

Winnebago Launches 'Real Deal' Dealer Days Event

April 9, 2015

Showcases New 2016 Lineup With All New Adventurer/Suncruiser and New Scorpion Toy Hauler Fifth Wheel Lines

LAS VEGAS, NV -- (Marketwired) -- 04/09/15 -- Winnebago Industries, Inc. (NYSE: WGO), a leading United States (U.S.) recreation vehicle manufacturers, launched the Company's new 2016 motorhome and towable lines today at The Mirage Hotel in Las Vegas, Nev.

"Winnebago is the 'Real Deal', and we're proud to display the best and most comprehensive lineup in the Company's history," said Winnebago Vice President of Sales and Product Management Scott Degnan. "With nearly 500 in attendance, we are seeing great response to new and redesigned products from what we consider the best dealer network in the industry."

The Adventurer and Suncruiser, Winnebago's flagship Class A gas models, have been totally redesigned inside and out. The exterior includes new front and rear molded fiberglass styling, as well as new lights, LED accent lights, aluminum finned grill and molded "blade-type" wheel trims with chrome accents. Inside, the excitement continues with new interior upgrades as well with a new contemporary dash, "pull-over" passenger work station with USB and 12-volt ports, new Xite G3 Infotainment system, new tile flooring extending into the cab area, new interior décor, curb view window and much more. The Adventurer and Suncruiser are a fantastic alternative to a consumer who wants the look and functionality of a higher-end diesel, but on a gas platform.

The iconic Winnebago design just became even more "cool" with the addition of the new "Daytona" full-body paint option to the retro-style Brave and Tribute motorhomes. This motorhome line is a great mix of the past and present with three unique Winnebago floorplans.

Winnebago also introduced an all-new Journey and Meridian 38P four-slide floorplan. The 38P features an island wrap-around galley, large pop-up TV with Rest Easy sofa, large picture window on the patio side and spacious bedroom and bathroom with Winnebago's largest shower.

A new Scorpion premium fifth wheel toy hauler is joining the Winnebago lineup and offers a large 14-foot garage space to haul all your toys. The garage portion of the Scorpion features a private half bath, sliding glass door, as well as facing sofas with an optional queen bed. The ramp provides a 15 degree clearance for easy entry. When not in use as a ramp, the door becomes a patio with an optional sliding patio railing with retractable steps. Inside the living area of the unit, the wide body design and radius ceiling provide a spacious interior with features such as a 55" TV, a large island with raised breakfast bar and much more.

Winnebago's brand licensing partners also have products on display, including two new Winnebago park model RVs, Winnebago RV Covers and Winnebago Headwear and Apparel.

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>.

Contact:

Sheila Davis
PR/IR Mgr.
641-585-6803
sdavis@wgo.net

Source: Winnebago Industries, Inc.