

Winnebago Industries is Top-Selling Motor Home Manufacturer for Ninth Consecutive Year

February 10, 2010 4:17 PM ET

FOREST CITY, Iowa, Feb 10, 2010 (BUSINESS WIRE) -- Winnebago Industries, Inc. (NYSE:WGO), has been recognized for the ninth consecutive year as the nation's top-selling motor home manufacturer according to Statistical Surveys, Inc., a retail reporting service in Grand Rapids, Michigan.

Winnebago Industries' dealers retailed more Class A and Class C motor homes combined than any other manufacturer's dealer group in calendar 2009, achieving 19.2 percent market share versus 18.3 percent market share for calendar 2008.

"Achieving the top-selling position again is a tribute to the teamwork of our dealer partners and our employees," said Winnebago Industries Vice President of Sales and Marketing Roger Martin. "Once again our dealers have shown that when our company gives them the right product and the right support, they can accomplish anything. We were extremely pleased with our market share performance in calendar 2009, particularly in the Class A diesel motor home market segment, due in part to the success of our new 2010 lineup. Winnebago Industries had the largest Class A diesel market share gain in the industry with 11.3 percent of this market segment in 2009 versus 8.1 percent in calendar 2008; an amazing gain of nearly 40 percent for the year."

Winnebago Industries also led the Class A Gas market segment and the Class C market segment, both with 22.9 percent market share in calendar 2009. Winnebago Industries' ERA was also the top-selling Class B motor home model in calendar 2009 with 17.9 percent market share.

"We believe RV consumers are drawn to quality, well-established brands, particularly during the challenging economic conditions we faced in 2009," said Martin. "At a time when too many dealers and consumers are left out in the cold without the support of their manufacturer, we will continue to work diligently to distinguish our products from the competition through stringent quality, innovative product design and unmatched service after the sale. Through these efforts, Winnebago Industries has also been recognized as a Quality Circle Award recipient by the Recreation Vehicle Dealers' Association for each of the last 14 years."

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>.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6175506&lang=en>

SOURCE: Winnebago Industries, Inc.

Winnebago Industries, Inc.
Sheila Davis, 641-585-6803
Public Relations/Investor Relations Mgr.
sdavis@winnebagoind.com