

## Winnebago Announces "Get out and Go" Promotion With Schwinn Bikes

August 31, 2015

FOREST CITY, IA -- (Marketwired) -- 08/31/15 -- Two iconic brands have teamed up in a new promotion designed to inspire life long memories and adventure.

Leading United States (U.S.) recreation vehicle manufacturer, Winnebago Industries, Inc. (NYSE: WGO), is partnering with bicycle manufacturer Schwinn, an iconic brand of Dorel Industries (TSX: DII.B)(TSX: DII.A) for "Get out and Go."

For 10 weeks, one bicycle a week will be given away. Secondary prizes will also be awarded -- like bicycle helmets, Winnebago Outdoor apparel and other biking accessories.

In addition to the promotion, Schwinn is providing 10 Trailway bicycles for use at the Winnebago Visitors Center for owners to ride while their coach is in service or while they are visiting. Available bicycles will allow owners to get out and explore the Forest City community and bike trails.

"We are excited to partner with Schwinn on this opportunity," said Chad Reece, Director of Marketing. "We are able to cross promote our products and introduce our motorhomes to a huge group of outdoor enthusiasts. Bicycling and RVing are a perfect combination and that's why we are so excited about this promotion."

"We are thrilled to be partnering with Winnebago," said Milissa Rick, Senior Director Marketing, Schwinn. "The Winnebago brand encourages families to explore the outdoors, and at Schwinn we do the same but on two wheels."

Winnebago motorhomes, travel trailers and fifth wheel products are built to cater to outdoor enthusiasts' passions, including the Winnebago Travato, a Class B touring coach designed to be a recreation support vehicle, ideal for biking, kayaking and all outdoor activities.

More details on the promotion will be available on Winnebago's Facebook page and other social media channels.

### ABOUT WINNEBAGO INDUSTRIES

Winnebago Industries, Inc., "The Most Recognized Name in Motorhomes<sup>®</sup>", 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>.

### ABOUT SCHWINN

Founded in 1895, Schwinn is an American icon, building some of the best-known and best-loved bicycles of all time. With a continued dedication to quality, forever synonymous with the Schwinn name, America's most famous bicycle brand looks forward to providing another century of innovation and performance to people of all ages. Information about Schwinn bicycles is available at [www.SchwinnBikes.com](http://www.SchwinnBikes.com). Be sure to follow Schwinn on Twitter at @RideSchwinn and like Schwinn on Facebook at Ride Schwinn.

Schwinn is a brand of Pacific Cycle, a division of Dorel Sports, which includes the brands Cannondale, Mongoose, GT, Caloi, IronHorse, Kid Trax, Charge, Guru, Fabric and SUGOI. Dorel Sports is a segment of Dorel Industries (TSX: DII.B)(TSX: DII.A), a world-class bicycle and juvenile products company. Dorel purchased Pacific Cycle in 2004. Dorel Juvenile's powerfully branded products include global juvenile brands Safety 1st, Quinny, Maxi-Cosi, Bébé Confort and Tiny Love, complemented by regional brands such as Cosco and Infanti. Dorel Home Furnishings markets a wide assortment of both domestically produced and imported furniture products, principally within North America. Dorel Industries Inc. has annual sales of US\$2.7 billion and employs approximately 11,500 people in facilities located in twenty-five countries worldwide.

Image Available: <http://www.marketwire.com/library/MwGo/2015/8/28/11G052145/Images/Schwinn-113520648028.jpg>

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Source: Winnebago Industries, Inc.