

Winnebago Announces “Get out and Go” Promotion with Schwinn Bikes

One Schwinn bicycle will be given away once a week for ten weeks.

([PRWEB](#)) July 12, 2016 -- This summer, Schwinn, a brand of Dorel Industries, Inc. (TSX: DII.B, DII.A), and Winnebago are gearing up for adventure once again with the “[Get out and Go](#)” promotion.

As part of the promotion, starting in July, one Schwinn bicycle will be given away once a week for ten weeks. Secondary prizes will also be awarded which will include bicycle helmets, Winnebago Outdoor apparel and other biking accessories.

Additionally, Schwinn Trailway bicycles will be available for use at the Winnebago Visitors Center in Forest City, Iowa. Winnebago owners will be able to ride while their coach is serviced or while visiting the area.

“Winnebago and Schwinn are well known for enabling recreational enthusiasts to enjoy the freedom that comes with the great outdoors,” said Chad Reece, Winnebago Director of Marketing. “Bicycling and RVing are a perfect combination and we hope everyone enjoys participating in the promotion.”

“We are thrilled to be partnering with Winnebago for the second year in a row,” said Milissa Rick, Senior Director of Marketing, Schwinn. “The Winnebago brand encourages families to explore the outdoors. Schwinn does the same, but on two wheels.”

“Winnebago motorhomes, travel trailers and fifth wheel products are built to cater to outdoor enthusiasts’ passions and can serve as the perfect recreation support vehicle, ideal for biking, kayaking and all outdoor activities,” Reece added.

To learn more, visit Winnebago’s [Facebook](#) page and other social media channels.

ABOUT WINNEBAGO

Winnebago Industries, Inc., 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. The Company's common stock is listed on the New York and Chicago Stock Exchanges and traded under the symbol WGO.

ABOUT DOREL SPORTS

Dorel Sports, a segment of Dorel Industries, Inc. (TSX: DII.B, DII.A), owns one of the most comprehensive portfolios of brands in the bicycling and recreational industries including Cannondale, Schwinn, GT, Mongoose, Caloi, IronHorse, Kid Trax, Charge, Guru, Fabric and SUGOI. Dorel Industries Inc. has annual sales of US\$2.7 billion and employs approximately 10,450 people in facilities located in twenty five countries worldwide.



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