

## Peace, Love and Winnebago

October 23, 2014

### Brave and Tribute Swept the California RV Show

FOREST CITY, IA -- (Marketwired) -- 10/23/14 -- Winnebago Industries, Inc. (NYSE: WGO), a leading United States (U.S.) recreation vehicle manufacturer, announced the company had outstanding results from the recent California RV Show in Pomona, Calif., particularly with the good vibrations of the new Brave and Tribute.

"This show was one of the best Pomona Shows we've ever experienced, with excellent traffic and retail sales across our entire product line, but exceptionally great for the new Brave and Tribute retro-styled motorhomes," said Winnebago's Vice President of Sales and Product Management Scott Degnan. "Retail sales results for the show were outstanding for Winnebago and over 60% better than a year ago. I'd like to thank both Giant RV and Mike Thompson's RV for doing a great job representing our products at the show."

"The new Brave was a total success at the show, with such an old-school mix with new school features," said Giant RV Vice President Frankie Barouti. "The new retro-inspired Brave had some of the biggest retail numbers at the show and I believe we'll see it having a big impact on the RV community in coming months. It has definitely made its impact at its first California retail show. Giant RV is very thankful to have a great relationship with Winnebago and to be offered the opportunity to sell the new Brave product."

New owners agree that the retro-styling and functionality of the new Brave are a real hit. "I've been RVing for over 50 years, and I admit -- I was surprised when I saw the retro Brave," said new Brave owner Gerald Bonsall from Wagontown, Pennsylvania. "I'm a retro person myself, so I was pleased when I saw it. I like the style and the convenience of the new Brave. I remember the old Brave too. This version has the same basic design, but it's modernized and has up-to-date conveniences."

In the late '60s and '70s, there was no mistaking a Winnebago motorhome with its Flying W and iconic "eyebrow" design. What goes around comes around -- and America is falling in love all over again with the revamped Brave and Tribute.

Dealers from across the country have been seeing the same reaction to the new Brave and Tribute. "Winnebago is the only RV company that can do what the big automakers did -- bring back a truly distinctive motorhome that everyone knows what it is when they see it," said Shawn Godard, salesman with Beckley's Camping Center in Thurmont, Maryland.

The Brave and Tribute bring back the legendary "eyebrow" design with a fresh new modern look. Beyond appearance, the coach is loaded with today's best features and is offered in three versatile floorplans fit for weekend getaways or extended trips.

"The family that purchased the Brave 26A from us said they plan on keeping it for years to come. They said that the coach is cool now and it's still going to be cool in 10 years -- and I agree," Godard said.

While the Brave and Tribute are throwback in spirit, they are forward-thinking in execution. Swiveling cab seats, a removable pedestal table, Rand McNally GPS with rearview monitor, powered patio awning and comfortable furnishings are just a few of the upscale amenities in this throw-back Class A coach.

"When you think of RVs, you think of Winnebago," said Frank Bailor, sales rep with Stoltzfus RVs and Marine, West Chester, Pennsylvania. "This is a great looking product and appeals to a number of different markets -- whether someone is looking to downsize or just starting to RV. The Brave and Tribute are easy to maneuver and have the name brand recognition to back it up."

The Brave and Tribute are available in three great floorplans, 26A, 27B and 31C. For more information, about these unique, retro-inspired motorhomes, visit [winnebagoind.com](http://winnebagoind.com), call 1-800-537-1885 or email [info@winnebagoind.com](mailto:info@winnebagoind.com).

#### About Winnebago Industries

Winnebago Industries, Inc., "The Most Recognized Name in Motor Homes®", is a leading U.S. manufacturer of recreation vehicles, 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. 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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