Zealand.

"The name 'Winnebago' is synonymous with the quality motorhomes and caravans of Winnebago Industries, Inc., and we know Australian and New Zealand customers will love the opportunity to own such an iconic brand that has been a motorhome leader for over 50 years," he said.

Winnebago Chairman, CEO and President Randy J. Potts said he was thrilled to entrust the Winnebago brand to Apollo in Australia and New Zealand.

"We've been working with Apollo over the last two years, developing a motorhome rental program for their rental business in the United States," he said.

"Apollo, as an Australian-owned business that promotes the caravan and motorhome lifestyle, is an ideal party for Winnebago Industries to work with.

"We are very pleased to be able to offer our brand name and products to Apollo in Australia and New Zealand and we look forward to seeing many Winnebago travellers on the road in Australia and New Zealand in the years ahead," he said.

Trouchet expressed strong confidence in the suitability of Winnebago recreational vehicles for Australian road conditions.

"We've been designing and manufacturing motorhomes, trailers and caravans for rugged Australian conditions for almost 30 years, and I know those sold under the Winnebago brand of Winnebago Industries, Inc. will perform very well here," he said.

Apollo will import Australian-designed and compliant caravans, and will also manufacture Winnebago branded motorhome products at its Northgate, Brisbane factory.

A dealer network is already in development, and Apollo is taking further enquiries from dealers who wish to stock the new product.

The official website will be [www.gowinnebago.com.au](http://www.gowinnebago.com.au).

Winnebago will be the third RV brand retailed by Apollo. Apollo's original RV brand, TALVOR, will continue to operate, manufacturing and importing caravans, motorhomes and campervans for Apollo's rental fleets and as a stand-alone brand. Apollo is also the exclusive distributor for the popular European ADRIA range caravans.

Winnebago contact:

Sheila Davis

[sdavis@wgo.net](mailto:sdavis@wgo.net)

641-585-6803

Apollo contact:

Carla Adams

[carla@mediamosaic.com.au](mailto:carla@mediamosaic.com.au)

07 3103 2390

Source: Winnebago Industries