

The Unbeatable 2012 Era

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This Class B powerhouse features full efficiency and enhanced storage in 2012

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The leader in Sprinter-based motor homes, Winnebago Industries, Inc., (NYSE: WGO) returns the fuel efficient and popular Class B Era to its lineup in 2012.

"The 2012 Era is nimble, maneuverable, easy-to-drive and most important - fuel efficient, achieving 18-19 mpg," said Winnebago Industries Vice President of Sales and Marketing Roger Martin. "Backed by a 11,030-lb. GVWR Mercedes-Benz Sprinter chassis and a turbo-diesel Mercedes-Benz engine, the Era is a fully functional motor home that is perfect for weekend or weeklong trips, with enhanced storage and seven belted positions for seating flexibility. Featuring the 70X floorplan, this Class B stands out from the rest - at a price that is unbeatable and thousands less than some competitors."

The Era combines comfort, function and innovation into one stylish floorplan - the 70X. In the cab area, the Ultraleather cab seats easily swivel to face the two companion seats for a perfect place for conversation or dining when using the moveable pedestal table. The companion seats can also be removed via a quick release lever when more cargo space is needed. In fact, the Era offers a removable wardrobe that can substitute for the companion chair behind the driver's seat when more storage is needed.

In the rear of the coach, a powered 70-inch sofa/bed is featured. At the press of a button, the sofa folds flat into a large 70-inch by 80-inch bed. More storage is found underneath the sofa/bed that is easily accessible from the large rear doors that open 270 degrees for full access. The Era also has a 22-inch LED HDTV that extends and swivels 180 degrees for easy viewing from the front or rear of the coach. Add in a fully equipped galley, efficient bathroom and numerous cab features, like an available infotainment center with GPS, voice guidance, CD/DVD and a 7-inch touch screen, and the Era is the complete package.

On the exterior, the Era features a 5,000-lb. hitch, stunning graphics and an optional awning. An exterior accessories package is also available that includes polished stainless steel grill bar covers and rocker panel trim.

The Era joins Winnebago Industries' other Sprinter-based motor homes, the Class C Winnebago View and View Profile, Itasca Navion and Navion iQ, as well as Class A Winnebago Via and Itasca Rey, in offering the most fuel efficient lineup in the industry. These coaches on average earn 15-19 mpg - an impressive fuel economy not found in other motor homes.

"Winnebago Industries is the only RV manufacturer to offer an impressive Class A, B and C lineup that offers customers fuel efficiency, innovative features and comfort in one," said Martin. "We challenge RVers to find more fuel efficient motor homes on the market today."

For more information on the Era, visit www.EraRV.com, or log on to www.winnebagoind.com for more on Winnebago Industries entire lineup.

About Winnebago Industries

Winnebago Industries, Inc., The Most Recognized Name In Motor Homes^(R), 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>.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6744753&lang=en>

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