

WINNEBAGO

The Heritage Brand With a Quality Problem

Winnebago. The name your grandfather knew. Founded 1958. Owns Grand Design, Newmar, Chris-Craft. The heritage. The flagship. The one that's supposed to be different.

I owned a Winnebago Navion eight years ago. Loved it. Loved the lifestyle it gave me. That's the rig that started this whole story. But here's the thing — the Winnebago of 2026 is not the Winnebago of 2018.

Public company, Winnebago Industries. NYSE. WGO ticker. Their margin pressure is the same as Thor's. Their cost-cutting is the same. The difference is they still trade on heritage.

Pull NHTSA recall data on Winnebago products from the last three years. Not opinion. Public record. There's a pattern. Same as the rest.

THE BOTTOM LINE

Next Monday — Keystone. Then Jayco. Then Heartland. The Thor sub-brands. Comment your Winnebago model and I'll dig up the recall history before next episode.