

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, D.C. 20549

FORM 8-K

CURRENT REPORT
Pursuant to Section 13 or 15(d) of The Securities Exchange Act of 1934

Date of report (Date of earliest event reported) May 1, 2026



Winnebago Industries, Inc.

(Exact Name of Registrant as Specified in its Charter)

Minnesota (State or Other Jurisdiction of Incorporation)	001-06403 (Commission File Number)	42-0802678 (IRS Employer Identification No.)
13200 Pioneer Trail Eden Prairie Minnesota (Address of Principal Executive Offices)		55347 (Zip Code)

Registrant's telephone number, including area code **952-829-8600**

(Former Name or Former Address, if Changed Since Last Report.)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2. below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Securities registered pursuant to Section 12(b) of the Act:

Title of each class	Trading Symbol(s)	Name of each exchange on which registered
Common Stock, \$0.50 par value per share	WGO	New York Stock Exchange

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (§230.405 of this chapter) or Rule 12b-2 of the Exchange Act of 1934 (§240.12b-2 of this chapter).

Emerging growth company

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.

Item 5.02 Departure of Directors or Certain Officers; Election of Directors; Appointment of Certain Officers; Compensatory Arrangements of Certain Officers.

On May 1, 2026, Winnebago Industries, Inc. (the “Company”) announced the appointment of Emily R. Silver to its Board of Directors (“Board”) effective May 1, 2026.

Ms. Silver is senior vice president, chief marketing, e-commerce and athlete experience officer of DICK’S Sporting Goods, a sporting goods retailer that sells sports equipment, athletic apparel, footwear and outdoor products, a position she has held since joining the company in April 2023. Prior to this role, Ms. Silver spent 16 years at PepsiCo, a global food and beverage company, holding several roles with increasing scope and complexity. Most recently, she served as senior vice president of portfolio marketing.

Ms. Silver will be a Class I director and will serve on the Human Resources Committee and the Technology and Innovation Committee.

Ms. Silver will be compensated in accordance with the Company’s standard compensation policies and practices for the Board, the components of which were disclosed in the Company’s proxy statement for its 2025 annual meeting of shareholders filed with the Securities and Exchange Commission on November 4, 2025, in the section titled “Director Compensation.”

There are no transactions or relationships between the Company and Ms. Silver that are reportable under Item 404(a) of Regulation S-K.

Ms. Silver is expected to stand for election to the Board at the 2026 annual meeting of shareholders.

Item 7.01 Regulation FD Disclosure.

On May 1, 2026, the Company issued a press release announcing the appointment of Ms. Silver to the Board as described above under Item 5.02. A copy of the news release is furnished as Exhibit 99.1 and incorporated herein by reference.

Item 9.01 Financial Statements and Exhibits.

(d) Exhibits

Exhibit Number	Description
99.1	Press Release of Winnebago Industries, Inc. dated May 1, 2026
104	Cover Page Interactive Data File (formatted as Inline XBRL)

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

WINNEBAGO INDUSTRIES, INC.

Date: May 1, 2026

By: /s/ Stacy L. Bogart
Name: Stacy L. Bogart
Title: Senior Vice President, Chief Legal Officer, Corporate Secretary and Corporate Responsibility

FOR IMMEDIATE RELEASE

Winnebago Industries Appoints Emily Silver to Board of Directors

Eden Prairie, Minn., May 1, 2026 – Winnebago Industries, Inc. (NYSE: WGO), a leading manufacturer of premium outdoor recreation products, today announced the appointment of Emily Silver to its board of directors, effective May 1, 2026. Ms. Silver will serve as an independent director and as a member of the technology and human resources committees.

Ms. Silver is senior vice president, chief marketing, e-commerce and athlete experience officer of DICK'S Sporting Goods, where she leads the company's overall marketing strategy and e-commerce business. In addition to leading marketing and digital transformation, she oversees cross-functional athlete experience initiatives and the DICK'S Media Network.

"Emily brings a powerful blend of strategic thinking and marketing leadership to the board" said John Murabito, Winnebago Industries board chair. "Her perspectives on consumer insights, brand-led growth, and data-enabled decision making will meaningfully enhance the board's capabilities as the company navigates dynamic times."

Prior to joining DICK'S, Ms. Silver spent 16 years at PepsiCo where she held a variety of senior leadership roles with increasing responsibility and most recently served as senior vice president of portfolio marketing. Throughout her tenure, she developed a strong track record of driving brand strategy, innovation, analytics capabilities and commercial execution.

"Emily is a proven leader with deep expertise in digital marketing, brand building and customer engagement, all of which are critically important as we continue executing our long-term growth strategy," said Michael Happe, president and chief executive officer of Winnebago Industries. "Her experience leading large-scale marketing and e-commerce transformations at iconic consumer brands will be invaluable as we strengthen our connection with customers and unlock new growth opportunities across our outdoor recreation portfolio."

"I am honored to join the board of Winnebago Industries at such an exciting time in its evolution," said Ms. Silver. "The company has a strong portfolio of premium brands and a clear strategic vision, and I look forward to contributing my experience to help more people enjoy the benefits of time outside."

With the appointment of Ms. Silver, the Winnebago Industries Board of Directors will consist of ten members.

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About Winnebago Industries

Winnebago Industries, Inc. is a leading North American manufacturer of outdoor recreation products under the Winnebago, Grand Design, Chris-Craft, Newmar and Barletta brands, which are used primarily in leisure travel and outdoor recreation activities. The Company builds high-quality motorhomes, travel trailers, fifth-wheel products, outboard and sterndrive powerboats, pontoons, and commercial community outreach vehicles. Committed to advancing sustainable innovation and leveraging vertical integration in key component areas, Winnebago Industries has multiple facilities in Iowa, Indiana, Minnesota, and Florida. The Company's common stock is listed on the New York Stock Exchange and traded under the symbol WGO. For access to Winnebago Industries' investor relations material or to add your name to an automatic email list for Company news releases, visit <http://investor.wgo.net>.

Contacts

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