

## Winnebago Industries Unveils Spectacular 2010 Lineup

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### -- Seventy-five percent of the diesel lineup is new; fuel efficient motor homes take center stage --

FOREST CITY, Iowa--(BUSINESS WIRE)--Jul. 20, 2009-- Winnebago Industries, Inc. (NYSE: WGO), the nation's top-selling motor home manufacturer, unveiled its 2010 lineup today at the Company's Winnebago Itasca Travelers Club Grand National Rally. This year's lineup has a more concentrated effort on fuel efficient vehicles, unique and innovative floorplans, dynamic styling as well as a stronger diesel presence.

"Our 2010 model lineup is without a doubt the best we've ever offered, and what better group to show it to first than our own, loyal owners," said Winnebago Industries' Chairman of the Board, CEO and President Bob Olson. "From top to bottom we've raised the bar in creating innovative products with exciting floorplans and features with an emphasis on form, function and styling. We've added diesel availability to our entire Class A lineup including the amazingly fuel efficient Winnebago Via and Itasca Reyos - the first Class A coaches built on the Dodge/Mercedes-Benz Sprinter chassis. Add in our industry leading Class C products, and our 2010 lineup has something for everyone."

Highlights of Winnebago Industries' new 2010 lineup include:

- Fuel efficient Winnebago Via and Itasca Reyos - The Winnebago Via and Itasca Reyos are the first Class A diesel motor homes built on the fuel efficient Dodge/Mercedes-Benz Sprinter chassis. These 25-foot, fresh, innovative and fully equipped motor homes are slated to provide the highest fuel efficiency currently available in a Class A motor home, along with superior handling and maneuverability.
- Top-of-the-line Class A diesel Winnebago Tour and Itasca Ellipse - The premium 2010 Tour and Ellipse go to new lengths this year with three new floorplans and one modified floorplan, complete with an exciting new 42-foot tag axle model. The quad-slide 42AD is feature-filled with such highlights as a unique sectional sofa, 40-inch LCD TV, fully equipped galley and upscale cab area including UltraLeather cab seats with a new heated seat option for 2010.
- Winnebago Vista and Itasca Sunstar - Enhanced interior styling and an all-new exterior look are just two of the features of the totally-redesigned Vista and Sunstar for 2010. These value priced Class A motor homes even offer a front engine diesel option for improved mileage, as well as a new 30W floorplan for 2010.
- Increased fuel efficiency for Winnebago Sightseer and Itasca Sunova - Winnebago Industries' most popular Class A product lines, the Winnebago Sightseer and Itasca Sunova, were taken to a new level for 2010 with enhanced exterior and interior styling and the added availability of a front engine diesel option for greater fuel efficiency. The Sightseer and Sunova are available in four floorplans, including a new 33-foot model for 2010.
- New model offerings in Winnebago Journey, Journey Express and Itasca Meridian, Meridian V Class - The diesel Winnebago Journey and Itasca Meridian, as well as the new Winnebago Journey Express and Itasca Meridian V Class form an unbeatable combination in 2010. Each features two exciting floorplans and a host of key features. The new Journey Express and Meridian V Class are value leaders, while the Journey and Meridian are built on Winnebago Industries' Maxum chassis and offer maximum storage and a host of floorplan configurations for true floorplan flexibility.
- Unbeatable Winnebago Adventurer and Itasca Suncruiser - The Winnebago Adventurer and Itasca Suncruiser lines are an RV'er's dream and will be hard to beat with five exciting floorplans, three of which are new or modified for 2010. Well rounded chassis selections give the Adventurer and Suncruiser even broader appeal with a selection of Ford, Workhorse and new for 2010, is the availability of Freightliner's popular front engine diesel (FRED) chassis on particular models.
- New Winnebago View Profile - This Sprinter chassis based "low-profile" Class C combines innovative design, creative use of space and fuel efficiency in a compact package that delivers full-size comfort and livability.

"Prior to this retail unveiling, our dealer body was introduced to the new lineup, and the feedback we've received has been overwhelmingly positive," said Olson.

"I'm amazed and excited to see that Winnebago Industries was able to invest so aggressively in new product design for 2010," said Lindsay Reines, president of Reines RV, Manassas, Va. "We assumed manufacturers would simply re-label 2009 as 2010 in light of current market conditions."

"I'm real excited about the new products, especially the Via and Reyos on the Sprinter cowl chassis," said Franklin Jackson of

John Bleakley RV Center, Douglasville, Ga. “I think these products will be great for our customers looking for an economical and smaller Class A. The new Journey Express and Meridian V Class look great too, and the new 42-foot Tour and Ellipse will be sure to be a hit.”

To view Winnebago Industries entire 2010 lineup, visit [www.winnebagoind.com](http://www.winnebagoind.com) and click on Products.

### **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>.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6010400&lang=en>

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