

## Winnebago Industries Launches Winnebago Interactive Parts

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FOREST CITY, IA, September 7, 2011 – Winnebago Industries, a leading U.S. recreation vehicle manufacturer, has launched Winnebago Industries Interactive Parts (WIP) – an on-line, cutting edge 3D interactive electronic parts catalog that makes researching and ordering parts more accurate, convenient and fast.

“Winnebago Industries is pleased to bring the new WIP system to our dealers,” said Steve Evenson, Winnebago Industries’ Director of Parts and Service. “Our parts and service department has always been the leader and trend setter in the industry when it comes to technology and innovations. We are continuing this tradition with WIP and are excited to roll-out this functionality to all of our dealers with the 2011 and 2012 motor home model lines.”

Evenson continued, “This project was one of the most complex assignments taken on by our IT department. Winnebago Industries has successfully integrated our mainframe systems, 3D viewer, as well as the shipper’s websites for tracking purposes. We created an 80 million part database to support the web-based search capabilities for our dealers. This will greatly improve the entire dealer process and their parts ordering experience.”

With the WIP system, motor home dealers are provided with multiple means for researching and ordering parts. Dealers can search by model, serial or part number (or partial part number), color parts search or description. Once a part is identified, a dealer will know instantly the price and availability, which will allow them to provide an estimate to a customer or place an order by adding it to their on-line shopping cart.

“Visual and interactive technology allows our dealers to simplify the parts process which will improve productivity,” Evenson said. “Getting the right part the first time is a critical element of our long term strategy to create customer satisfaction through the entire time they own a Winnebago Industries’ motor home. I am confident our dealer partners will see the immediate value on this investment.”

Brenda Leighty, parts associate with Roy Robinson, Inc., Marysville, Wash., said “The new WIP system is user friendly, and it saves time by not having to jump back and forth from the search screens to check price and availability. The order detail section allows me to check on order status, get tracking information and freight charges all on one screen. I look forward to discovering more features the WIP system has to offer!”

“WIP has a lot of neat features that aren’t found in the current system,” said Greg Chambers, parts manager at The RV Corral, Eugene, Ore. “I like that I can search by serial number and get only the parts for that specific coach, or by description. Plus, the price and the availability of the part is known instantly. WIP is going to save us a lot of time!”

### About Winnebago Industries

Winnebago Industries, Inc., The Most Recognized Name In Motor Homes<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 and fifth wheel products under the Winnebago, Itasca, Era and SunnyBrook brand names. Winnebago Industries has received the Quality Circle Award from the Recreation Vehicle Dealers Association every year since the award’s inception in 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://www.winnebagoind.com/investor.html>.

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