

## Winnebago Industries to Receive 14th Consecutive RVDA Quality Circle Award

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### **- Only RV Company to receive Award every year since its inception in 1995 -**

FOREST CITY, Iowa, Nov 06, 2009 (BUSINESS WIRE) -- Winnebago Industries, Inc. (NYSE: WGO), the nation's top-selling motor home manufacturer, received notification that its Winnebago brand earned the prestigious Quality Circle Awards from the Recreation Vehicle Dealers' Association (RVDA). The Itasca brand also received Honorable Mention. These awards are scheduled to be presented at a ceremony conducted at the 47th Annual National RV Trade Show in Louisville, KY on November 30, 2009.

"It is a tremendous honor for us to receive the Quality Circle Award again this year," said Winnebago Industries' Chairman, CEO and President Bob Olson. "To have earned this award since 1995, an accomplishment no other motor home or travel trailer manufacturer in the industry has been able to attain, is a real tribute to the hard work and diligence of our employees who are dedicated to building high quality products, while providing first-class programs and services to our dealer partners."

The Winnebago and Itasca brands were both recognized for scoring 80 percent or above in overall dealer satisfaction as measured in the Dealer Satisfaction Index (DSI) survey conducted by RVDA. The Itasca brand, however, received fewer than the necessary 15 dealer responses needed to receive the full award status, instead, receiving Honorable Mention. The DSI survey, which determines the Quality Circle Award winners, rates manufacturers' performance in eight core areas: sales support, sales territory, vehicle design, vehicle reliability/quality, competitive price/value, parts support, dealership warranty support and overall dealer communications.

"Our dealer partners are our first-line customers, and as such, it is imperative we understand all their needs," said Olson. "We believe the DSI survey to be an extremely vital tool for the measurement of the quality of our products, our sales and service programs and our manufacturing processes, providing us with an important point of reference as to how our dealer partners perceive the quality of Winnebago Industries' products and services. We are truly honored by the continued confidence shown by our Winnebago and Itasca dealer partners in Winnebago Industries and wish to thank them for this prestigious award. We would also like to thank our employees for their diligence in ensuring that every Winnebago Industries motor home, program and service provided is of the highest quality. We are off to a great start with innovative new 2010 Winnebago Industries products and will continue to strive to have the most innovative and highest quality products, services and support for both our dealer partners and retail customers."

### **About Winnebago Industries**

[Winnebago Industries](#), Inc. is a leading United States manufacturer of [motor homes](#), 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>.

SOURCE: Winnebago Industries, Inc.

Winnebago Industries, Inc.  
Sheila Davis, 641-585-6803  
PR/IR Manager  
[sdavis@winnebagoind.com](mailto:sdavis@winnebagoind.com)