

VIVA!



Why Viva!

- Swivel cab seats
- Ultraleather™ furniture
- Radio/GPS Navigation with 5" color touch screen
- MCD blackout roller shades
- StudioLoft™ bed with electric lift
- Powered patio awning with LED lighting
- Rearview Monitor System with color camera
- LED ceiling lights
- Compact size that can go anywhere

VIVA!



Click on this icon throughout the brochure to link to more information on the web.



ON THE COVER: *Deluxe Graphics Package*

23L Vapor with High-Gloss Marbella Cherry Cabinetry

YOU LIVE FOR THIS

With its compact size and peppy, fuel-efficient Ram ProMaster chassis, the Itasca Viva!™ goes wherever your heart takes you. You will enjoy popular features such as LED lighting and Ultraleather™ furniture at an exceptionally affordable price. The Viva! is full of SmartSpace™ features that make the most of the available space,

including a StudioLoft™ bed with an electric lift so it's easily up and out of the way when you do not need it. It's also the first coach in the industry with three-point seat belts in the dinette. Your adventures are as endless as your imagination when you live in the moment in the new Itasca Viva!



RECOGNIZED QUALITY The RV Dealers Association bestows its annual Quality Circle Award based on dealer ratings to manufacturers that provide exceptional products, service and support. Only one manufacturer has received this award for seventeen consecutive years: Winnebago Industries®.

BEST IN CLASS

See how Winnebago Industries takes motorhome design and function to the next level, and why we've earned the right to be called the Most Recognized Name in Motorhomes.®



Click on this icon throughout the brochure to link to more information on the web.



The **Rearview Monitor System** with its color rearview camera increases your visibility and awareness of your surroundings as you travel.



The **Skylight** with its pleated shade gives you more control of the lighting and ambiance in the Viva!

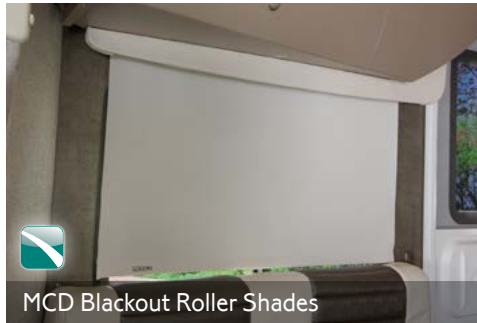


The **StudioLoft™** comes complete with an electric lift, privacy curtain, and ladder (23L), giving you more sleeping space and the ability to easily retract the bed when it's not in use.



The dinette bench seat in the Viva! is the first in the industry to come equipped with **3-Point Seat Belts**.

From the Ultraleather™ dinette and sofa/bed (23B) to the swivel cab seats and bench seats (23L), the Viva! lounge makes for the perfect place to host. Whether it's a shared meal, a lively game night, or a peaceful afternoon with a good book, the lounge offers the right space and may be converted from a dining room to additional sleeping quarters. With LED lighting and MCD blackout roller shades, you can control the amount of lighting and privacy you prefer.



MCD Blackout Roller Shades



23L Vapor with High-Gloss Marbella Cherry Cabinetry

From small family dinners to entertaining guests, the Viva! galley is ready for any occasion. Attractive features include a microwave oven, a two-burner range top with a glass cover, a refrigerator/freezer, and a cold water filtration system. The laminate countertop and flip-up countertop extension (23L) serve as prep space, while the decorative backsplash with indirect lighting gives the galley a polished look.



23L Galley



Two-Burner Range Top with Glass Cover



23L Flip-Up Countertop

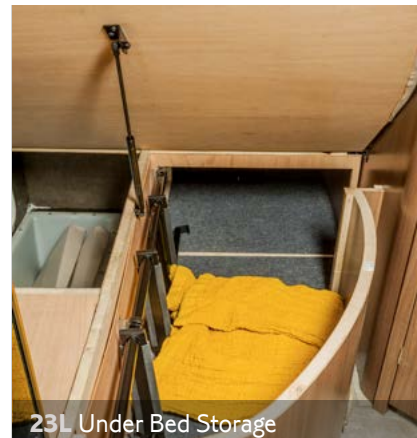


23L Rear Corner Bed



23L Bath

Between the StudioLoft™ bed (23B and 23L), a rear corner bed (23L), and the Flex Bed System (23B and 23L), the Viva! offers several comfortable sleeping options. The 23L bed features adjustable sections at the head of the bed—perfect for watching a movie—while the space below the bed provides additional storage.



23L Under Bed Storage



23L Flex Bed System



Dash

With its compact size and smooth ride, made possible by the new Ram ProMaster chassis, the Viva! turns long drives into comfortable road trips. From your spot in the swivel cab seats, you'll find everything is pleasantly within reach. Enjoy the radio that offers a GPS, a 5" touch-screen color monitor, Bluetooth™, SiriusXM™ with a complimentary one-year subscription, and much more. An available dash applique provides extra style and customization to your Viva!



Powered Mirrors



Swivel Cab Seats

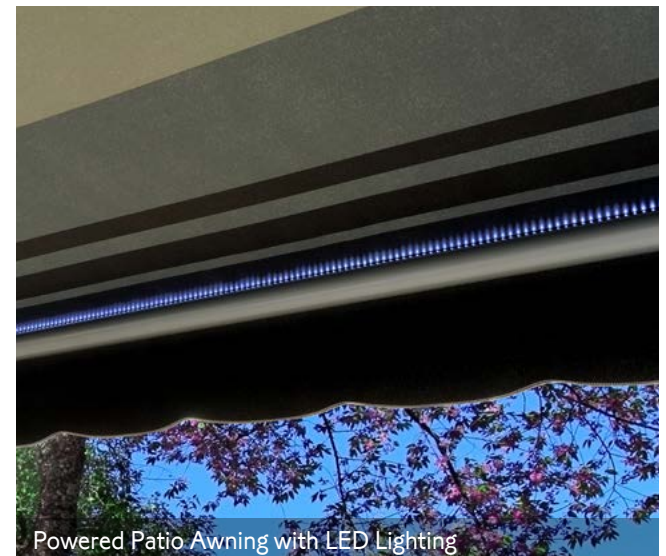
The Viva! makes it easy to spend as much time enjoying the exterior speaker system and powered awning with LED lighting — whether the sun or the stars are shining. Rotocast storage compartments give you plenty of space to bring all your gear. With its all-new Euro-body styling and premium high-gloss finish, the Viva! looks bold and beautiful.



Powered Patio Awning with LED Lighting



 23L Large Rear Storage Compartment



Powered Patio Awning with LED Lighting



Fiberglass Roof
The one-piece fiberglass roof is backed by a 10-year limited parts-and-labor roof skin warranty.

Rubber Can't Cut It
Rubber roofs used by competitors can streak and degrade over time.

Thermo-Panel® Sidewalls
By layering fiberglass and high-density block foam insulation with welded aluminum support structures, we create some of the industry's strongest, most durable and lightweight sidewalls.

Embedded Steel Metal substructures embedded into the sidewall provide solid attachment points to keep cabinets and appliances mounted securely in place.

Laser-Cut Tubing Precision laser cutters create precise joints in structural steel that are stronger and require less welding.



Interlocking Joints Specially engineered interlocking joints connect the floor, sidewalls, and roof where competitors often rely on simple screws to bear the weight.



Solid Framework Aluminum extruded in our own facility to our exacting standards creates an extremely strong and solid structural framework.

E-Coating An electrodeposition coating helps protect critical steel components.

**SUPER
STRUCTURE**

BUILT TO LAST

Every coach—from our smallest Class C to our largest diesel-pusher model—is built to Winnebago Industries'® legendary SuperStructure® construction standards. It's a process developed and refined over more than 50 years of building some of the strongest, most durable coaches in the industry.

TESTING Before rolling out of our factories, every coach undergoes an extensive 113-point inspection. Each coach also passes a high-pressure water test that simulates rain at a rate of 50-inches per hour to check for leaks. During the design process, our computer simulations, physical testing center, and rigorous test track ensure each model is built to last.



DETAILS At Winnebago Industries, we treat the features you can't see with the same care as the ones you can. Look in the access panels of some of our competitors' coaches and you'll see loose insulation and wires haphazardly strewn about. Winnebago Industries maintains a clean fit and finish throughout so your coach will last for the long haul.



BUILT IN-HOUSE We extrude our own aluminum. We rotocast our own plastic components. In fact, we manufacture most of our own parts so they are designed to fit the space, rather than fitting the space to an awkward off-the-shelf component size.



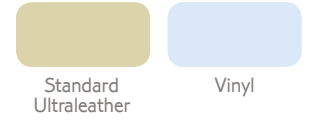
**SUPER
STRUCTURE**
BUILT TO LAST

Visit BetterBuiltRVs.com to gain real insight into what goes into a Winnebago Industries motorhome.

TAKE A TOUR We're proud of our processes, state-of-the-art facilities, and the people who make Winnebago Industries number one. We invite you to visit our complex in Forest City, Iowa, for a first-hand look at the dedication and technology behind every motorhome we build.

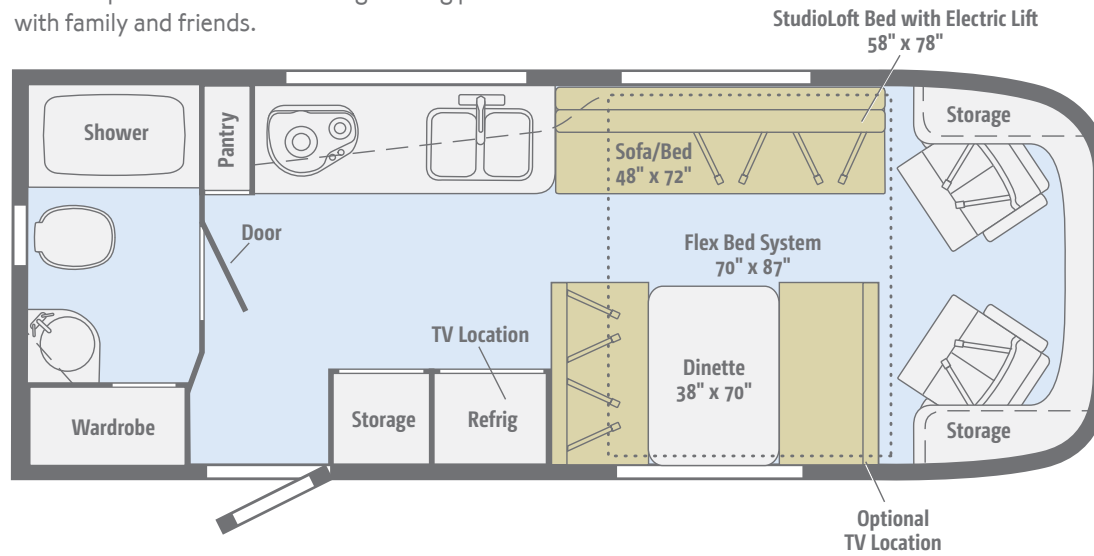


Dimensions shown are for sleeping space only and may vary due to styling differences. Dashed lines denote overhead storage areas. Floorplans and specifications are also available online at Goltasca.com.

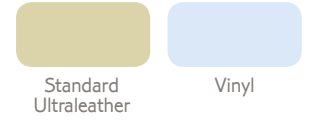


NEW 23B

With swivel cab seats, an Ultraleather™ sofa/bed and dinette, a mid-coach galley, and a rear bath, this floorplan offers a wonderful gathering place with family and friends.

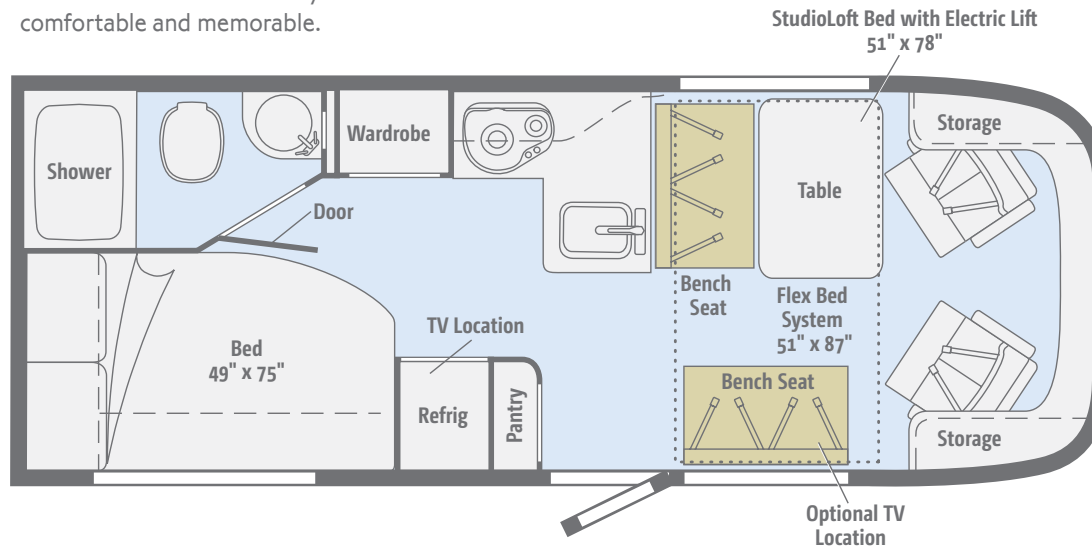


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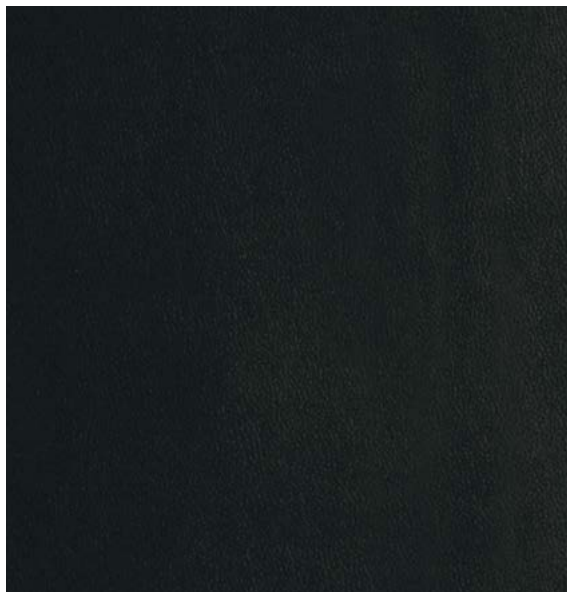
NEW 23L

Swivel cab seats, a mid-coach L-shaped galley, and a rear corner bed make your travels more comfortable and memorable.



Choose from five fabric collections and two wood finishes, each with Satin Nickel hardware.

Turbo



Ultraleather



Ultraleather
Insert



Accent



Laminated
Countertop



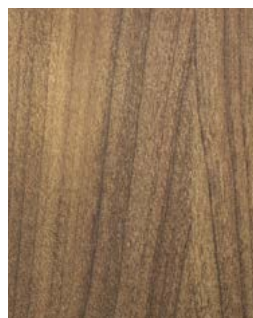
Wall Board



Vinyl



Aosta Cherry



High-Gloss
Marbella Cherry*

Choose from five fabric collections and two wood finishes, each with Satin Nickel hardware.

Victory



Ultraleather



Ultraleather
Insert



Accent



Laminate
Countertop



Wall Board



Vinyl



Aosta Cherry



High-Gloss
Marbella Cherry*

Winnebago Industries® reserves the right to change décor materials and specifications without notice or obligation.

**High-Gloss Marbella Cherry on cabinet door and drawer fronts*

Choose from five fabric collections and two wood finishes, each with Satin Nickel hardware.

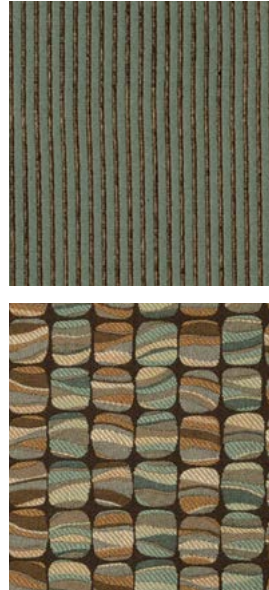
Pursuit



Ultraleather



Ultraleather
Insert



Accent



Laminate
Countertop



Wall Board



Vinyl



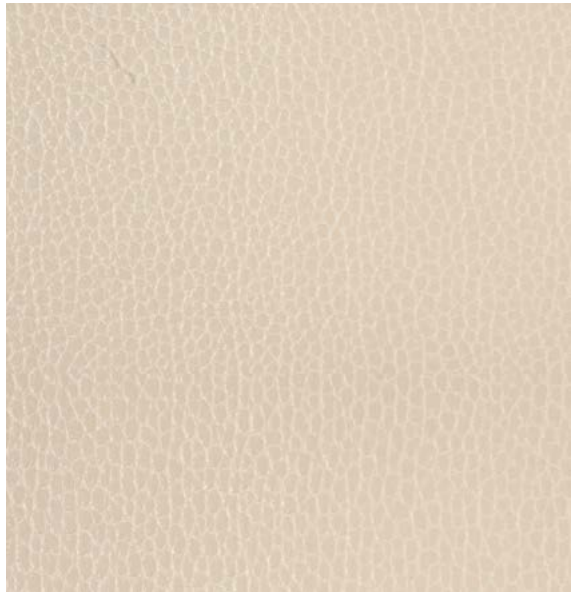
Aosta Cherry



High-Gloss
Marbella Cherry*

Choose from five fabric collections and two wood finishes, each with Satin Nickel hardware.

Vapor



Ultraleather



Ultraleather
Insert



Accent



Laminate
Countertop



Wall Board



Vinyl



Aosta Cherry



High-Gloss
Marbella Cherry*

Choose from five fabric collections and two wood finishes, each with Satin Nickel hardware.

Vapor with Fabric



Fabric



Fabric
Insert



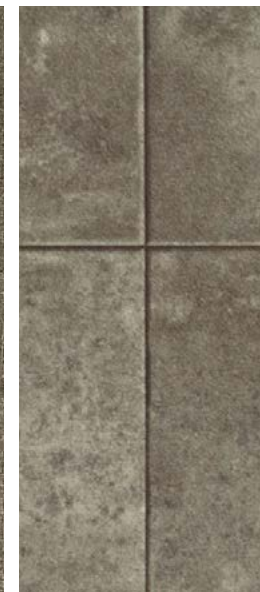
Accent



Laminate
Countertop



Wall Board



Vinyl



Aosta Cherry



High-Gloss
Marbella Cherry*

The Viva! comes standard with a premier high-gloss deluxe graphics package.



DELUXE GRAPHICS PACKAGE

Weights & Measures

| | 23B | 23L |
|--|------------|------------|
| Length | 24' | 24' |
| Exterior Height¹ | 10'1" | 10'1" |
| Exterior Width | 7'6.5" | 7'6.5" |
| Exterior Storage² (cu. ft.) | 15.8 | 35 |
| Awning Length | 15' | 15' |
| Interior Height | 6'7" | 6'7" |
| Interior Width | 7'3" | 7'3" |
| Freshwater Tank Capacity³ (gal.) | 27 | 26 |
| Water Heater Capacity (gal.) | Continuous | Continuous |
| Holding Tank Capacity - Black/Gray³ (gal.) | 40/32 | 32/40 |
| LP Capacity⁴ (gal.) | 13 | 13 |
| Fuel Capacity (gal.) | 24 | 24 |
| GCWR⁵ (lbs.) | 11,500 | 11,500 |
| GVWR (lbs.) | 9,350 | 9,350 |
| GAWR - Front (lbs.) | 4,630 | 4,630 |
| GAWR - Rear (lbs.) | 5,291 | 5,291 |
| Wheelbase | 159" | 159" |

Cab Conveniences

- Cab seats** armrests, adjustable lumbar support, adjustable seat height, and multi-adjustable swivel/slide/recline
 - Radio** 5" LCD touch screen color monitor w/GPS, SiriusXM™ (one year complimentary subscription included), iPod®/MP3 input, and Bluetooth™
 - Rearview Monitor System** w/color camera
 - Airbags** driver and front passenger, side curtain, and seat-mounted side pelvic-thorax
 - 3-point seat belts**
 - Cruise control**
 - Power steering w/adjustable wheel**
 - 12-volt powerpoints**
 - Power door locks**
 - Sunvisors**
 - Power exterior mirrors w/defrost/turn signal**
 - Cab window privacy panels**
 - Powered windows**
- Optional Equipment*
Dash appliqué

Interior

- 22" HDTV (23L)** (mid-coach)
 - 26" HDTV (23B)** (mid-coach)
 - Coach Stereo System** AM/FM, CD/DVD player, Bluetooth, front input jack, and alarm clock
 - LED lights**
 - Satellite system ready**
 - Skylight w/shade**
 - MCD blackout roller shades**
 - Tinted windows**
 - Amplified digital HDTV antenna**
 - Systems monitor panel**
 - Powered roof vent** (galley, bath)
 - StudioLoft™ w/electric lift, privacy curtain**
 - Vinyl ceiling**
 - Ladder w/StudioLoft (23L)**
- Optional Equipment*
19" HDTV (front)

Ram ProMaster Chassis

280-hp. 3.6L V6 gas engine, 6-speed automatic 62TE transmission, 220-amp. alternator

Trailer Hitch⁵ 2,000-lb. drawbar/200-lb. maximum vertical tongue weight and wiring w/4-pin connector

Stylized aluminum wheels



Ram ProMaster Chassis

Galley

- Laminate countertops**
- Flip-up countertop extension (23L)**
- Single-door refrigerator/freezer**
- 2-burner range top w/glass cover**
- Microwave oven**
- Decorative backsplash w/indirect lighting**
- Cold water filtration system**
- Stainless steel sink w/glass cover, dish pan, cutting board, drain pan, and silverware rack (23L)**
- Double stainless steel sink w/sink covers (23B)**

Bathroom

- Skylight**
- Flexible showerhead**
- Retractable, self-cleaning shower screen shower door**
- Water pump switch**

Bedroom

Foam mattress w/cover, adjustable headrest, headboard, and storage below bed (23L)

Exterior

Powered patio awning w/LED lighting

Porch light w/interior switch

Automatic entrance door steps

Premium high-gloss skin

Front and rear mud flaps

Rotocast storage compartments

Exterior speaker system

Heating & Cooling System

13,500 BTU roof-mount, high-efficiency A/C w/heat strip

20,000 BTU low-profile, ducted furnace

Electrical System

Exterior AC duplex receptacle and TV jack

2,800-watt Cummins® Onan® gas generator

AC/DC load center, 45-amp. converter/charger

Power Cord Compartment 30-amp. power cord, cable TV input, portable satellite dish hookup

Coach battery disconnect system

Automatic dual-battery charge control

Auxiliary start circuit

Deep-cycle, Group 31 AGM battery

Plumbing System

Service Center pressurized city water hookup, exterior wash station w/pump switch

Water tank fill w/lockable door

10' sewer hose

Tankless water heater

TrueLevel™ holding-tank monitoring system

Winterization Package water heater bypass and siphon tube

Permanent-mount LP tank w/gauge

On-demand water pump

Optional Equipment

Heated drainage system

Safety

3-point dinette seat belts (2) with child seat tether anchors (2)

LP, smoke, and carbon monoxide detectors

10 BC fire extinguisher

Ground fault interrupter

Daytime running lamps

Warranty⁶

12-month/15,000-mile basic limited warranty⁷

36-month/36,000-mile limited warranty on structure⁷

10-year limited parts-and-labor warranty on roof skin⁷

- 1 The height of each model is measured to the top of the tallest standard feature and is based on the curb weight of a typically equipped unit. The actual height of your vehicle may vary by several inches depending on chassis or equipment variations. Please contact your dealer for further information.
- 2 The load capacity of your motorhome is designated by weight, not by volume, so you cannot necessarily use all available space when loading your motorhome.
- 3 Capacities are based on measurements prior to tank installation. Slight capacity variations can result due to installation applications.
- 4 Capacities shown are tank manufacturer's listed water capacity (W.C.). Actual filled LP capacity is 80% of listing due to overfilling prevention device on tank.
- 5 Actual towing capacity is dependent on your particular loading and towing circumstances which includes the GVWR, GAWR, and GCWR, as well as adequate trailer brakes. Please refer to the Operator's Manual of your vehicle for further towing information.
- 6 See separate chassis warranty.
- 7 See your dealer for complete warranty information.

Winnebago Industries® continuing program of product improvement makes specifications, equipment, model availability, and prices subject to change without notice. Published content reflects the most current product information at time of printing. Please consult your dealer for individual vehicle features and specifications.

GOITASCA.COM
HAS ALL THE ANSWERS



Visit **GoItasca.com** on your computer, smartphone or tablet for the latest product information and updates.

COMMITTED TO SERVICE

 **PREFERRED CARE PROGRAM**

We back our motorhomes with best-in-class support both before and after the sale:

- 12-month/15,000-mile basic limited warranty
- 36-month/36,000-mile limited warranty on structure
- 10-year limited parts-and-labor warranty on roof skin
- Complimentary 24-hour roadside assistance program



TRIPSaver
FAST TRACK PARTS

- TripSaver® Fast Track Parts guarantees that in-stock warranty parts ship directly to your dealer within 24 hours
- National dealer service network

 **Premium ROADSIDE ASSISTANCE**



WIT CLUB

JOIN THE CLUB, JOIN THE FUN

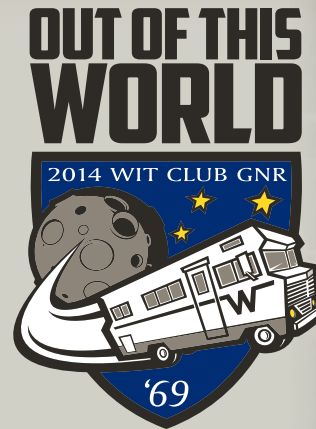
As an Itasca motorhome owner, you are invited to join the WIT Club. It's a great way to take full advantage of your new coach and meet fun-loving WIT Club members from across the country who make motorhome adventures a way of life.



Members enjoy:

- Caravans and rallies
- Newsletters
- Local and state group activities
- RV travel benefits

See more at **WITclub.com**



GRAND NATIONAL RALLY

In 1969, two things happened: Neil Armstrong took mankind's first steps on the moon, and Winnebago Industries' WIT Club launched its first Grand National Rally in Forest City, Iowa. Every year since then, thousands of rally-goers connect with old friends to enjoy concerts, tours, activities, and more. Blast off for an adventurous week in July to celebrate 45 years of interstate land roving at the 2014 "Out of This World" Grand National Rally. It's a mission you'll never forget!