

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

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FOREST CITY, Iowa, Jan 11, 2010 (BUSINESS WIRE) -- Winnebago Industries, Inc. (NYSE:WGO), the nation's top-selling motor home manufacturer, was once again recognized by Ford Motor Company for receiving the "fully meets" classification as part of their Truck Quality Program.

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. Winnebago Industries has received this award since the program's inception in 1997.

"We are extremely proud to earn the "fully meets" classification from Ford's Truck Quality Program," said Winnebago Industries' Director of Quality Control Chuck Hughes. "We believe we have excelled in this 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. Winnebago Industries also has ingrained a philosophy of continual improvement into all areas of the company. We work closely with our suppliers, such as Ford, to maintain the integrity of the purchased components in order to provide a superior product for our customers in the market place. The vehicle chassis is a critical element in our motor home design and we put a lot of time and effort into achieving these exemplary ratings from Ford. It continues to be a priority for us in order to meet and exceed our customers' expectations for the quality found in each Winnebago and Itasca motor home that we build."

### **About Winnebago Industries**

Winnebago Industries, Inc. is the nation's top-selling 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. 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.

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