

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

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FOREST CITY, Iowa, Nov 11, 2010 (BUSINESS WIRE) --

Winnebago Industries, Inc. (NYSE:WGO), a leading 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 the 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.

In order to earn the "fully meets" classification, companies must meet all minimum requirements, as well as score a minimum of 85 percent on Other Criteria (OC) items. Winnebago Industries has received Ford's "fully meets" classification every year since the program's inception in 1997.

"Once again, Winnebago Industries is proud to earn the fully meets classification from Ford's Truck Quality Program," said Winnebago Industries' Director of Quality Control Chuck Hughes. "Our top priority is to manufacture the highest quality motor homes on the market - and it all starts with the chassis. Meeting the stringent requirements by Ford to earn this classification shows that we are maintaining the integrity of the chassis while at the same time building the superior products our customers want. We hold Ford's Truck Quality Program in high regard and we will continue to strive to meet their expectations, as well as those of our customers."

In addition, Winnebago Industries recently received its 15<sup>th</sup> consecutive Quality Circle Award from the Recreation Vehicle Dealer Association (RVDA). Quality Circle Award winners are determined by the Dealer Satisfaction Index (DSI) survey, which RVDA conducts annually with its dealer organization. The DSI survey, which determines the Quality Circle Award winners, rates manufacturers' performance in eight core areas: sales support, sales territory, vehicle design, vehicle reliability/quality, competitive price/value, parts support, dealership warranty support and overall dealer communications. Winnebago Industries is the only motor home manufacturer to receive this award every year since its inception.

### About Winnebago Industries

[Winnebago Industries](#), Inc. is a leading United States manufacturer of [motor homes](#), self-contained recreation vehicles used primarily in [leisuretravel](#) 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. 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>.

SOURCE: Winnebago Industries, Inc.

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