

Class B RVs from Market Leader Winnebago, Attract a New Generation of RVers.

They're fit, active and on the move in new RVs that match their lifestyle.

Forest City, IA ([PRWEB](#)) December 09, 2015 -- A new breed of Class B motorhomes, also known as camper vans, have made the Class B segment the fastest growing in the industry: Class B sales have increased 19.7% percent year-to-date according to the latest report from Statistical Surveys Inc. (SSI). Winnebago Industries Inc. is the top-selling manufacturer through September with 33.9% of the Class B market.

But like RVs themselves, RVers come in all shapes and sizes, and many newcomers look nothing like those stereotypes. It is easy to picture older couples in lawn chairs, exchanging casserole recipes outside their mansion on wheels.

But they're also Boomers who enjoy outdoor activities like hiking, climbing, bicycling and paddlesports, but are looking for something a little more comfortable than the cold hard ground after a long day of outdoor play.

And they're increasingly drawn to RVing, thanks to vehicles like the Winnebago Touring Coach [Travato](#).

A Class B motorhome drives more like a car than a typical motorhome, and can go for hundreds of miles between fill ups. Equally important, they offer all the comforts of home, in a smaller, lighter and more efficient package.

Stef and James Adinaro, creators of "[The Fit RV](#)" blog are prime examples of this new breed. Avid fitness buffs (she's a personal trainer, he races bicycles), they use their Travato not just for camping, but as a fully outfitted support vehicle for long-distance bicycle races and other activities.

"We didn't set out to be RVers," noted Stef. "We do a lot of endurance events, and that means ridiculously early start times, not to mention long lines to the porta-potties.

"We bought a camper van so we could crash right near the start before a race, and have our own bathroom and shower afterward."

Parking is also easier. "It doesn't take us a half-hour to park -- in fact, we were recently in downtown Dallas and parked it just like a car," Stef commented.

The fuel economy is "huge for us," she went on. "We didn't really see ourselves as RVers, but we've started taking trips that weren't necessarily around an event, and now here we are, loving it!"

About Winnebago Industries

Winnebago Industries, Inc., "The Most Recognized Name in Motor Homes®", is a leading U.S. manufacturer of recreation vehicles, which are used primarily in leisure travel and outdoor recreation activities. The Company builds quality motorhomes, travel trailers, and fifth wheel products. Winnebago Industries has received the Quality Circle Award from the Recreation Vehicle Dealers Association every year since 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://investor.wgo.net>.



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