

Winnebago Industries Unveils 2011 Winnebago Vista

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- Revolutionary new 35F floorplan already turning heads -

FOREST CITY, Iowa, Aug 25, 2010 (BUSINESS WIRE) --

Winnebago Industries, Inc. (NYSE: WGO), a leading U.S. motor home manufacturer, continues to lead the way in innovation by unveiling the new Winnebago Vista for 2011.

"For 2011, our Class A gas lineup has never been better and the new Winnebago Vista with its new floorplans and features, has it all," said Winnebago Industries' Vice President of Sales and Marketing Roger Martin. "This value-priced motor home offers five floorplans, with the new 35F and 36D making their debut in 2011. Each floorplan is full of conveniences and features that make RVers feel at home - like the extendable sectional sofa, comfort sofa sleeper and popular MCD American Solo blackout roller shades - a feature typically not found in a coach at this price point. Add in the interior and exterior styling and the Vista is truly impressive in 2011."

The new 35F is taking the Class A gas market by storm. It features a bath and a half floorplan design, with a "BIG" 36-inch x 36-inch shower. Our impressive extendable sectional sofa is positioned mid-coach with a 32-inch LCD TV just opposite for optimal viewing from wherever you're seated. This double slide floorplan also features a spacious galley with a large double door refrigerator, and exceptional bedroom storage with two wardrobes and a chest of drawers.

The new 36D floor plan offers a more conventional double slide layout that incorporates abundant storage and an available, innovative computer desk workstation. It all adds up to a motor home perfectly suited for full timers and experienced RVers looking for maximum Class A livability in a gas powered motor home at a very competitive price.

The Vista lineup also includes the popular 26P - the most value-packed Class A in the industry in length and convenience, the 30W - a wide-open, amenity-loaded floorplan that's easy to maneuver, and the 32K - that's perfect for families with sleeping for seven.

"When you add the new 35F and 36D to the rest of the lineup, the Vista has a floorplan for everyone," said Martin. "So many of the Vista's floorplans are completely unique to the RV industry, so we are excited for RVers to get to their Winnebago dealer to see the coach in person."

To see a Vista for yourself, find a dealer closest to you by visiting www.gowinnebago.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.winnebagoinc.com/investor.html>.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6408059&lang=en>

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