

Winnebago Industries Recognized as Top-Selling Motor Home Manufacturer for Tenth Consecutive Year

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-- Also Achieves #1 Class A Position --

FOREST CITY, Iowa, Feb 16, 2011 (BUSINESS WIRE) --

Winnebago Industries, Inc. (NYSE:WGO), has been recognized for the tenth consecutive year as the nation's top-selling motor home manufacturer, according to Statistical Surveys, Inc., a retail reporting service in Grand Rapids, Mich.

Statistical Surveys reported Winnebago Industries' dealers retailed more Class A and Class C motor homes combined than any other manufacturer's dealer group in calendar 2010, achieving 18.8 percent market share. Winnebago Industries also became the top-selling Class A market leader for the first time since 1981. Total Class A market share for calendar 2010 was 19.5 percent compared to 16.6 percent for calendar 2009. Winnebago Industries' Class A diesel market share was 15.2 percent in calendar 2010 versus 11.4 percent in calendar 2009. Winnebago Industries also led the Class A gas market segment with 23.7 percent market share in calendar 2010, compared to 22.9 percent for calendar 2009.

"We're very pleased that Statistical Surveys once again reported Winnebago Industries as the number one manufacturer of Class A and C motor homes combined in the United States," said Winnebago Industries Vice President of Sales and Marketing Roger Martin. "We congratulate our loyal employees and our strong dealer network in achieving this top selling position for the tenth consecutive year. We work very hard to develop exciting new products and to provide support for our dealers and retail customers in the form of what we believe are industry-leading sales and service programs. We are pleased that these efforts have resulted in continued success in the retail market. We are particularly pleased with our market share performance in the Class A gas and diesel motor home market segments, due in part to the success of our new 2011 lineup featuring many innovative industry-exclusive features and floorplans."

Statistical Surveys also reported the ERA as the top-selling Class B model in the industry with 15 percent for calendar 2010. Following a brief hiatus in production to develop the new model, the newly redesigned 2012 ERA will be reintroduced this Spring.

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>

SOURCE: Winnebago Industries, Inc.

Winnebago Industries, Inc.
Sheila Davis
PR/IR Mgr.
641-585-6803
sdavis@winnebagoind.com