

Industry-First Winnebago Adventurer Concept Hybrid RV Hits the Road for Summer Media Tour

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FOREST CITY, IA, Jun 15, 2009 (MARKETWIRE via COMTEX) -- Winnebago Industries, Inc. (NYSE: WGO), the nation's top selling motor home manufacturer, continues to lead the way in innovation by providing the industry's first hybrid RV, a 2009 Winnebago Adventurer, to Brad and Amy Herzog for their summer travel tour. The Herzogs, spokespersons for the Recreation Vehicle Industry Association (RVIA), will be traveling in this concept hybrid RV this summer as they promote the benefits of RV travel.

Winnebago Industries is on the cutting edge of RV hybrid technology with this concept vehicle that explores the viability of advanced hybrid systems in motor home applications. The Winnebago Adventurer hybrid rides on a Freightliner Custom Chassis' ecoFRED(TM) chassis, the motor home industry's first hybrid-electric chassis featuring Eaton hybrid power components. This is a full hybrid system in that it utilizes two independent power sources (a diesel engine and an electric motor) that work in conjunction to optimally power the vehicle. The Adventurer hybrid also features regenerative braking for less brake wear. With regenerative braking, the hybrid electric motor uses electricity to create torque, while also being able to reverse the process to use torque to create electricity. By reversing its electric engine to become a generator, electricity is fed back into the battery resulting in energy savings.

"We are excited to be the first RV manufacturer to begin active testing of this hybrid technology," said Winnebago Industries Vice President of Sales and Marketing Roger Martin. "This hybrid concept can bring many benefits including improved fuel efficiency in select driving environments, reduced noise and emissions, improved acceleration and reduced maintenance. We are proud to provide this hybrid concept vehicle to the Herzogs this summer for their tour as we continue to test the viability of hybrid technology in the RV industry."

The Herzogs will be enjoying the new 35Z floorplan as they travel the US this summer. Introduced in 2009, the triple slide 35Z is perfect for all ages with three slideout rooms for added spaciousness when parked. One of the highlights of this model is the rear wardrobe that can be easily turned into bunk beds. Attractive doors open fully to reveal the beds that fold down when not in use. When the beds aren't in use, the space is perfect for clothing, bedding or your latest souvenirs. Kids love bunk beds and this area is even more appealing with 8.5-inch flip down video screens with integrated DVD players and headphones providing the perfect escape. Kids don't have all the fun in this floorplan! In the rear, there is a king bed nestled in the slideout room for a relaxing area at night. The living area features two slideout rooms that create social space for the entire family. A fully equipped galley, including a four door refrigerator/freezer, is also featured, as well as a 32-inch LCD TV and home theater sound system.

Brad Herzog is a best selling author of such travelogues as "States of Mind" and "Small World." He has also authored over a dozen children's books, including the most recent "S is for Save the Planet: A How-to-be Green Alphabet."

"I'm thrilled to be driving this concept hybrid RV from Winnebago Industries," said Herzog. "There are many ways in which RVing teaches Earth-friendly lessons -- just by doing things like visiting natural wonders, shopping at farmers' markets and reducing consumption and home energy use. But the Adventurer hybrid is an exciting step forward in the industry's green initiatives. I've always reduced the RV vacation advantage to four Fs -- fun, family, flexibility and financial savings. But now I can add a fifth -- facing the future."

About Winnebago Industries

Winnebago Industries, Inc. is the nation's top-selling 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>.

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