

## Winnebago Industries Launches New Winnebago "ONE" Travel Trailer

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Winnebago Industries, Inc. (NYSE: WGO), a leading United States (U.S.) recreation vehicle (RV) manufacturer today announced the launch of the Company's first Winnebago brand travel trailer since 1983.

(Photo: <http://photos.prnewswire.com/prnh/20110812/CG51653-a>)

(Photo: <http://photos.prnewswire.com/prnh/20110812/CG51653-b>)

"We are very excited about the introduction of this new product bearing the Winnebago name after a hiatus of nearly 30 years," said Winnebago Industries CEO and President Randy Potts. "Since re-entering the towable market earlier this year, we have made great progress. We have reinvigorated the SunnyBrook Sunset Creek travel trailer products, introduced new SunnyBrook Raven travel trailer and fifth wheel products, while also designing a brand new line of Winnebago travel trailer products that are distinctly different than anything on the market today."

"We feel that branding the first travel trailer line as Winnebago ONE is quite fitting for many reasons," states Fred Hershberger, National Sales Manager for Winnebago Industries Towables. "As the name implies, Winnebago ONE represents the first in a series of products that will be launched under the Winnebago brand name. ONE also represents the fact that the affordable, light weight, all-aluminum framed travel trailer line is full of features that are industry firsts for a towable product."

Unique features on the Winnebago ONE include standard laminated high-gloss gel coated fiberglass exteriors, a residential style sectional sofa, a hide-away computer table, interior and exterior convenience centers, industry-best kitchen countertop space, private bathrooms, radius interior ceilings and memory foam mattresses.

According to Hershberger, "We have surveyed many customers and dealers regarding their perceptions of shortcomings in today's towable products and have addressed those shortcomings in the Winnebago ONE. We have a unique opportunity to truly make customers #1 and that's exactly what we intend to do. We are beginning to produce Winnebago ONE trailers and they will soon be making their way to dealers throughout coming weeks."

Initially, Winnebago ONE is available in four floorplans ranging from 26' to 34' in length. For more information on Winnebago ONE and dealership opportunities, contact Winnebago Industries Towables at (574)825-5250 or email Fred Hershberger at [fhershberger@winnebagoind.com](mailto:fhershberger@winnebagoind.com).

### About Winnebago Industries

Winnebago Industries, Inc., The Most Recognized Name In Motor Homes®, 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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