

Pleasure-Way

30th Anniversary

1986-2016





Pleasure-Way Industries Ltd. is once again very proud to be the recipient of the RVDA Quality Circle Award for 2014. Pleasure-Way received marks well above the motorized industry average a fifth consecutive year.

I believe this prestigious award speaks volumes for us as a company. We are proud to be regarded so highly in our field. This award reinforces our core company values of hard work, superior quality, excellence in manufacturing and top-notch customer service. Without the commitment of our valuable and skilled employees, who really are the cornerstone of our company, we wouldn't be able to achieve our goals of producing only the highest quality motorhomes.

Dean Rumpel
Dean Rumpel

Pleasure-Way

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Company Profile

My name is Dean Rumpel and I am CEO of Pleasure-Way Industries Ltd. I have been involved with the company and have worked my way up through the ranks since Pleasure-Way first began. My family has been invested in the RV industry and lifestyle since 1968 when my father, Merv Rumpel opened his own RV dealership. In 1986 he decided that he could build a better, higher quality camper van than what he was seeing in the market and Pleasure-Way Industries was born. The idea of building a camper van was not new but his vision of a luxury product with innovative features and superior quality lead to the company's humble beginnings.

The cornerstone of Pleasure-Way Industries Ltd. was built upon my father's old-fashioned work ethic, pride in craftsmanship and a "customer comes first" approach to business. We are proud to follow these principles today. Even now, in our 30th anniversary year, we do not mass produce our motorhomes on assembly lines as each motorhome is hand-crafted and custom-fitted to exacting standards and quality inspections. At Pleasure-Way, we know that quality takes time.

It is not a race for us to see who can build the most in the least time, or being able to make the marketing claim of # 1. Rather, we strive to build the perfect coach for our customers and assure them that

they made the right decision. As a result of our process, time and quality we have one of the lowest warranty claim rates in the entire RV industry. We are proud of each and every one of the motorhomes we have built and we continue to stand behind our work.

Over thirty percent of our employees have been with us for ten years or more, some have been with us over 20 years and some have even been with us since the beginning. They all take great pride in what they do and the role they play in making our motorhomes unsurpassed in the industry. Their dedication and commitment to quality is evident in every detail in our coaches and in our incomparable customer service.

I am proud to say that Pleasure-Way is still a family owned and operated company with three generations involved in the production of our motorhomes. You won't find voice mail here; whether you are a current or potential customer, if you have a question we will find the right person for you to talk to and you may even find yourself talking with me!

Dean Rumpel

Dean Rumpel

See the Difference Quality Makes

Standard Feature: Ultraleather®

Ultraleather's innovative strengthening technology makes this luxurious supple fabric exceptionally durable and stain resistant. Ultraleather® was engineered to meet the growing demand for environmental responsibility. However, it also offers the following advantages:

- exceeds heavy-duty industry abrasion standards by 13 times
- scratch, nick and blemish resistant
- stays cooler than genuine leather in warm climates
- void of plasticizers, heavy metal, formaldehyde, and pyroxylin
- cleans effortlessly with soap and water
- pet hair doesn't penetrate and weave in like regular fabric.



polishing to achieve the beautifully deep and rich seamless solid surface look that conforms to our exacting standards. This is an extremely labour intensive process. On average, we spend a total of sixteen hours hand-sanding and polishing the Corian® surfaces in our motorhomes.

Standard Feature: Multiplex Wiring

In all current models, Pleasure-Way uses multiplex wiring. This wiring system provides power to a common distribution center which is controlled by centralized switch panels that connect to the control center via cat5 network wiring. Multiplex wiring reduces the number of individual switches and combines them into three contemporary switch panels to control multiple functions of the coach. For example, when you enter the coach you are able to turn on all the lights at once with a master light switch. You may also dim the interior lights by pressing and holding the switch to your desired lighting level.

Standard Feature: The Beauty of Dupont Corian®

Dupont Corian® has a rich, sleek look, much like granite and quartz, but has a number of advantages over these very heavy surfaces. Dupont Corian® is easy to clean, hygienic and extremely stain resistant because it is nonporous so bacteria and stains do not penetrate its surface. Dupont Corian® is hand-crafted and assembled in our on-site mill shop. After the initial shape has been cut on our CNC Router, the lengthy process of transforming the Corian® into counter tops, back splashes and shower surrounds begins. Each individual piece of Corian® is hand-sanded three different times with varying degrees of grit sandpaper. This process is followed by two intense sessions of hand



Multiplex wiring reduces about 40 percent of the 12 volt wiring harness. In the case of the Plateau XL, over 500 feet of wire and hundreds of individual wiring connections have been eliminated.

Standard Feature: LED Lighting

At Pleasure-Way, we predominantly use recessed LED lighting technology throughout our motorhomes. Not only do LED lights save on battery life, but they do not produce heat like regular incandescent or halogen lights. LED lights are cool to the touch, energy efficient and provide a clean and stylish appearance. Going the extra mile, Pleasure-Way takes the additional time to recess and enclose the wiring harness for the LED lights in the rear upper cabinetry. This provides a clean interior cabinet and maximizes available space.



Standard Feature: Blum® and Hafele® Hardware

Like many luxury homes, Pleasure-Way uses Blum® European cabinet hinges and Hafele® door stays. Blum® European hidden hinges provide a clean, contemporary exterior appearance and superior quality backed by a lifetime warranty. Hafele® adjustable door stays gives you precise control of the cabinet door opening. You can adjust the door stay to allow the cabinet door to stay open at any degree of opening and ensure your door will never fall when you least expect it. Other examples of our commitment to quality are the use of metal full extension ball bearing drawer glides, Baltic Birch seven ply plywood drawer boxes and positive catch cupboard and drawer latches.



Standard Feature: The Science of Sleeping

Pleasure-Way takes a three-tiered approach to ensure your good night's sleep. We combine a base layer of medium density foam topped with a minimum three inches of visco-elastic memory foam, which is further topped with Dacron helping insulate the foam resulting in a cooler bed and smoother Ultraleather® finish. Visco-elastic memory foam conforms to your individual curves to relieve pressure points. Imagine being completely supported and embraced as you sleep. Rather than sleeping on your side and feeling pressure on your shoulders, hips and knees, imagine being comfortably supported on a perfect surface that supports and conforms to all parts of your body. Pressure points are eliminated as they become evenly distributed across your side. You spend a third of your life sleeping, so don't settle for anything less than the best quality sleep.



Standard Feature: Digital Thermostat

The new digital thermostat allows for more contemporary control of both the air conditioner and the new next generation Atwood furnace.



Standard Feature: Winegard Rayzar Digital TV Antenna

The Rayzar Automatic is Winegard's next generation in digital and HD broadcast TV antennas. This fully automatic enhanced dual band antenna features state-of-the-art technology to provide the most user friendly and comprehensive free HDTV viewing experience on the market. No manual aiming or cranking, fully automatic and simple operation.



Standard Feature: USB Ports

Two duplex USB ports strategically located within the coach allow for convenient charging of up to four devices.



Standard Feature: MCD Roller Blinds

Easy up, easy down, night roller blinds for when you want your privacy. With the simplicity of MCD roller blinds Pleasure-Way adds even more freedom to the line up. The tinted windows provide a level of privacy on their own, but when complete privacy is desired, simply pull down the blinds.

Standard Feature: Eco-Ion Lithium Batteries

Every 2016 Pleasure-Way come equipped standard with two 100 amp hour lithium iron phosphate (LiFePO4) coach batteries. The Eco-Ion batteries are:

Maintenance Free

- No need to check fluid levels

Cost Effective

- Will last up to 10X longer than AGM batteries saving you thousands in future replacement costs

Superior Capacity

- 200 amp hours of lithium batteries is comparable to 400 amp hours of AGM battery

Faster Charging

- Can charge in only a few hours

Earth Friendly

- Contains no lead or acid making it better and safer for the you and the environment

Long Life

- Eco-Ion batteries have 2000-3000 life cycles. If you lived in your coach 100 days per year and cycled the batteries every day it would take twenty years to reach 2000 cycles



Standard Feature: Tankless on Demand Water Heater

Tankless on demand water heater provides a supply of hot water, on demand, for as long as you have a fresh water supply. No longer do you have to wait for water to heat up in a traditional six gallon water heater.



Optional Feature: Go Power Solar

Due to the increased demand for off-grid camping, Pleasure-Way has introduced a solar package from GoPower! by Carmanah as an option on all models. A roof mounted collector panel and integrated charging system allow for external use of 12VDC systems when not plugged in to shore power or running the generator. The solar system constantly provides power to the coach battery which maximizes coach battery use and overall battery health and vitality.

Choose between three solar packages:

- 95 watt (5 amp) Go Power Solar package
- 190 watt (10 amp) Go Power Solar Package
- 285 watt (15 amp) Go Power Solar Package

Go Power Digital Solar Controller (standard with solar package)
Go Power digital solar controller lets you view the:

- State of charge of your coach batteries by percentage
- Amperage going into the batteries while charging
- Voltage of your batteries

And will turn the charging off when your batteries are fully charged.



Optional Feature: Exterior Painted Plastic Moldings

Painted front and rear bumpers and side moldings certainly add to Pleasure-Way's clean automotive styling. Available on all 2016 models.



Optional Feature: Phantom Screen Door

A Phantom screen door is available on the Plateau TS & FL. The Phantom aluminum framed retractable screen door allows fresh air in and keeps insects out. The screen door features a positive latching system and retracts out of the way when not in use.



Construction

THE OPPOSITE OF MASS PRODUCTION

You will not find an assembly line at Pleasure-Way Industries Ltd. We do not use this popular and time-saving method of manufacturing. We refuse to sacrifice fit, finish, quality and safety for time and cost savings.

At Pleasure-Way Industries, we give each motorhome we build the meticulous care and attention it deserves. On average, it takes six weeks and over four hundred man hours to finish just one Pleasure-Way motorhome! Pleasure-Way's unique construction process strays very far away from most recreational vehicles manufacturers that mass produce thousands of coaches in a fraction of the time.

The construction of Pleasure-Way motorhomes involves measuring, constructing and hand-fitting custom made parts onto each individual chassis. Why you ask? The answer is simple. Even though all chassis of a particular make and model, such as Ford, Mercedes or Chevrolet, appear to be identical to each other, there can be slight tolerance differences in the body by up to a quarter of an inch! This can greatly affect the fit and finish of each individual component of the motorhome. That is why at Pleasure-Way we hand fit and trim each individual part, from running boards to wall partitions, to perfectly fit each particular coach. Once the specific piece has been custom fit, it will be serialized with that particular coach's chassis vehicle identification number and it will be installed later in the production process to that exact unit.

The first phase of the construction of a Pleasure-Way motorhome begins in the welding/metal fabrication department. Here, the skilled team of fabricators precisely weld tubular steel to create the floors, roofs and side walls of the motorhome. The level of steel fabrication varies depending on the chassis and the coach design. From reinforcing cut-outs on the Mercedes-Benz uni-body chassis to the complete steel-framed super body of the Plateau XL, the time spent in this first phase of construction exceeds fifty hours per motorhome. As a comparison, an average class C motorhome that is mass produced is completely assembled and ready to paint in 2.5 days.

Once the welding process has been completed, the fibreglass department takes over and hand fits each customized piece of fibreglass to its specific coach. Each fibreglass component is formed into a mold, which first is sprayed with a paintable gel coat, and then a mixture of resin and fibreglass is sprayed into the mold to the precise thickness required for the strength and structural





integrity of that piece. After the fiberglass has been sprayed into the mold, a trained team will methodically hand roll the entire part to ensure that there are no air pockets and the fiberglass is uniform throughout the part. This time-consuming process further ensures that each component meets or exceeds our high quality standards.

Bonding fiberglass to either steel or fiberglass components is regarded as a superior technique relative to other forms of fastening. Fiberglass is bonded to steel using a product called Sika Flex. This special adhesive ensures a higher standard of structural strength and allows fiberglass components, such as our one-piece molded Plateau XL roof, to be attached to the body without having to use multiple fasteners. By eliminating the process of screwing exterior parts to the chassis, Pleasure-Way has eliminated potential entry points for water leaks that typically plague the recreational vehicle industry.



Another distinguishing feature you will find in Pleasure-Way Industries Ltd.'s production process is our use of Glasurit automotive paint on all of our surfaces. Glasurit is commonly found on such famous automotive brands as Rolls Royce, Bentley and Mercedes-Benz. This product is far superior to the more common and far more economical gelcoat finishes typically found throughout the recreational vehicle industry. Therefore, at Pleasure-Way, every part, such as the fiberglass running boards, must be sanded by hand to ensure the proper paint procedures are being met to produce that perfect paint finish you expect to see on a luxury vehicle. Each piece is sanded, primed, painted and finally clear coated by hand to achieve this high-end, luxurious result. Even what are commonly considered to be the less consequential parts of a motorhome, such as exterior vents and hatches, are all painted to match the exterior of our coaches.

[Attention to detail and our commitment to quality and safety](#) (as well as our refusal to compromise quality for cost and time savings) set Pleasure-Way Motorhomes above the rest. [We refuse to settle for less than the best so why should you?](#)





A Touch of Class

Pleasure-Way

Custom Cabinetry

Beautiful, hand-crafted cabinetry is one of our hallmarks at Pleasure-Way Industries Ltd. We create our custom cabinetry in our on-site mill shop. Here, our skilled crafts people transform raw hard wood maple into exquisite moldings and stunning stile and rail maple doors. Our mill shop team place raw maple planks through a rip saw to create the individual strips of maple in the exact widths that are required to make our solid maple doors. After the maple has been ripped, it is placed through a moulder which shapes the maple to the appropriate thickness and profile and then we cut them to the exact

measurement required for each individual motorhome. The maple strips are then run through a shaper to create the mortise and tenon joints. The strips are then glued together by hand forming the door and clamped until they have dried. Once the maple door has dried and passed our quality control, it is placed through a door sander to ensure its correct thickness. It is then ready for the final finishing stage, in which the maple cabinet door is hand-sanded, hand-stained and lacquered. Each door receives three coats of stain and two coats of lacquer. All of our high quality

stains and lacquers are water-based, which is better for the environment, as well as being safer for our employees and consumers.

Our exquisite, hand-crafted cabinetry is very labour intensive to create. On average, it takes over twenty-two hours to finish just one set of cabinet doors for each and every coach we produce.



“ Beautiful, hand-crafted cabinetry is one of our hallmarks at Pleasure-Way Industries Ltd. ”





Created not
Manufactured



The Art of

Stall Installation

Most recreational vehicles are built on assembly lines, with the interiors and cabinetry being stapled together in a menagerie of paneling and wooden sticks. The walls and roof are typically installed last. Many of these recreational vehicles feature a meagre twelve-month warranty.

At Pleasure-Way, we are proud to say that we build our motorhomes to last and our manufacturing process reflects this. We cannot imagine using a process that employs staples as a way to adhere surfaces and cabinetry. Wall partitions, end gables and upper cabinets are all screwed together and fastened with steel angle brackets for superior strength and quality. Cabinets are anchored into the coach sub-floor and wall blocking that is adhered to the inside wall to ensure their strength. This extra step adds stability to the cabinetry and it also helps to ensure a more peaceful, rattle-free ride!

The Apprenticeship

Pleasure-Way motorhomes are not built on an assembly line; rather they are built in stalls. Crafting our interiors is a dedicated labor process. To become a Pleasure-Way cabinet installer requires a specific skill set, patience and time. A new installer enters into our cabinet apprenticeship program, for the first six months they will work with a senior master installer where they will learn to hand-fit, measure and template the individual pieces into the interior masterpiece you see. They will learn our specific and detailed process of cabinet installation for one and only one specific model. Once an apprentice has progressed through the program they will then be on their own crafting that single model for several years refining and mastering their craft before moving onto a different model. As a result, our custom cabinets precisely hug the interior walls of our motorhomes due to our meticulous hand-fitting and measuring process.



Pleasure-Way

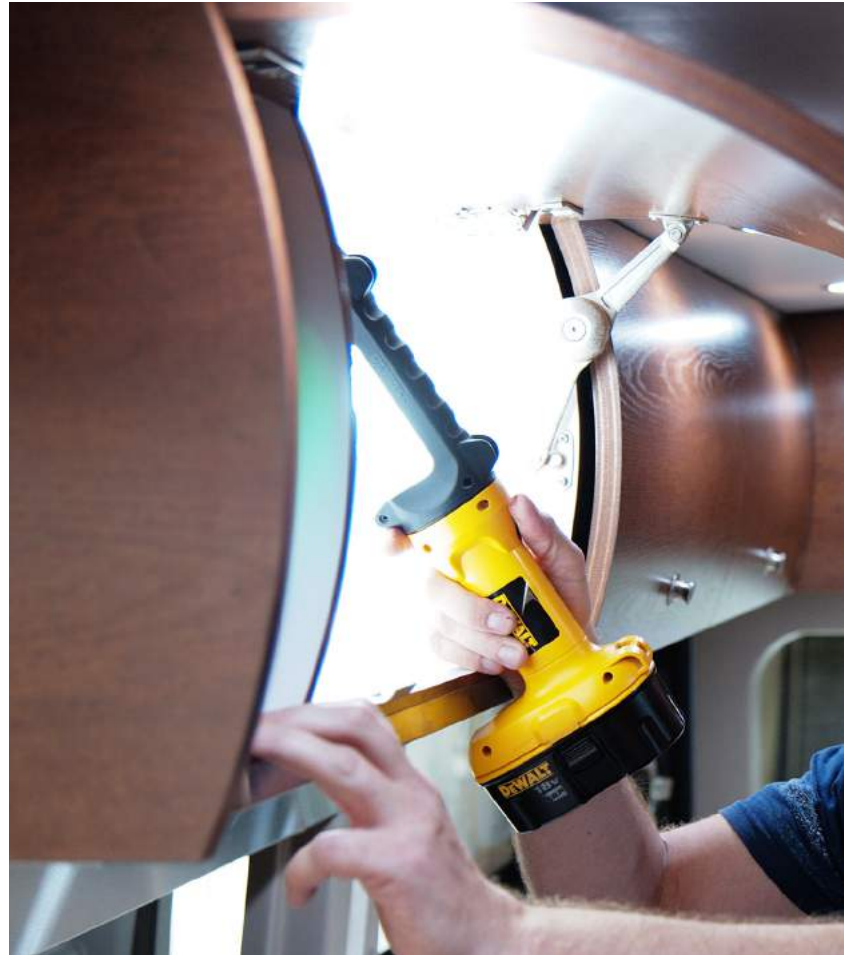
Quality Control



Pleasure-Way Industries Ltd. has a very complex system of checks and balances, which serves to promote the highest level of quality control. Every craftsman who has worked on any part of the construction of the motorhome signs off on a detailed work sheet confirming the work they have performed. Our quality control team audits every single coach we produce and every craftsman's work on that motorhome must meet our rigorous standards and testing. In the event that a deviance is found, the appropriate team member is called upon to correct the issue then sign off again to confirm that the matter has been resolved. This meticulous process holds all team members accountable for their work and allows us to quickly adapt to product changes or design improvements. Our most rigorous and arduous quality control system comes from our craftspeople themselves who take so much pride in their work that nothing but their best will do; that is how dedicated they are in creating the best motorhome possible!

The final stage of the quality control audit is a test drive. We do this to ensure that we are happy with the handling and ride of each coach. Once this is completed, we deliver each coach to the respective dealership via a flatbed transport truck. This ensures the delivery of the coach arrives in the premium condition you would expect and allows you to be the one to personally "break in" the chassis of the motorhome, rather than a third party delivery driver.

Pleasure-Way Industries Ltd. is so confident in the motorhomes we design and construct that we back them by the Pleasure-Way Freedom Five-Year limited coach warranty.



“With Pleasure-Way's Five-Year Warranty you can rest easy are protected for the next



Seal Tech Water Leak Detection

As part of our complex testing regime, every coach is "seal tech" tested. We test the coach for water leaks by installing the seal tech machine. This machine pressurizes the inside of the motorhome forcing air to expand outward. Once this is in place, we spray a combination of water and soap over the entire exterior of the coach. If there are any water leaks, they are easily identified by large soap bubbles forming on the exterior of the coach. This critical procedure is part of the backbone of our quality control process.



-Year Freedom
y knowing you
xt five years."



Plateau XL

Features

AT A GLANCE

- Ultraleather® fabric
- Multiplex wiring c/w dimmable LED lighting
- Spyder digital tank, LP and battery monitoring system
- Custom milled maple cabinet doors
- Power sofa/daybed
- Murphy bed 60" X 74"
- Fantastic vent fan
- 6 foot 8 inch interior standing height
- 13' power awning
- 16,000 BTU LP furnace
- 11,000 BTU roof air conditioner
- Tankless water heater
- 6.7 cubic foot 3-way fridge
- Convection microwave
- Corian® countertops and backsplash
- Stainless steel sinks with single lever faucets
- 2 X 100Ah Eco-Ion Lithium coach batteries
- MCD roller shades
- USB charging ports
- Painted front bumper & side molding
- Flush mount two burner stove with glass cover





Quality and craftsmanship you can rely on.

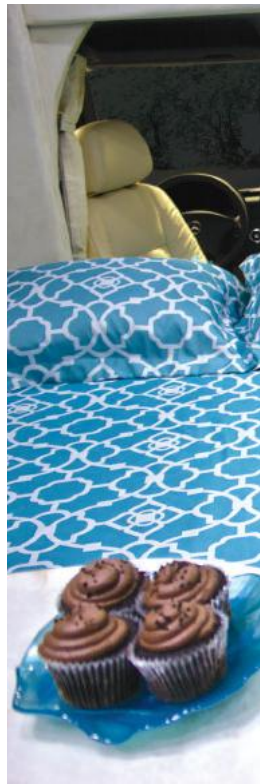


170 inch wheel base

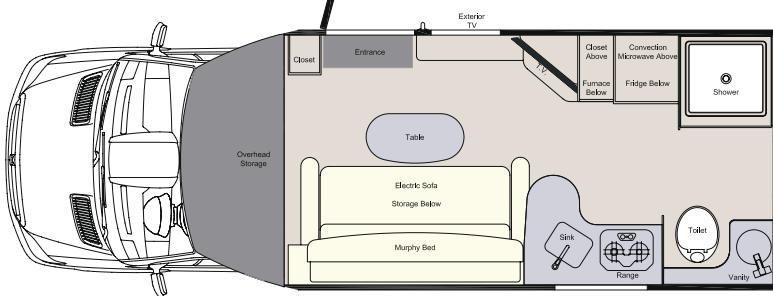
Pleasure-Way
Finishing Options
Finish your RV to suit your individual needs and desires.

“ I'll just say our van is everything we had hoped it would be. Convenient and easy to drive and park. Dependable, really just needs routine maintenance. Fun! Folks always stop and ask us about it. ”

Ron N



Plateau XL



- Ultraleather® Fabric
- Linoleum
- Carpet

Plateau XL

More Features

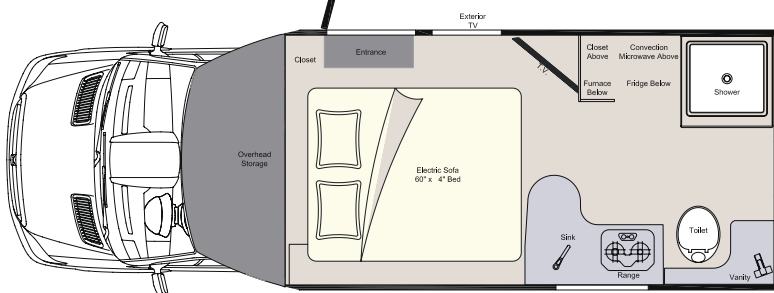
AT A GLANCE

- Walk-in shower with Corian® walls and glass door
- Shower skylight
- Residential style china bowl toilet
- Corian® vanity and back splash
- Winegard Rayzar automatic digital TV antenna
- 32" LED LCD TV and Blu-Ray Player
- LP BBQ tee
- 2.5 KW LP generator
- Welded steel cabin superstructure
- Moulded one piece fiberglass roof, sides, front and rear cap
- Power side entry step
- Two exterior storage compartments
- Driver and passenger swivel seats
- Driver and passenger Ultraleather®
- In-dash Navigation, Bluetooth, AM/FM, and USB
- Dash AC, cruise control and keyless remote entry
- Power windows, door locks and side mirrors
- 18 U.S. gallon LP tank
- 170" wheelbase Mercedes-Benz cab chassis
- 3.0L V6 turbo diesel
- 5 speed automatic transmission
- Hitch and wiring and 5,000 lb tow capacity
- Rear view backup camera



Coach Options

- Alcoa aluminum wheels
- 95W, 190W or 285W solar charging system
- Exterior entertainment system



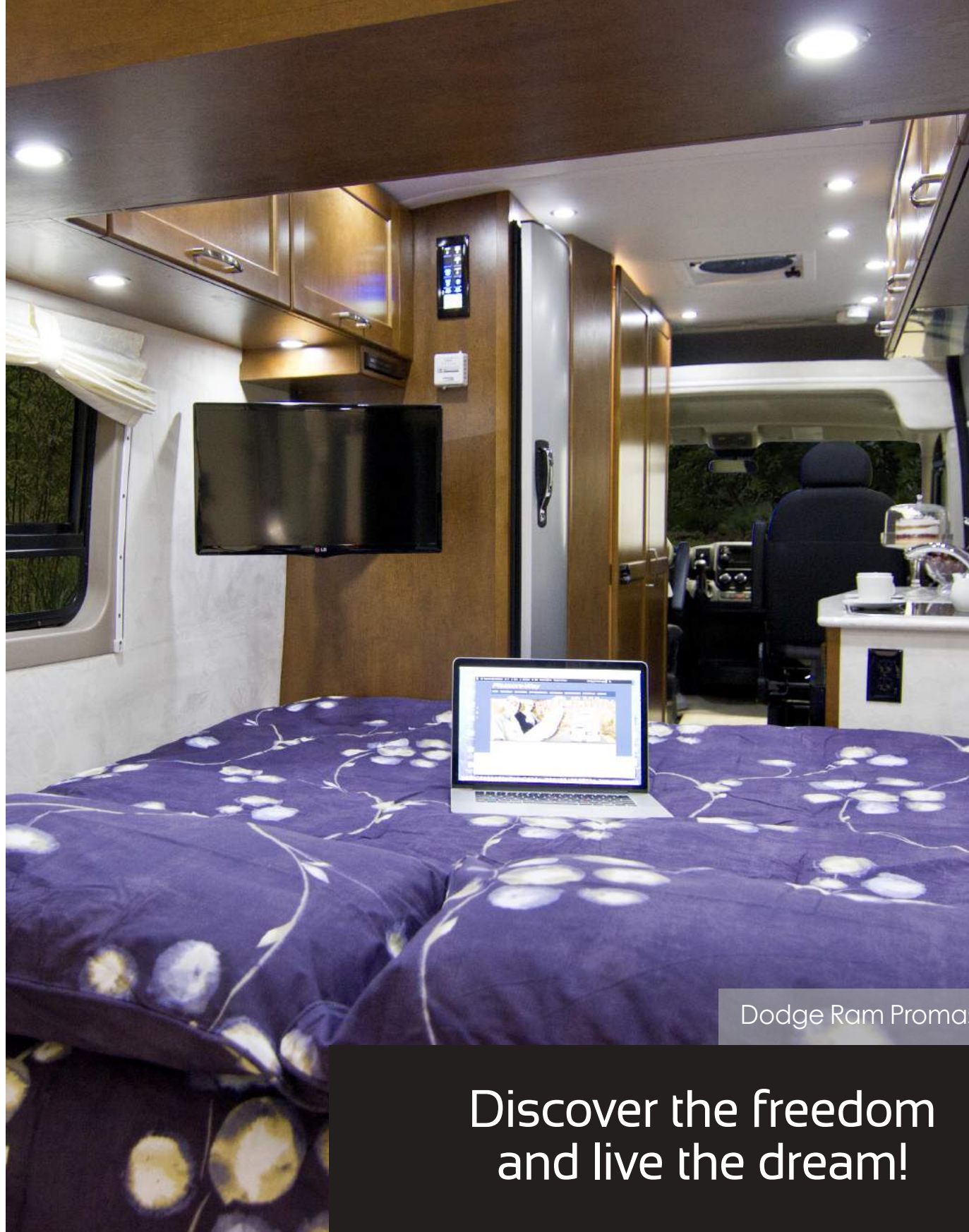
Lexor - TS

Features

AT A GLANCE

- Dometic 3-way 5 cubic ft. fridge
- 11,000 BTU roof air conditioner
- 11 ft. power awning
- Multiplex wiring c/w dimmable LED lighting
- Power Sofa c/w memory foam and Ultraleather®
- 2 burner LP flush mount stove
- Convection microwave
- Corian® countertops
- Stainless steel sinks
- 16,000 BTU LP furnace
- Fantastic vent fan
- Tankless water heater
- Color coded plumbing lines
- 2 X 100Ah Eco-lon Lithium coach batteries
- MCD roller shades
- USB charging ports
- Winegard Rayzar automatic TV antenna
- Rear view backup camera
- 6 ft. 3 in. interior standing height





Dodge Ram Promaster

Discover the freedom and live the dream!

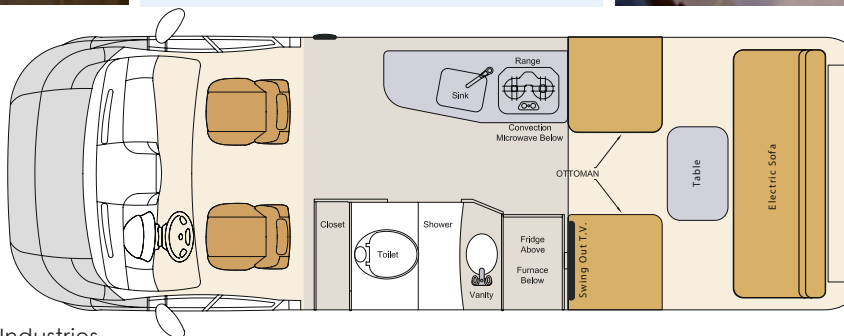


159 inch wheel base

Pleasure-Way
Finishing Options
Finish your RV to suit your individual needs and desires.



Great things
come in
small
packages.



- Ultraleather® Fabric
- Linoleum
- Carpet



Lexor - TS

More Features

AT A GLANCE

- Custom milled solid maple doors
- Queen size 76" X 73" bed
- 24" LED, LCD TV and Blu-Ray Player
- Private enclosed bathroom with shower, sink and vanity
- Thetford china bowl toilet
- Solar panel
- Exterior utility shower
- LP BBQ tee connection
- Onan 2.8 KW gas generator
- In-dash Navigation
- Dodge Ram Promaster 159" wheelbase
- 3.6 liter V6 Pentastar
- Front wheel drive, 6 speed transmission
- Chassis AC, cruise control and keyless remote entry
- Power windows, door locks and side mirrors

Coach Options

- Radius cabinet package
- 95W, 190W or 285W solar charging system
- Painted bumper & exterior moldings



With Pleasure-Way's Five Year Freedom Warranty you can rest easy knowing you are protected for the next five years. Enjoy the freedom, security and reliability you deserve for a long time to come.

Plateau TS

Features

AT A GLANCE

- Large kitchen, serving area to passenger side door
- Corian® countertop
- Corian® flip up counter extension
- Power sofa c/w memory foam
- Two-stage sliding door
- 13 ft. power awning
- Large 6 cubic foot 3-way fridge/freezer
- Convection microwave
- 16,000 BTU furnace
- Ultra-leather® upholstery
- Excellent fuel economy
- Full body paint
- Exterior shower
- 5000 lb. rated hitch and wiring
- In-dash navigation system
- Back up camera
- 2 X 100Ah Eco-Ion Lithium coach batteries
- MCD roller shades
- USB charging ports
- Winegard Rayzar automatic TV antenna
- Instant hot water heater
- LP BBQ tee





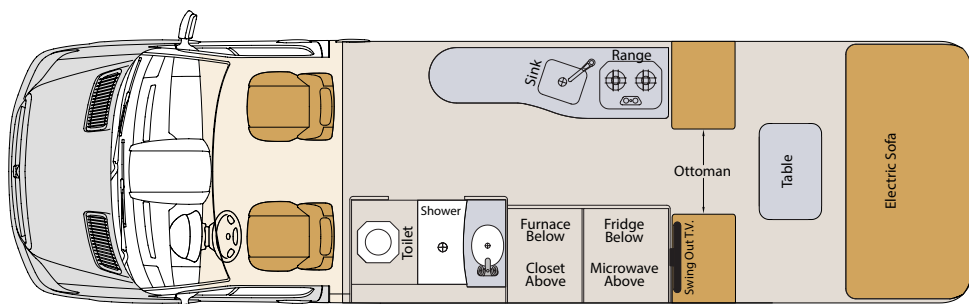
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Pleasure-Way
 Finishing Options
 Finish your RV to suit your individual needs and desires.

Plateau TS



Pleasure-Way
Plateau TS
Floorplan



- Ultraleather® Fabric
- Linoleum
- Carpet

Plateau TS

More Features

AT A GLANCE

- Private enclosed bathroom c/w
- Corian® counter top and vanity
- Recessed dimmable LED lighting
- Hand crafted Maple cabinetry
- 2.5 KW LP generator
- Exterior mount spare tire carrier
- 3.0 liter 6 cylinder 5 speed transmission
- Multi-function steering wheel c/w trip calculator
- Blind spot monitoring
- Collision prevention assist
- High beam assist
- Lane keeping assist
- Fog lamps
- LED/LCD TV c/w Blu-Ray Player
- 11,000 BTU Penguin roof air
- Thetford china bowl toilet
- Low profile Fan-Tastic fan
- Baltic Birch drawers c/w full extension ball bearing glides



Coach Options

- 95W, 190W or 285W solar charging system
- Painted bumper & exterior moldings
- Alcoa aluminum wheels
- Phantom sliding screen door



With Pleasure-Way's Five Year Freedom Warranty you can rest easy knowing you are protected for the next five years. Enjoy the freedom, security and reliability you deserve for a long time to come.

Plateau FL

Features

AT A GLANCE

- Large kitchen, serving area to passenger side door
- Corian® countertop
- Corian® flip up counter extension
- Power sofa c/w memory foam
- Two-stage sliding door
- 13 ft. power awning
- 3.8 cubic foot 3-way fridge/freezer
- Convection microwave
- 16,000 BTU furnace
- Ultraleather® upholstery
- Excellent fuel economy
- Full body paint
- 5000 lb. rated hitch and wiring
- In-dash navigation system
- Back up camera
- Private enclosed bathroom
- Recessed Dimmable LED lighting
- 2 X 100Ah Eco-Ion Lithium coach batteries
- MCD roller shades
- USB charging ports
- Winegard Rayzar automatic TV antenna





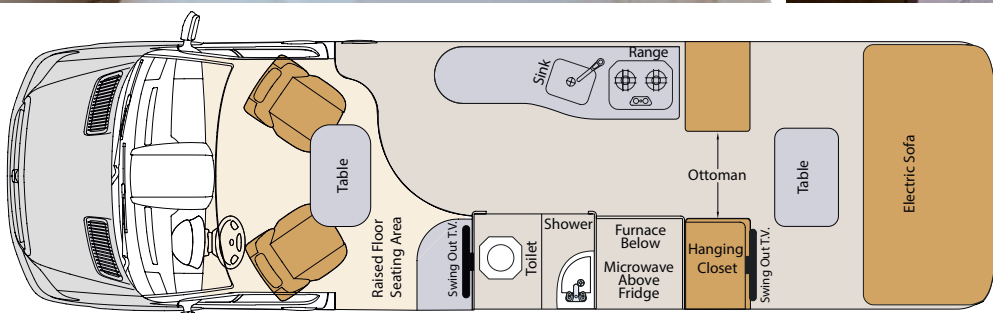
13ft power awning

Pleasure-Way
 Finishing Options
Finish your RV to suit your individual needs and desires.

Plateau FL



Pleasure-Way Plateau FL Floorplan



- Ultraleather® Fabric
- Linoleum
- Carpet



Plateau FL

More Features

AT A GLANCE

- Instant hot water heater
- LP BBQ tee
- Multiplex wiring
- Hand crafted Maple cabinetry
- 2.5 KW LP generator
- Exterior mount spare tire carrier
- 3.0 liter 6 cylinder 5 speed transmission
- Multi-function steering wheel c/w trip calculator
- Blind spot monitoring
- Collision prevention assist
- High beam assist
- Lane keeping assist
- Fog lamps
- LED/LCD TV c/w Blu-Ray Player
- 11,000 BTU Penguin roof air
- Thetford china bowl toilet
- Low profile Fan-Tastic fan
- Baltic Birch drawers c/w full extension ball bearing glides



Coach Options

- 95W, 190W or 285W solar charging system
- Painted bumper & exterior moldings
- Alcoa aluminum wheels
- Phantom sliding screen door



With Pleasure-Way's Five Year Freedom Warranty you can rest easy knowing you are protected for the next five years. Enjoy the freedom, security and reliability you deserve for a long time to come.

Ascent

Features

AT A GLANCE

- Outstanding maneuverability, parks and drives like a full size car
- Feature rich interior
- 11' Power awning
- Dimmable LED lighting
- In-dash navigation
- Luxurious Ultraleather® upholstery
- Back up camera
- Memory foam
- 5000 lb. hitch and wiring
- 2 X 100Ah Eco-Ion Lithium coach batteries
- MCD roller shades
- USB charging ports
- Winegard Rayzar automatic TV antenna
- Instant hot water heater
- LP BBQ tee
- Multiplex wiring





Unparalleled design and legendary engineering



144 inch wheel base

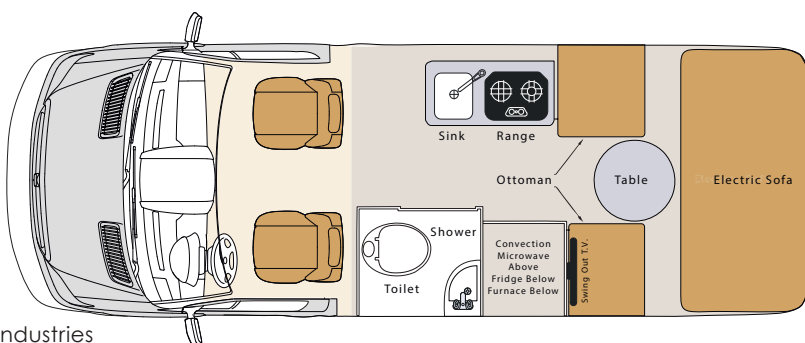
Pleasure-Way
Finishing Options
Finish your RV to suit your individual needs and desires.

Ascent



A Pleasure-Way to travel and a luxurious home on the road.

Pleasure-Way
Ascent
Floorplan



- Ultraleather® Fabric
- Linoleum
- Carpet



Ascent

More Features

AT A GLANCE

- Hand-crafted maple cabinetry
- Storage under sofa
- 2.5 KW LP generator
- Exterior mount spare tire carrier
- Mercedes-Benz 2.1 liter 4 cylinder 7 speed transmission
- Multi-function steering wheel c/w trip calculator
- Blind spot monitoring
- Collision prevention assist
- High beam assist
- Lane keeping assist
- Fog lamps
- LED/LCD TV c/w Blu-Ray Player
- 11,000 BTU Penguin roof air
- Thetford china bowl toilet
- Low profile Fan-Tastic fan
- Baltic Birch drawers c/w full extension ball bearing glides

Coach Options

- 95W or 190W solar charging system
- Painted bumper & exterior moldings



With Pleasure-Way's Five Year Freedom Warranty you can rest easy knowing you are protected for the next five years. Enjoy the freedom, security and reliability you deserve for a long time to come.

Pleasure-Way

COACH SPECIFICATIONS

	ASCENT	PLATEAU TS	PLATEAU FL	PLATEAU XL	PROMASTER LEXOR
MEMORY FOAM REAR CUSHIONS	✓	✓	✓	✓	✓
COPPER OR NATURAL MAPLE HARDWOOD CABINETRY	✓	✓	✓	✓	✓
TITANIUM OR CREAM ULTRALEATHER®	✓	✓	✓	✓	✓
3-WAY FRIDGE/FREEZER 3.8 CU FT	✓		✓		
3-WAY FRIDGE/FREEZER TWO DOOR 6 CU FT		✓			
3-WAY FRIDGE/FREEZER 6.7 CU FT				✓	
3-WAY FRIDGE/FREEZER 5 CU FT					✓
2.5 KW ONAN LP GENERATOR	✓	✓	✓	✓	
2.8 KW ONAN GAS GENERATOR					✓
2 BURNER LP FLUSH MOUNT STOVE	✓	✓	✓	✓	✓
MICROWAVE	✓				
MICROWAVE/CONVECTION		✓	✓	✓	✓
11 000 BTU ROOF MOUNT AIR CONDITIONER	✓	✓	✓	✓	✓
16 000 BTU AUTO-IGNITE FURNACE	✓	✓	✓	✓	✓
24 INCH FLATSCREEN TV WITH BLU-RAY PLAYER	✓	✓	✓		✓
32 INCH FLATSCREEN TV WITH BLU-RAY PLAYER				✓	
PRIVATE WET BATHROOM WITH SHOWER AND SINK	✓	✓	✓		✓
PRIVATE DRY BATHROOM WITH SEPARATE ENCLOSED SHOWER				✓	
HITCH AND WIRING	✓	✓	✓	✓	✓
POWER AWNING	✓	✓	✓	✓	✓
REAR POWER SOFA C/W TWO SEATBELTS	✓	✓	✓		✓
LED LIGHTING	✓	✓	✓	✓	✓
MULTIPLEX WIRING/DIMABLE LIGHTING	✓	✓	✓	✓	✓
SHURFLO DEMAND WATER SYSTEM	✓	✓	✓	✓	✓
ON DEMAND WATER HEATER	✓	✓	✓	✓	✓
DUAL 100AH ECO-ION LITHIUM BATTERIES	✓	✓	✓	✓	✓
COACH BATTERY DISCONNECT	✓	✓	✓	✓	✓
45 AMP CONVERTER WITH LITHIUM CHARGER	✓	✓	✓	✓	✓
FLIP UP COUNTER EXTENSION	✓	✓	✓		
LOW PROFILE FAN-TASTIC FAN	✓	✓	✓	✓	✓
LP CO AND SMOKE DETECTOR	✓	✓	✓	✓	✓
5 LB FIRE EXTINGUISHER	✓	✓	✓	✓	✓
MONITOR PANEL FOR HOLDING TANKS LP AND BATTERY	✓	✓	✓	✓	✓
EXTERIOR SHOWER	✓	✓		✓	✓
HEMMED LOOSE LAY CARPET	✓	✓	✓	✓	✓
CABLE TV HOOK UP	✓	✓	✓	✓	✓
WINEGARD RAYZAR DIGITAL TV ANTENNA	✓	✓	✓	✓	✓
COACH OPTIONS					
LAMINATE RADIUS CABINETRY					✓
PAINTED EXTERIOR MOLDINGS	✓	✓	✓		✓
95W, 190W, 285W SOLAR PACKAGE	95/190W ONLY	✓	✓	✓	✓
ALCOA ALUMINUM WHEELS		✓	✓	✓	
PHANTOM SLIDING SCREEN DOOR		✓	✓		

Pleasure-Way

CHASSIS SPECIFICATIONS

MECEDES BENZ
SPRINTER/SHORT
WHEELBASE
ASCENT

MECEDES BENZ
SPRINTER/LONG
WHEELBASE
PLATEAU SERIES

MERCEDEZ
CUT AWAY
CHASSIS
PLATEAU XL SERIES

DODGE
PROMASTER
CHASSIS
LEXOR SERIES

GVWR	8,550 LB/3,878KG	11,030 LB/5,003 KG W DUAL REAR WHEEL	11,030 LB / 5003 KG W DUAL REAR WHEEL	9,350 LB / 4,241 KG
GCWR	13,550 LB/6,146KG	15,250 LB/6,917 KG	15,250 LB / 6,917 KG	11,500 LB / 5,216 KG
STANDARD ENGINE	2.1L 4 CYL BLUE TEC TURBO DIESEL	3.0L V6 BLUE TEC DIESEL	3.0L V6 BLUE TEC DIESEL	3.6L V6 PENTASTAR
HP RATING	161 HP	188 HP	188 HP	283 HP
TORQUE RATING	2.1L 4 CYL-265 LB-FT @ 1,400-2,400 RPM	325 FT LBS	325 FT LBS	260 FT-LBS 1,400 - 2,400 RPM
WHEELBASE	144 INCHES	170 INCHES	170 INCHES	159 INCHES
TRANSMISSION	7G-TRONIC + 7 SP AUTO	5 SP AUTOMATIC	5 SP AUTOMATIC	6 SP AUTOMATIC
REAR AXLE RATIO	3:92 RATIO	4:18 RATIO	4:18 RATIO	N/A FRONT WHEEL DRIVE
FUEL TYPE /TANK CAPACITY	DIESEL/24.5 US GAL/93 L	DIESEL/24.5 US GAL/93L	DIESEL/26 US GAL	GAS/24 US GAL
LOCKING FUEL FILL	YES	YES	YES	NO
CHASSIS AIR CONDITIONING	YES	YES	YES	YES
POWER WINDOW, DOOR LOCKS, MIRRORS	YES	YES	YES	YES
REMOTE KEYLESS ENTRY	YES	YES	YES	YES
STEERING WHEEL POSITIONING	TILT AND TELESCOPIC	TILT AND TELESCOPIC	TILT AND TELESCOPIC	TELESCOPIC
BRAKING SYSTEM (4 WHEEL)	DISC BRAKES WITH ABS	DISC BRAKES WITH ABS	DISC BRAKES WITH ABS	DISC BRAKES WITH ABS
STABILITY AND TRACTION CONTROL	ADAPTIVE ELECTRONIC	ADAPTIVE ELECTRONIC	ADAPTIVE ELECTRONIC	ELECTRONIC STABILITY CTRL
TIRE PRESSURE MONITORING	YES	NO	NO	YES
TIRES (ALL SEASON)	LT245/75R/16	LT215/85R/16	LT215/85R/16	LT225/75R/16C
ALTERNATOR/CHASSIS BATTERY	14V 200 AMP/12V 100AH	14V 200 AMP/12V 100AH	14V 200 AMP/12V 100AH	220 AMP/12 V 95AH
AIR BAGS (DRIVER AND PASSENGER)	YES	YES	YES	YES
IN-DASH NAVIGATION/AUDIO	YES	YES	YES	YES
REAR VIEW CAMERA SYSTEM	YES	YES	YES	YES
SWIVEL SEATING (DRIVER AND PASSENGER)	NO	YES	YES	YES
SMART WHEEL FUNCTIONS	STANDARD	STANDARD	N/A	YES
MERCEDES COLLISION PREVENTION ASSIST	STANDARD	STANDARD	N/A	N/A
MERCEDES HIGH BEAM ASSIST	STANDARD	STANDARD	N/A	N/A
MERCEDES BLIND SPOT ASSIST	STANDARD	STANDARD	N/A	N/A
MERCEDES LANE KEEPING ASSIST	STANDARD	STANDARD	N/A	N/A

WEIGHTS AND MEASURES

	ASCENT	PLATEAU TS	PLATEAU FL	PLATEAU XL	LEXOR PROMASTER
LENGTH-BUMPER TO BUMPER	19' 7"/594CM	22' 9"/693CM	22' 9"/693CM	22' 9"/693 CM	20' 11"/637CM
LENGTH BUMPER TO REAR MOUNT SPARE	20' 9"/692CM	23' 11"/729CM	23' 11"/729CM	N/A	N/A
WIDTH WITH SIDE MIRRORS EXTENDED	7' 11"/241CM	7' 11"/241CM	7' 11"/241CM	9'1.5"/278CM	8' 2.5"/250CM
OVERALL HEIGHT	9' 7"/292CM	9' 8"/295CM	9' 8"/295CM	10' 9"/328CM	9' 3.5"/283CM
INTERIOR STANDING HEIGHT	6' 3"/190CM	6' 3"/190CM	6' 3"/190CM	6' 8"/203CM	6' 3"/190CM
FRESH WATER TANK CAPACITY	20 US GAL/75L	24 US GAL/91L	24 US GAL/91L	28 US GAL/106L	29 US GAL / 109L
GREY WATER TANK CAPACITY	15 US GAL/57L	35 US GAL/132L	35 US GAL/132L	30 US GAL/113L	20 US GAL/75L
BLACK WATER TANK CAPACITY	10 US GAL/38L	12 US GAL/45L	12 US GAL/45L	21 US GAL/79L	12 US GAL/45L
LP GAS TANK CAPACITY AT 80% FILL	8.16 US GAL/31L	8.16 US GAL/31L	8.16 US GAL/31L	16.1 US GAL/61L	4.64 US GAL/18L
FUEL TYPE	DIESEL	DIESEL	DIESEL	DIESEL	GASOLINE
FUEL TANK CAPACITY	24.5 US GAL/93L	24.5 US GAL/93L	24.5 US GAL/93L	26 US GAL/100 L	24 US GAL/90 L
TOWING CAPACITY	5,000 LBS/2,268KG	4,220 LBS/1,914KG	4,220 LBS/1,914KG	4,220 LBS/1,914KG	2,150 LBS/975KG
QUEEN BED SIZE	70"W X 72"L	70"W X 76"L	70"W X 76"L	60"W X 74"L	73"W X 76"L
DRIVERS SINGLE BED	24"W X 70"L	24"W X 76"L	24"W X 76"L	N/A	26"W X 76"L
PASSENGER SINGLE BED	24"W X 72"L	24"W X 76"L	24"W X 76"L	N/A	26"W X 76"L

Pleasure-Way

Lifestyle

Touring or travelling in a Class B RV affords some unique advantages over traditional RV'ing in a larger Class A, Class C or pull-type trailer. There are the more obvious advantages of stress-free driving, easy and accessible parking, and the ability to get into 'off the beaten track' locations. There are also a host of less obvious advantages and opportunities when travelling in a more compact and versatile Class B motorhome. Consider the ability to visit friends and relatives for family functions, reunions, graduations and weddings. You can pack up and go without making hotel reservations or inconveniencing your host. Imagine that you can show up for a family reunion and leave your Pleasure-Way in the drive, allowing you to enjoy festivities without having to drive to and from a hotel and without any major inconvenience to your host. You are bringing your own bedroom, bathroom, kitchen and lounge area to the party!

Whether you are a seasoned full-timer or a first-time newbie, something has drawn you into the RV lifestyle. Memories will be created, friends will be made and stories will be shared. RVing holds something different to each of us. Pleasure-Way is fortunate to have a wonderful group of people who have formed our Pleasure-Way Owner's Clubs. These clubs are based on the east and west coasts of the United States and western Canada. Regardless of where you live, owners from around North America have fallen in love with the Class B motorhome lifestyle and participate in our club rallies.



2007 Lxor TS
Waterton National Park (Canada)
Relaxing in a day-use area by the lake after a long day of hiking.

Here are some Pleasure-Way owners living the lifestyle...



2011 Excel TS
Otona Florida
Enjoying a weekend camping trip at at Ortona South ACOE campground!



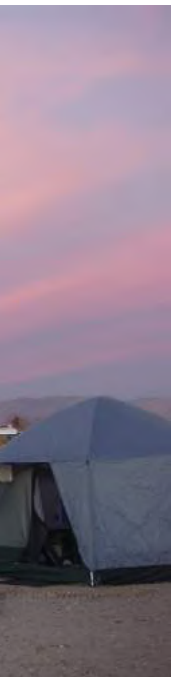
2006 Plateau TS
Slab City, California
December 2011: Life wouldn't be complete without sitting outside on a cool evening watching a spectacular sunset and the clouds changing color after the sun goes down in the middle of the California desert. It really is a Dream Van! Life is so much better when you travel the Pleasure Way!



2014 Pursuit
Valley of Fire State Park, Nevada
Looking down from the Civilian Conservation Corps
cabins at Valley of Fire State Park, Nevada



2013 Plateau TS
Lake Crescent, Olympic National Park
The lodge at Lake Crescent is one our favorite locations for a tasty lunch and a
spectacular view



2014 Ascent
Prince of Wales Hotel, Waterton Lakes National Park. The luxury of the Pleasure Way Ascent feels like a 5 star hotel!

Pleasure-Way

WARRANTY

2016 Mercedes-Benz Warranty

Basic Limited Warranty - coverage 3 years or 36,000 miles / 60,000 kms
Diesel Engine Limited Warranty - coverage for 5 years or 100,000 miles / 160,000 kms
Mercedes-Benz Roadside Assistance

2016 Dodge Warranty USA

Basic Limited Warranty - coverage 3 years or 36,000 miles
Powertrain Limited Warranty - coverage for 5 Years or 100,000 miles
Roadside Assistance for 5 years or 100,000 miles

2016 Dodge Warranty Canada

3/60 Basic Warranty - coverage 3 years or 60,000 kms
Powertrain Limited Warranty - coverage for 5 Years or 100,000 kms
Roadside Assistance for 5 years or 100,000 kms

Pleasure-Way 5 Year Freedom Warranty

5 year or 60,000 miles / 100,000 kms Limited Warranty
Pleasure-Way Industries Ltd. warrants the specified new 2016 Pleasure-Way Motorhome free from defects in material and craftsmanship, on portions manufactured by Pleasure-Way Industries Ltd. under normal use and service.

Please Note:

Due to our policy of continuous improvements, Pleasure-Way Industries Ltd. reserves the right to make product changes at any time without notice or incurring obligations whatsoever, including but not limited to; prices, styling, design, colors, construction, equipment, materials, and specifications. Some motorhomes depicted in the brochure may be shown with optional equipment. Please see your dealer for additional information or contact Pleasure-Way Industries Ltd. Estimated fuel consumption may vary depending on conditions and driving habits. Estimates are based on consumer feedback.

**LA MESA REC
VAN**

**LaMesaRV.com
800-496-8778**

Pleasure-Way

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