

## Winnebago Owners Are "Happy"

July 30, 2014

FOREST CITY, IOWA, July 30, 2014 - Winnebago Industries, Inc. (NYSE:WGO), a leading United States manufacturer of recreation vehicles, today announced the premiere of the 2014 WIT Club Grand National Rally video "Happy!" Produced by WIT Club members, the four minute music video is set to Pharrell Williams hit song "Happy."

"I've worked at Winnebago for 15 years and, in my experience, have never seen a video like this in the RV industry," said Kelli Harms, Marketing and Sales Promotions Manager for Winnebago. "It just makes you smile."

Denise Yeager, Winnebago's Consumer Engagement Manager, agrees and adds, "Happy! captures the true fun of the RV experience. This was our 45th year and we had 1,000 coaches at the rally. We had many first-time attendees who brought a new excitement and wider range of age to the rally."

"I honestly had a cast of thousands," said WIT Club member and video director Don Cohen. "From filling the rally amphitheater with happy faces, to a town parade, it was a tough job editing nearly 500 clips down to 100. We had a great group of volunteer dancers and it's pretty easy to see that all of us had a great time."

The "Happy!" video can be viewed on the Company's [winnebagolife.com](http://winnebagolife.com) lifestyle site which features unique owner stories, interviews, products and videos every month.

### **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.wgo.net/investor.html>.