

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

January 6, 2009 12:00 AM ET

FOREST CITY, IOWA, January 6, 2009 – Winnebago Industries, Inc. (NYSE:WGO), the nation's top-selling motor home manufacturer, was recently recognized by Ford Motor Company as receiving the "fully meets" classification as part of their Truck Quality Program.

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 earned 97.4 percent in the program, scoring 93.5 points out of 96.

"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 goal at Winnebago Industries is to manufacture the highest quality motor homes on the market. We have strict quality measures in place to achieve this, which includes working closely with our chassis suppliers, like Ford, to maintain the integrity of the chassis while also building a superior product. We work extremely hard to achieve this rating from Ford, and will continue to strive to meet and exceed customers expectations with the quality found in our motor homes."

The highest honor awarded to vehicle modifiers, the Truck Quality Program 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. Winnebago Industries has received Ford's "fully meets" classification since the program's inception in 1997.

In addition, Winnebago Industries recently received its 13th 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 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 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>

For more information, contact:

Kelli L. Harms

641/585-6731

Email Contact

SOURCE:

Winnebago Industries, Inc.