

# W I N N E B A G O



The name Winnebago comes from a woodland tribe of Native Americans. Their homeland lay between Green Bay and Lake Winnebago in North East Wisconsin. The name is derived from a Fox word “Ouinipegouek” meaning “people of the stinking water.” This was not intended as an insult, but referred to the algae-rich waters of the Fox River and Lake Winnebago around which the tribe lived. The Winnebago were the only Siouan-speaking people of the Great Lakes. They lived in wigwams with rush-mat coverings; they were not advanced in agriculture, but lived chiefly on fish, wild rice, and game.

In the mid-1950s Forest City, Iowa, was looking at a bleak future. The farm economy was down and young people were leaving this rural area. Forward-looking members of the community set about bringing industry to town. In 1958, businessman John K. Hanson and others convinced a California company to open a travel trailer factory in Forest City. After a rough start, the operation was purchased by five Forest City residents and John K. Hanson became president. In 1960 the name of the company was changed to Winnebago Industries. In 1966 the first motor home rolled off the Winnebago Industries assembly lines. Through the use of the assembly line and other manufacturing innovations in the motor home industry, Winnebago Industries could produce a motor home that sold for half the price of competitor’s models.

In 1970 Winnebago Industries moved to a new and expanded manufacturing facility. The Itasca line was introduced in 1975 and in 1977 Winnebago Industries built its 100,000th unit - the first RV manufacturer to reach that production level. Today vehicles are sold through dealers under the Winnebago, Itasca and Rialta brand names. Winnebago RVs have become synonymous with prestige and quality throughout the world. [www.winnebago.com](http://www.winnebago.com)

