

Winnebago Industries Celebrates "50 Years on the Road" With the Introduction of Its Exciting New 2009 Motor Home Lineup at Dealer Days Event in Las Vegas

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FOREST CITY, IA, May 13, 2008 (MARKET WIRE via COMTEX News Network) -- Winnebago Industries, Inc. (NYSE: WGO) celebrates its 50th anniversary with the introduction of the exciting, new 2009 Winnebago, Itasca and ERA brand motor homes during the Company's Dealer Days event held May 12-15, 2008, at The Mirage in Las Vegas, Nev. With a theme of "50 Years on the Road," Winnebago Industries displayed 50 motor homes representing key elements of the Company's 23 model lines and 78 floorplans, 46 percent of which are new or redesigned for 2009.

"Winnebago Industries broadened the product differentiation between the Winnebago and Itasca brands for 2009, providing our dealer partners with new and exciting motor homes to fit each of their needs," said Winnebago Industries Chairman, CEO and President Bob Olson. "We're excited to introduce our redesigned Winnebago Adventurer Class A gas line with exciting new floorplans and aggressive pricing. Our totally redesigned Itasca Suncruiser is now more widely differentiated from the Adventurer and features unique new floorplans at a tremendous value. We also made significant upgrades to our Class A diesel products while holding the line on pricing, made added positive changes to our Class C product lines complete with the redesigned Winnebago Aspect and Itasca Cambria products, and have new floorplans throughout our entire 2009 lineup."

Winnebago -- The Winnebago Adventurer has been merged with the Voyage product line to create an exciting new Class A gas coach. Redesigned for 2009, the Adventurer features new floorplans that include a new full-wall slide 32H, a spacious triple slide 35A, double slide 38N and a new triple slide 35Z featuring a unique optional wardrobe with bunk beds. Attractive wardrobe doors open fully to reveal the beds that fold down when in use. When the bunk beds aren't in use, the flexible space can be utilized for storing clothing, bedding, or your latest souvenirs.

The Winnebago Destination has been redesigned for 2009. Offered in two Class A chassis choices, the Freightliner XC rear engine diesel chassis is standard and the Workhorse UFO rear engine gas chassis is optional. The 37G and 39W models feature enhanced styling elements, including traditional cabinetry (contemporary curved cabinetry is optional), LCD TVs and new features.

Winnebago Journey Class A diesel motor homes have also been redesigned for 2009 and feature a larger entry door and traditional cabinetry (with contemporary curved cabinetry optional on most floorplans), as well as a new 34Y floorplan. The 34Y triple slide offers big coach livability in a convenient size that many RVers have been asking for.

The Winnebago Vectra Class A diesel motor home features a new 40WD triple-slide floorplan with a full-wall slide on the passenger side and a large driver's side slide, providing an extremely spacious living room and galley area with an innovative U-shaped dinette. A large 37-inch high definition TV sits mid-coach while a second 32-inch high definition TV is mounted in the front overhead cabinets for optimum viewing throughout the front living area of the motor home. The bathroom provides easy access to the rear bedroom and features a contemporary above counter sink and a spacious curved glass shower. The bedroom provides extended living comfort with a king size bed and plentiful wardrobe storage.

The Winnebago Vista Class A gas motor home features a new floorplan in 2009 -- the 26P. The 26P is roomy with two slideout rooms, and offers an angled galley, spacious bedroom with a large wardrobe and a private bathroom. The Vista also offers a 30B and 32K floorplan in 2009.

The Winnebago Sightseer Class A gas motor home features a new floorplan in 2009 -- the 31E, as well as a returning 35J floorplan. The 31E is a side-aisle floorplan with slideout rooms extending both the living area and the rear bedroom.

The fuel efficient Winnebago View Class C unveils a new "brand exclusive" 24P floorplan in 2009 that features a front sofa sleeper slide and family favorite bunk beds in the rear, with two optional DVD players with 8.5 inch LCD players available for added bunk fun. Built on the popular Dodge Sprinter chassis, the View now includes an increased trailer hitch rating of 5,000 lbs. and a new optional front entertainment center that includes a 32-inch LCD TV.

Newly redesigned for 2009, the Winnebago Aspect Class C features two new floorplans, including the 28B and Winnebago Industries' first triple-slide Class C motor home -- the 30C. With the roominess that is typically found in Class A coaches, the

30C living area features dual slide rooms with a sofa and dinette providing comfortable seating and dining accommodations. The private toilet area features a curved wall for an innovative look, while the bedroom is the perfect place to relax at night, with the queen bed extending for plenty of walk-around room. A spacious wardrobe provides ample storage for clothes, blankets and sheets.

The Winnebago Outlook Class C has a new 31C that has a new rear bedroom slideout with a large wardrobe and a built-in chest of drawers.

Itasca -- The popular Itasca Suncruiser Class A gas motor home has also been redesigned for 2009 and has a unique double-slide 35L, new full-wall slide 32H and 35P, as well as a roomy 38T. It has merged with the Sunrise line to create a well featured line of coaches at a great value.

Available with either the Freightliner XC rear engine diesel chassis as standard or the optional Workhorse UFO rear engine gas chassis, the Itasca Latitude 37G and 39W Class A diesel models return with new and improved styling elements. The Latitude features a new look with both exterior and interior changes, including traditional styled cabinets as standard with optional contemporary curved cabinetry.

The Itasca Meridian Class A diesel also features new styling features for 2009 including traditional cabinetry (with contemporary curved cabinetry optional on most floorplans) and a larger entry door. The new 34Y floorplan is also being unveiled in the 2009 Meridian that offers a spacious triple-slide interior.

With the revolutionary Maxum chassis providing the foundation, the Itasca Horizon Class A diesel motor homes add the spacious, new 40WD to their lineup in 2009. Beautiful furnishings, spacious design and superior storage features make this top-of-the-line motor home the ultimate in motor home living.

The family-friendly Itasca Sunstar Class A gas motor homes include a new 26P floorplan in 2009. The 26P features two slideout rooms, an angled galley, spacious bedroom with a large wardrobe and a private bathroom.

Available in four floorplans, the Itasca Sunova Class A gas motor homes include a new 31E double-slide floorplan for 2009. The 31E has a front slide in the living room area with a 37-inch TV just aft of the dinette for prime viewing wherever you're seated. The bathroom offers a curved shower with a roomy wardrobe and a rear bedroom slide with queen size bed.

The fuel efficient, brand-exclusive Itasca Navion iQ built on the popular Dodge Sprinter Class C chassis includes new exterior styling on the rear cap and an increase to the trailer hitch rating from 3,500 lbs. to 5,000 lbs.

The Itasca Cambria Class C has been totally redesigned and includes two new floorplans, including the 28B and triple-slide 30C. The double-slide 28B features a popular U-shaped dinette up front, with an UltraLeather Euro chair with ottoman on the opposite wall. The sizeable galley has a convenient pantry with pull-out trays. The rear bed slideout provides a generous bedroom area, with a spacious wardrobe.

The Itasca Spirit Class C features a modified 31C floorplan for 2009 with a new bedroom slideout and a large wardrobe with a chest of drawers.

New features -- A myriad of new features make Winnebago Industries' 2009 motor homes stand out against the competition.

-- GPgo, a Winnebago Industries exclusive, offers the convenience of a powerful integrated Global Positioning System with the flexibility of a portable GPS. At the heart of the system is an Alpine GPS unit that mounts securely into a docking station that is conveniently located in an overhead cabinet. A large 7-inch touch screen and remote control lets you view and control GPS functions from the driver or passenger seats. As an added bonus, you can also view the GPS output on the in-dash Sony rearview camera monitor. Best of all, when you are ready for a day trip, simply take your Alpine GPS unit along in your tow vehicle.

-- A new Sirius Plug 'n Play System allows the motor home owner to control the Sirius radio through the in-dash radio and then remove the receiver for use in their car.

- Also newly offered is the Ideal Rest Body Conforming mattress available in select motor homes, which contours to your body for the "ideal" night's sleep.
- The Rest Easy Theater seating module is also new for 2009 in select Winnebago Industries motor homes and includes a center storage compartment with flip-out cup holders and powered seat backs that recline separately at the touch of a button. And best of all, Rest Easy theater seating quickly converts to dual twin beds.
- Also new for 2009 is the Dream Dinette table offered on select models with the BenchMark Full Comfort Dinette. BenchMark features innerspring seats that flip up for easy access to storage, while the Dream Dinette table easily adjusts with one hand for quick conversion into a comfortable bed.

Jim Wagner, general manager of Itasca dealer, Village RV, Roseville, CA, said, "I'm impressed with the brand differentiation between their new 2009 Winnebago and Itasca lines. They promised to deliver 'brand exclusive' products to help us drive sales in our market, and they've delivered a home run, particularly with the new Suncruiser motor home. The 35P floorplan is a hit just waiting to happen."

"It's very obvious from the new 2009 products we've seen at this event that Winnebago Industries is serious about increasing their presence in the diesel market, particularly with the positive impact we anticipate from the new Meridian and Latitude lines," said Brad Fisher, sales manager of Itasca dealer, Guaranty RV Centers, Junction City, OR.

"I was extremely pleased to see the great values represented by Winnebago Industries' new 2009 product line, particularly in the new Winnebago Adventurer lineup," said Will Jarnot, general manager of Winnebago and Itasca dealer, PleasureLand Inc., St. Cloud, MN.

Also at the Dealer Days event, Winnebago Industries honored its dealers in several categories:

- Circle of Excellence - 139 dealers received this award in recognition of their excellence in sales and service satisfaction.
- PIE awards - Nine dealers were honored for their excellence in market share performance for Winnebago Industries' products in their respective trade areas.
- The Company recognized its top-selling dealers by brand and region of the country as well as overall top sales.

About Winnebago Industries

Winnebago Industries, Inc. is a leading United States manufacturer of motor homes, 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, to add your name to an automatic email list for Company news releases or for information on a dollar-based stock investment service for the Company's stock, visit <http://www.winnebagoind.com/investor.html>

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