

## **Winnebago Industries Receives "Fully Meets" Classification From Ford Motor Company's Truck Quality Program**

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FOREST CITY, IOWA, January 9, 2012 – Winnebago Industries, Inc. (NYSE:WGO), a leading United States (U.S.) recreation vehicle manufacturer, was recognized by Ford Motor Company for receiving the “fully meets” classification as part of their Truck Quality Program. Winnebago Industries has received this award from Ford since the program's inception in 1997.

The Truck Quality Program is the highest honor awarded to vehicle modifiers. It is based on an assessment of a modifier's engineering capability, design and build process controls, management commitment and quality control procedures. According to Ford, the purpose of this program is to assure vehicle modifiers have the capability and processes in place to complete the vehicle in a repeatable manner that maintains the integrity of the Ford chassis system, meets Federal and other standards in place at the time of the build and provides end users with a quality-built vehicle that meets their expectations.

“We work very closely with Ford, as with all our suppliers, to maintain the integrity of the purchased components in order to provide a superior product for our customers in the market place,” said Winnebago Industries' Director of Quality Control Chuck Hughes. “We believe we have excelled in Ford's Truck Quality Program due to the advanced technology we utilize in the development and manufacturing process of our motor homes with industry-leading designs, as well as by employing seasoned manufacturing engineering staffs and manufacturing management with the commitment to adhere to these stringent guidelines. It continues to be a priority for us in order to meet and exceed our customers' expectations for the quality found in each Winnebago Industries' product that we build.”

### **About Winnebago Industries**

Winnebago Industries, Inc., The Most Recognized Name In Motor Homes ® , is a leading U.S. manufacturer of recreation vehicles 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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