

Winnebago Touring Coach Is #1 Selling Class B Model for 2014

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Achieves 83.7% Volume Share Growth in Calendar 2014

FOREST CITY, IA -- (Marketwired) -- 02/11/15 -- Winnebago Industries, Inc. (NYSE: WGO), a leading United States (U.S.) recreation vehicle manufacturer, has achieved the #1 status for the Company's Winnebago Touring Coach line, which has retailed more than any other Class B motorhome model in North America.

The Winnebago Touring Coach line has achieved 83.7% growth in volume in 2014 with 551 units retailed in the U.S. throughout Calendar 2014, or 25.4% retail market share, compared to 300 units in Calendar 2013, or 17.0% market share.

"We are honored to have the Winnebago Touring Coach be named the #1 selling Class B model for 2014 by Statistical Surveys," said Winnebago Product Manager Russ Garfin. "We have a long-standing reputation of being first to market with new innovative chassis platforms. We continued that tradition with the launch of the Travato on the new Ram ProMaster chassis. We are also very proud that this new entry was a key driver in the overall growth of the Class B market for 2014."

According to Statistical Surveys, the Class B retail market grew more than any other market segment in the U.S. in Calendar 2014, increasing 22.8% over retail sales in calendar 2013.

"Our efficient and compact touring coaches are leading the B-Van segment with flexibility, comfort and reliability," Garfin continued. "We are committed to long term growth in this segment of the market and have been applying considerable design, engineering and production resources to better meet the needs of our customers. These customers are in turn responding strongly to our product improvements and the new floorplans that support their active lifestyles."

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>.

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