

Winnebago Industries Presents the 2011 Winnebago Tour

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- New 42QD floorplan unlike anything in the industry -

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

Winnebago Industries, Inc. (NYSE: WGO), a leading U.S. motor home manufacturer, presents the totally redesigned 2011 Winnebago Tour. This top-of-the-line Class A diesel coach has a new look in 2011 that includes a high-end exterior design, remarkable floorplans, like the impressive new 42QD, and features, like an available Maytag residential French door refrigerator with freezer drawer, that will leave a lasting impression.

"For 2011, we've taken the Winnebago Tour to the next level in design, innovation and eye appeal," said Winnebago Industries Vice President of Sales and Marketing Roger Martin. "Our diesel offerings are creating quite a stir as evidenced by our Class A diesel market share increase in calendar 2010 and with the new design of the Tour, this coach is poised to reach even greater heights. The exterior design brings a new level of styling refinement that is equally matched on the inside with new dash designs, furniture styling and the all new 42QD floorplans. This coach is going to set the standard in the diesel market."

Built on the Maxim Freightliner chassis with the 400-hp ISL 8.9 L pre-2010 emissions Cummins engine (450-hp Cummins 2010 emissions equipped diesel engine beginning fall 2010), the flagship Tour incorporates a striking new exterior design that maximizes visibility and function, while the stacked headlamps add visual texture and flair. The LED running lamps present a high-end detail feature, with the design and construction providing improved aerodynamics. Also new are the chrome exterior mirrors that include cameras and turn signals. The rear cap styling is also new, with high-visibility tail lamps and chrome exhaust finish. In addition to its stylish appearance, the Tour features a new cab that was designed to provide industry leading ergonomics, comfort and visibility for both the driver and passenger.

While the exterior is stunning, so is the new triple slide 42QD. This dual-zone floorplan provides exceptional viewing of the 40-inch LCD TV from wherever you are in the coach - especially when sitting on Winnebago Industries' own Rest Easy Extendable Sectional Sofa - an industry exclusive. Other highlights of this floorplan include an innovative pull-out island for additional countertop space, and a modern office module design that includes an optional Euro Recliner, pull-up table and laptop storage. This bath and a half floorplan also offers an adjustable, electric king bed, dual wardrobes and a retractable 32-inch LCD in the rear of the coach.

"The new 2011 Winnebago Tour 42QD is the hottest thing on the market," said Kevin Bostrom, regional vice president for Camping World. "The exterior, especially the front cap, is gorgeous, and the inside provides plenty of space and livability. Honestly, we fell in love with it when we saw it! Customers are going to get a lot of coach for the money with the new Tour."

The Tour completes its 2011 lineup with two 40-foot floorplans and a tag-axle 42AD. The triple-slide, side-aisle 40BD floorplan features the innovative RestEasy Extendable Sectional Sofa, large 40-inch LCD TV and front gourmet-ready galley. The bedroom features a wardrobe across the full width of the coach and a queen size powered bed or optional king-size bed for optimal TV viewing of the 32-inch LCD TV.

The 40CD floorplan offers a driver's side full-wall slide, a bath and a half design, and a multitude of dining and seating options in the front of the coach. A half-bath is located mid-coach behind the galley area, while the master bathroom is positioned in the rear of the coach. The bedroom also includes spacious his and her wardrobes and a retractable 32-inch LCD TV.

The popular 42AD tag-axle floorplan also offers seating for seven with an extendable sectional sofa and an opposing Rest Easy sofa for the ideal layout for entertaining. Additional features include 40-inch LCD TV with surround sound, premium UltraLeather seating, forward, fully equipped galley, spacious bedroom featuring a walk around king bed and private bath.

"With the new 2011 Tour, each floorplan is unique and unlike anything a customer will find elsewhere," said Martin. "Add in the standard features and available options, and the Tour is truly a home away from home that will take you to any destination in style."

For more information on the Tour, including photos, specifications and to find a dealer closest to you, visit www.gowinnebago.com.

About Winnebago Industries

Winnebago Industries, Inc. is a leading 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>.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6448717&lang=en>

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