

Winnebago Industries Presents the New Class B ERA

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LOUISVILLE, Ky.--(BUSINESS WIRE)--Nov. 27, 2007--Winnebago Industries, Inc. (NYSE:WGO) ushered in a new age in motor homes today with the introduction of the new 2009 ERA at the 45th Annual National RV Trade Show in Louisville, Ky. The ERA offers interior and exterior refinements in a boldly-styled package that delivers comfort, functionality and performance at an exceptional price.

The ERA, a Class B motor home, combines maneuverability and functionality into a seamless, aerodynamic package. Built on an 8,550-lb. GVWR Dodge Sprinter chassis with a fuel-efficient 3L 6-cylinder turbo-diesel engine, the ERA features a striking exterior with smooth lines. Contemporary interior styling includes stunning curved cabinetry, Corian countertops and comfortable plush seating.

"Winnebago Industries is pleased to introduce the new ERA and again, enter the Class B category," said Winnebago Industries' Chairman of the Board and CEO Bruce Hertzke. "Winnebago Industries was a leading manufacturer of Class B vehicles with our production of the popular Volkswagen EuroVan Camper product which was last produced in 2003. Now, we are excited to enter this arena again with the new ERA that capitalizes on a remarkable chassis design, as well as exceptional interior and exterior styling. The ERA offers everything a larger motor home has, but in a compact, striking package."

The new ERA is making its debut at Louisville in a 170 floorplan. The 170 offers a removable 60-inch x 80-inch sofa/bed in the rear, as well as a fully equipped galley and bathroom. Up front, two companion chairs are featured that make for a prime seating area, especially when the removable pedestal table is positioned up front. When you're parked, the cab seats swivel creating perfect seating for four and a terrific area for playing games or dining. The removable pedestal table can be also positioned by the sofa in the rear of the coach.

The ERA also offers two trim levels, the Touring and Limited that allows the customer to choose his or her design preferences. Additional ERA floorplans will be introduced in the coming year.

In conjunction with the launch of this new product line in Louisville, the Company is also initiating development of the dealer network that will have responsibility for its sales and service.

"As Winnebago Industries celebrates its 50th anniversary, we're excited that we can introduce another innovative product to the retail public," Hertzke said. "By introducing and designing innovative products like the new ERA, Winnebago Industries has earned the reputation of being a leader in the motor home industry. That's something we plan on continuing for the next 50 years."

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 and Itasca 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/html/company/investorRelations.html>.

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