

The 2011 Itasca Impulse - The Ideal Class C Coach

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- New 26QP floorplan and all-inclusive Silver package introduced -

FOREST CITY, Iowa, Sep 15, 2010 (BUSINESS WIRE) --

Winnebago Industries, Inc. (NYSE: WGO), a leading U.S. motor home manufacturer, returns the Itasca Impulse for 2011 with a new, easy to love 26Q floorplan and a Silver package that takes this ideal Class C coach to the next level with impressive interior and exterior refinements.

"Our Impulse lineup is even better in 2011 with the addition of the new 26Q floorplan and the Silver package," said Winnebago Industries' Vice President of Sales and Marketing Roger Martin. "The value of the Impulse is unbeatable with five floorplans, notable standard features not commonly found in Class C coaches - like MCD roller shades and premium high gloss sidewalls, and the Silver package that includes such features as a new, aerodynamic front cap, deluxe graphics and interior upgrade package. This classic Class C motor home is perfect for anyone entering the RV lifestyle, families or even downsizers."

The new 26Q offers all the comforts of a Class A in an efficient size. A street side slideout room provides for a roomy living area, while the unique bathroom with curved walls offers maximum space and styling. In the bedroom, the walk around queen bed features plenty of room to move and storage underneath. An optional entertainment center is located in the galley area and includes a swiveling 26-inch LCD TV so viewing is optimal from any location in the coach, including the cab seats that revolve for additional seating when parked.

The Impulse also returns the convenient 24V - a non-slide coach that's perfect for RVers just entering the lifestyle; the 31C that features a large front slideout room for great roominess in the living area; the 31J featuring sleeping space galore including bunk beds; and the 31N - a double slide, side-aisle floorplan that features an L-shaped galley, large bathroom and walk around queen bed.

RVers wanting more can add the new Silver package for additional upscale amenities, as well as striking exterior styling. The Silver package upgrade features a newly designed, fiberglass front cap that encompasses the entire front nose of the vehicle, providing an improved aerodynamic appearance. Additional Silver package exterior enhancements include fiberglass running boards with wheel lips, deluxe graphics packages and taillights with chrome trim ring. On the inside, the Silver package includes an eye-catching dash appliqué and interior upgrade package that includes such items as MCD American Duo solar/blackout roller shades, Dream Dinette^(TM) table and range cover. Select features that are optional only with the Silver package include full body paint, thermo-formed countertops, large double door refrigerator and water filtration system. All standard Impulse models, except the 24V, can be upgraded with the Silver package.

"The 2011 Impulse is definitely one to see in person," said Martin. "The Impulse is a quality-built coach that offers plenty of features, comforts and enjoyment. And, with the addition of the Silver package, this coach takes Class C living to the next level."

To see the new Impulse for yourself, find a dealer closest to you by visiting www.goitasca.com and clicking on Dealer Locator.

About Winnebago Industries

Winnebago Industries, Inc. is a leading manufacturer of motor homes which are self-contained recreation vehicles used primarily in leisure travel and outdoor recreation activities. The Company builds quality motor homes under the Winnebago, Itasca and ERA brand names with state-of-the-art computer-aided design and manufacturing systems on automotive-styled assembly lines. 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://www.winnebagoind.com/investor.html>.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6431796&lang=en>

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