

Winnebago Industries to Receive 15th Consecutive RVDA Quality Circle Award

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- Only RV Company to receive Award every year since its inception in 1996 -

FOREST CITY, Iowa, Oct 29, 2010 (BUSINESS WIRE) --

Winnebago Industries, Inc. (NYSE: WGO), a leading U.S. motor home manufacturer, received notification that the Company earned the prestigious Quality Circle Award from the Recreation Vehicle Dealers' Association (RVDA). The award is scheduled to be presented at a ceremony conducted at the 47th Annual National RV Trade Show in Louisville, KY on November 29, 2010.

"Winnebago Industries is honored to have earned the Quality Circle award since 1996, an accomplishment no other towable or motorized manufacturer in the industry has achieved," said Winnebago Industries' Chairman, CEO and President Bob Olson. "To earn the award again this year is a real compliment to the hard work of all our employees who worked particularly hard during adverse market conditions to build high quality products, while providing world-class programs and services to our dealer partners."

Winnebago Industries was recognized for scoring 80 percent or above in overall dealer satisfaction as measured in the Dealer Satisfaction Index (DSI) survey conducted by RVDA. 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.

"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," said Olson. "Our dealer partners are our first-line customers, and as such, it is imperative we understand all their needs. We are truly honored by the continued confidence shown by our Winnebago, Itasca and ERA dealer partners in Winnebago Industries and want to thank them for this prestigious award. We also thank our employees for their diligence in ensuring that every Winnebago Industries motor home, program and service provided is of the highest quality. We have introduced another outstanding motor home lineup for 2011 and we will continue to deliver 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 U.S. 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. 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>.

SOURCE: Winnebago Industries, Inc.

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