

Winnebago Launches New Website Design

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Intuitive Design With User-Friendly Features

FOREST CITY, IA -- (Marketwired) -- 02/04/15 -- Winnebago Industries, Inc. (NYSE: WGO), a leading United States (U.S.) recreation vehicle manufacturer is unveiling a new website design.

"We are pleased to announce the new design and functionality of our Winnebagoind.com website," said Winnebago 's Director of Marketing Chad Reece. "We've focused on creating a tool that enables consumers and product owners to more easily navigate and find the information of interest to them. The result is a new user-friendly design that is extremely intuitive in nature with a new format that features our product lineups in their respective class categories so consumers can easily identify and compare products that interest their own personal needs."

Product categories feature Class A Diesel, Class A Gas, Class C, Class B and Towables. Click on any one of these product segments to display the full complement of product lines within that segment. Additional drill down menus provide an overview of the products, floorplans, interior, exterior, specifications and key features, along with a gallery featuring recent product and feature highlight videos and product reviews. In addition, product brochures, manuals, diagrams and service bulletins and a dealer locator function are also easily accessible.

"The Lifestyle section of the site features descriptions and links to important websites consumers will enjoy: WinnebagoLife, MyWinnebagoStory, Winnebago Outdoor Adventures, WIT Club -- our owners group , and Winnebago Outdoor," said Reece. "We appreciate all the RV lifestyle affords and these sites provide great information and products that can enhance that lifestyle."

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/2015/2/4/11G032381/Images/WGO_Home_page-946475028046.jpg

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