

Winnebago Leads Growing Compact Motorhome Market Trend With 43% Market Share

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FOREST CITY, IA -- (Marketwired) -- 04/09/15 -- Winnebago Industries, Inc. (NYSE: WGO), a leading United States (U.S.) recreation vehicle manufacturers, is forging a distinct new motorhome market for compact, fuel efficient motorhomes. With market share of 43.2% in calendar 2014 in this segment, Winnebago has essentially created a new market for customers interested in compact, fuel efficient motorhomes.

"We define a compact motorhome as any Class A, B or C product with a narrow-width body (90") and is under 26-feet in length," said Russ Garfin, Winnebago Product Manager. "Essentially that comes down to new product offerings in which Winnebago has taken the lead. New chassis selections in the past decade, such as the Mercedes-Benz® Sprinter and Ram ProMaster, have provided Winnebago the opportunity to create innovative new products that meet the needs of a growing customer base. The compact motorhome category has grown an amazing 83.3% since 2006, while the motorhome industry as a whole has declined by 32.1%. Our new products have really sparked a growing trend of buyers who want to enjoy the RV lifestyle, but also want an easy-to-drive, fuel-efficient and highly maneuverable full-featured motorhome."

According to Statistical Surveys, Inc., 5,441 motorhomes were retailed in the compact motorhome category in calendar 2014, 2,382 (43.8%) of which were Winnebago motorhomes. Since 2006, 27,939 have been retailed in the compact motorhome category, 13,750 (49.2%) of which were Winnebago products.

Winnebago products that are included in the compact motorhome category include the Class A Via® and Reyo®, Class C View®, Navion®, Trend® and Viva®, and the Class B Winnebago Touring Coach™ line of Era® and Travato™.

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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