

Winnebago's New Brave and Tribute Named *RVBusiness* 2015 'RV of the Year'

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FOREST CITY, IA -- (Marketwired) -- 02/03/15 -- Winnebago Industries, Inc. (NYSE: WGO), a leading United States (U.S.) recreation vehicle manufacturer has announced that their retro-styled Brave and Tribute have been named as *RVBusiness* 2015 'RV of the Year.'

"I can't think of a higher compliment than receiving this prestigious award from *RVBusiness* magazine," said Winnebago's Class A Gas Product Manager John Millis. "We worked extremely hard as a team at Winnebago to ensure that we were both paying tribute to the fabulous design of our original motorhomes, as well as putting a lot of thought into making the Brave and Tribute a modern motorhome. That meant not only including all the features you would expect in today's motorhomes, but also thinking outside the box to deliver features that were totally unique to the marketplace, such as the sofa in the 26A model that converts to not only a bed, but also a table, or it can fold completely out of the way against the wall for additional storage space."

"Speaking for *RVBusiness*," said *RVB* Editor Bruce Hampson, "we felt it was important to recognize authentically original thinking on this kind of a scale because Winnebago has boldly stepped into a place in terms of marketing and product design that no motorhome manufacturer has gone before. The Brave/Tribute is a highly appealing and marketable new coach that will likely gain major traction among North American consumers before all is said and done."

According to the *RVBusiness* announcement on the award, the article quotes Bob Livingston, senior vice president and group publisher of Good Sam Enterprises LLC, who recently tested a prototype 26-footer for *MotorHome* magazine. "Livingston found that people off the street were following him into gas stations to get a better look at what they thought was a renovated vintage 1967 Winnebago Brave. In fact, Livingston says he never had more fun testing a unit than he did with that prototype Brave, which is only one of several reasons why *RVBusiness* has named this truly novel retro Winnebago Brave/Tribute motorhome *RVB*'s "RV of the Year." The price-sensitive coach, retailing for \$96,599 to \$121,379, is available in three 26-31-foot floorplans on a 362-hp, V-10-powered Ford chassis."

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://investor.wgo.net>.

Image Available: <http://www.marketwire.com/library/MwGo/2015/2/3/11G032255/Images/BR-Boy1-Ls15-611759468046.jpg>

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