

BIGHORN



CONSTRUCTION
"The Inside Story"



RETAIL SALES
PERSON TRAINING MANUAL



Introduction

If you have not figured out by now, there are numerous people out there trying to do the same thing you are trying to do – SELL RVs. Even worse, they are trying to do it with your customers. You want some more bad news? From a customer perspective, everything blends together and looks the same from the product, to the dealership, and yes even the salesman. So how do you separate the product and yourself from the crowd? Two simple words – ADDED VALUE.

Added value is a series of positive impressions that cause the customer to draw a conclusion to make a buying decision. Added value is often the invisible features that can really make a difference in deflating other salesmen's inflated claims and inconsistent answers.

The BIGHORN was designed with unique features that need greater explanation.

Remember: A feature means nothing until you explain the benefit to the customer in a way they can understand. Make your Feature/Benefit seem like it was built just for them. First, find out their needs, wants and dreams, then tell them how BIGHORN can fulfill their dreams.

People don't care how much you know until they know how much you care!



You are about to enter the inside story of Heartland RV and BIGHORN fifth wheels. This booklet is designed to aid you in your quest to become a very effective salesperson. Here are a few tips to guide you throughout this booklet.

1. Look for the symbol marked **Hot Zone** throughout this booklet. These are areas where BIGHORN truly excels over the competition. These Hot Zones could be the difference between closing or losing the retail sale.
2. Read the booklet at a brisk pace without stopping the first time. Wait one day and review it again at a slower pace, making notes as you go.
3. Take note of the **“Sales Tip for Maximum Effect”**. It will show you key areas that need physical demonstration to create a lasting impact. **Did You Know?:** People retain information 70% better when they can see it, like movies, snap shots, or demonstrations.

So clean off your desk, clear your mind, and let's learn about BIGHORN.

GO!



What Makes Heartland Different?

Experience: The founding partners of Heartland have **over 125 years of combined manufacturing experience.** They know RVs and are passionate about what they do - taking the advice and input from experienced RVers and designing some of the most innovative fifth wheels on the market!

Commitment to our Customers: Heartland RV is a privately owned company and they make decisions based on customer care, **not pressures from Wall Street.** Publicly traded companies are driven to boost stock value at the expense of the customer. At Heartland, we do our absolute best to provide the best customer service possible at every turn.

Innovation: The Heartland team serves our customers with the best engineering and innovative thinking in the industry. Our patented improved turning radius, universal docking centers and unmatched storage are testaments to our innovation. **We are never content to rest on past achievements** and continually search for creative solutions to customer desires and market challenges by developing better components for overall quality and safety.

Pro-active: Heartland keeps a check on the pulse of the customer's needs through feedback via shows, plant tours, phone calls, e-mails, owners forum, rallies and letters. This information is given to the Heartland management team once a week to discuss opportunities to **improve now and not later.**

Reliable components: BIGHORN was truly built for those customers who simply will not compromise. Heartland has not hesitated in using **the most proven,** reliable, tested, and serviceable brand names on the market, like A&E, Dometic, Samsung and Lippert.

Serviceability: BIGHORN was designed for **quick and easy diagnostic** of vital parts and components. Each coach has labeled lines and connections. In addition, we have easy lube axles, a quick removable panel to the water pump, water heater, and power converter featuring blown fuse indicators.

Quality: With more comprehensive testing and quality control standards and testing in place throughout the production process, BIGHORN's goal is to set the standard in quality. Heartland has a simple philosophy, **"If it is worth doing, it is worth doing right the first time"**.

We CARE: One thing that Heartland will NEVER be accused of is not caring about our customers. When we work with our owners regarding service or warranty issues, we are committed to getting them back on the road as quickly as possible. While we are not going to be able to satisfy 100% of the people 100% of the time, we do have a great track record with the vast majority of our owners, because our efforts on their behalf prove to them that we indeed do care.



TOP FACILITIES:

Heartland has invested millions of dollars in new construction over the last two years, having recently added more than 200,000 sq. ft. of manufacturing space in three new buildings. Heartland now has over 7 different manufacturing facilities to serve our dealer and customer base, including:

- 30,000 sq. ft. Customer Service Dept.
- 70,000 sq. ft. of Lamination Facilities
- 20,000 sq. ft. Countertop Facility
- Aluminum Welding Facility
- R & D Facility



ADVANCED ENGINEERING: Heartland's history and track record of product innovation started with our engineering department. Heartland does not believe in cutting corners and our engineering department is no exception. While some billion dollar RV companies have only one or two engineers on staff, Heartland actually had two engineers among our first ten employees, and now have one engineer dedicated to each line. High tech computer aided design (CAD) systems allow for 3-D modeling to turn collective imagination into innovation.

“SMART DESIGN”

Once a design is approved, proto-types and mock ups are typically built based on the CAD data. This goes a long way towards preventing problems before they arise.

BIGHORN engineers help build a superior product for reasons that may not always be easy to see, but are very easy to appreciate down the road. Complete compliance testing, double check codes, standards and safety related items and comprehensive product audits are just part of the overall reliability of the design.



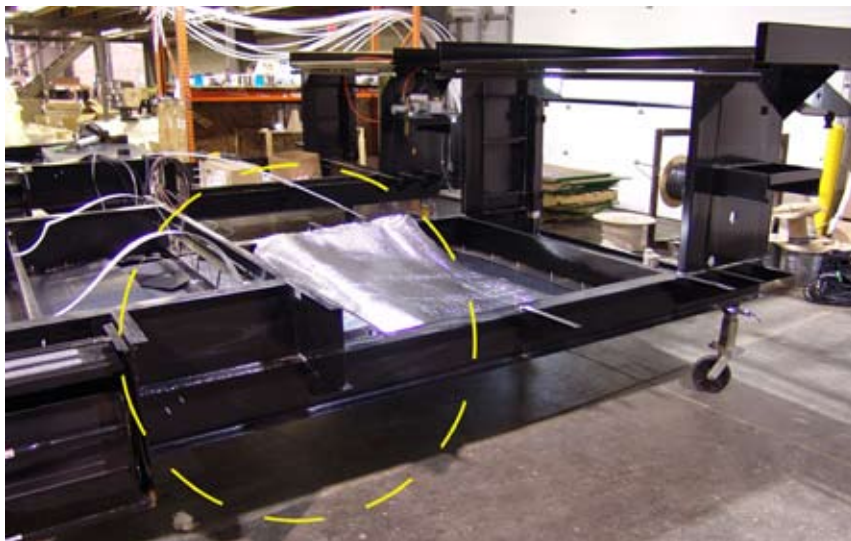
FRAME



The BIGHORN frame is a solid rolled steel I-Beam that boasts rugged durability and uncompromising strength. The 10" I-Beam (12" on quad slide models) frame stock is shipped in from the steel mill, and when it arrives is quickly sandblasted to ensure no rust or corrosion from the very start. The frame utilizes welded full length outriggers that give maximum support to the outer edge of the main floor which will support the sidewalls. Just like a floor joist in your home, BIGHORN uses steel rod and Z-Bar bridgework supports that give the I-Beam extreme side to side structural integrity.

DROP-FRAME DESIGN

By utilizing a drop-frame design in the front portion of the coach, Heartland is able to dramatically increase the storage capacity. This drop-frame design is typically reserved for coaches costing thousands more than the BIGHORN.



The foundation of any home is the most important part of the structure. Your RV is no different. If you don't have the proper foundation in terms of the strongest possible I-Beam frame construction, then the whole structure will suffer - especially if it is traveling down the road at 60 mile per hour! That's why Heartland uses so much steel in the frame and underbelly area.



The BIGHORN frame is powder coated with some of the toughest primer coating in the business. Electrical currents are attached to the steel frame during spraying, causing the powder coating to magnetically attach to the steel. The powder coating process is far more effective at preventing rust than typical painted-on primers used by other manufacturers.

High-tech computer lasers cut out steel plates for compartment bottoms and detailed support gussets for the upper deck. This provides consistency and high quality parts each and every time.





One of the main stress points of any fifth wheel is its upper deck. This also happens to be one area where a lot of manufacturers “cheat” their customers by compromising on how much steel and the gauge of steel they do use in this area. The BIGHORN transition from the mainframe to the second level is constructed utilizing **heavy gauge box tube steel framing**. Extra steel framing is welded in for superior floor support and increased cab-over structural strength, providing the type of structure and support normally reserved for luxury fifth wheels costing thousands more.

AXLES & BRAKES



BIGHORN uses Lippert axles and brakes which are assembled in America. Lippert employs over two thousand people in fourteen different states, and is the only axle manufacturer to offer powder-coated axles with zinc-plated hardware for superior corrosion resistance. All Lippert products undergo regular quality inspections and harsh laboratory and track testing.

BIGHORN uses a 6,000 lb axle with a leaf spring suspension & 4 shock absorbers, as well as 7,000 lb. axles on larger models. The axles have a 2” X 12”

electric brake system that will help you stop in some of the worst conditions. Our suspension is quick and easy to service vs. other brands utilizing rubber suspension axles, which require special tools and costly parts and labor to fix or replace.

NOTE: BIGHORN has a 6-lug hub pattern with 1/2” diameter studs for easy removal when necessary.

BIGHORN comes standard with the LIPPERT hub lubricating system. This repacks inner and outer bearings quickly and easily, without the need for disassembly, or removing tires. It is designed so that when grease is inserted into the exterior zerk fitting, it lubricates the inner bearing first, then pushes to the outer fittings. Grease will ooze out to indicate that the hub is adequately lubricated.

The placement of axles is one of the most critical areas for overall fifth wheel performance. Improper axle placement will cause the hitch weight to be too heavy or too light. This will cause a continuous “yo-yo” effect, and all the aftermarket suspension systems and air ride devices in the world won’t help you. BIGHORN believes these systems should be for towing enhancement, not as a short-term remedy for a poor design. Transport drivers continually exclaim the easy towability of Heartland products.





EQUA-FLEX™ flexible EQUALIZER

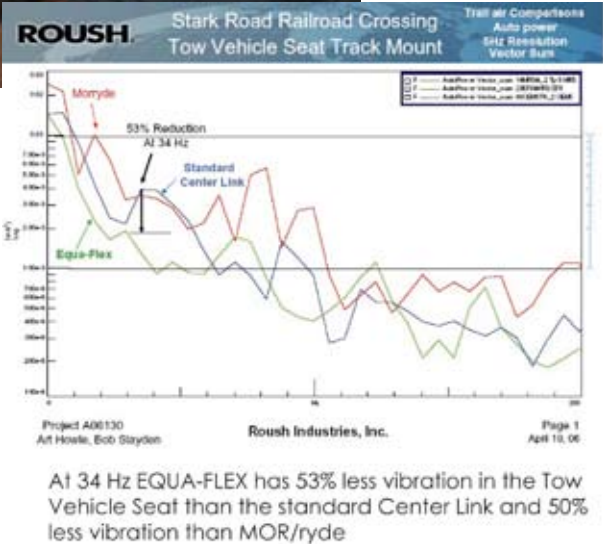


“We Can’t Improve the Roads,
But We Can Improve the Ride!™”

BIGHORN is excited to partner with TRAILAIR, one of the best names on the market for improving the ride in fifth wheels. Expanding on their tremendously successful hitches, Trailair has developed the EQUA-FLEX rubber cushioned equalizer that provides an incredible smooth ride with double-eye leaf springs suspensions on axles up to 8,000 lbs.



The EQUA-FLEX design does not require any special mounting systems to the fifth wheel frame because it bolts into the industry standard suspension hangers in direct replacement of the ridged equalizer. In addition, it allows the same rotation as the standard ridged equalizer enabling EQUA-FLEX the same equalization of the loads capability. These benefits set the EQUA-FLEX apart from other rubber suspension products found on the market today. In addition, the EQUA-FLEX works in tandem with the leaf springs and shocks.



Most competitors do not offer both shocks and a rubber cushion equalizer. BIGHORN does!

The EQUA-FLEX was tested by ROUSH and proven to be superior to the standard center link suspension and Mor/ryde™ suspension. In fact, the EQUA-FLEX proved to have 50% LESS VIBRATION than the Mor/ryde™ system!!

ENCLOSED UNDERBELLY & TANKS

The BIGHORN underbelly is enclosed, which helps to eliminate wind drag and increase gas mileage. The extremely rugged underbelly is rustproof, puncture resistant, and also repels moisture and rodents. It is also a vapor barrier to prevent moisture build up because its made of a non-conducting material that sheds the hot and cold elements. This one-piece shield covers the entire bottom of the frame.

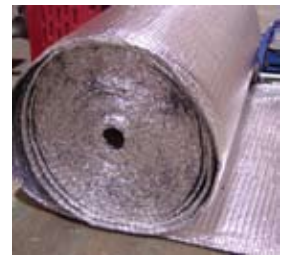
Heartland utilizes a “frame flipper” to turn the frame upside down for easier installation of the axles and underbelly material.



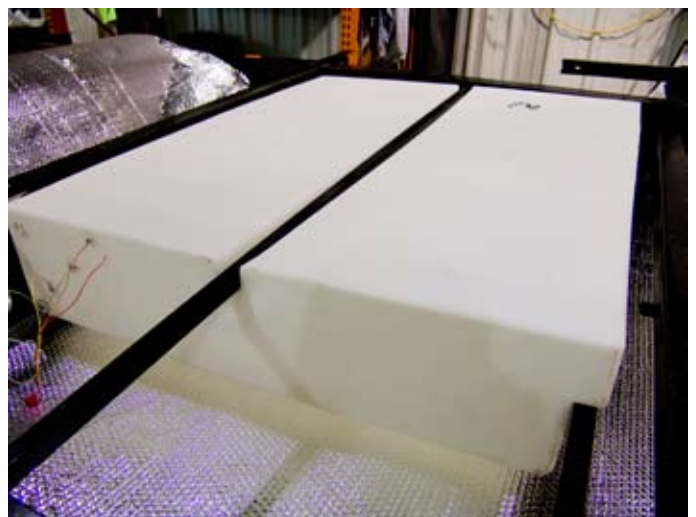
Sale tip for maximum effect: Show the customer a sample of the ultra shield and point out the side view of it. Explain that the corrugated pattern gives incredible strength to the material and also helps insulate the underbelly the same way dead air space insulates at home.



Flex-Foil Insulation: An incredible insulative blanket of double, flex-foil insulation with an R-value of 14 is layed the full length of the underbelly of the coach to provide maximum energy efficiency.



BIGHORN holding tanks are installed with steel cross-members which supports the top and bottom of each tank. All gate valves and plumbing are protected inside the main rails and heated with forced air from the furnace protecting everything from freezing.



WIRING runs through PROTECTIVE PLASTIC LOOMS as it makes it way through the underbelly of each BIGHORN. Also shown here is the under tank SUPPORT STEEL, as well as a close-up of a STEEL Sub-Floor TRUSS with strong REBAR support.

LAMINATED FLOORS

The BIGHORN floor, now one of the STRONGEST FLOORS IN THE INDUSTRY, is constructed using strong 2.5" Aluminum Tubing; Thick Block Foam Insulation; 3/8" Seamless Floor Decking and a Bottom Board that features a Weatherproof Thermo-Board Luan. The entire floor is Laminated providing a much stronger foundation than traditionally built floor systems.



The Bottom layer of BIGHORN's Laminated Floor is a tough Thermo-Board Luan that features inter-laced layers of plastic coating, laminated to a luan decking, which is then laminated to the Aluminum floor tubing and block foam. The entire underside of the laminated floor is then wrapped in a black darco/polymax material (as shown below) for further protection.



BIGHORN'S Thick 3" Laminated, Insulated Floor System provides for maximum heating efficiency for our owners. The heating system features individual heat runs for maximum air flow.



Weyerhaeuser 3/8" seamless decking is specially engineered to offer unmatched support that plywood or normal OSB simply can't provide. This material is bonded together with special marine grade resin that resists warping or buckling due to moisture, and the seamless design means no "squeaks" or "soft spots" for you.



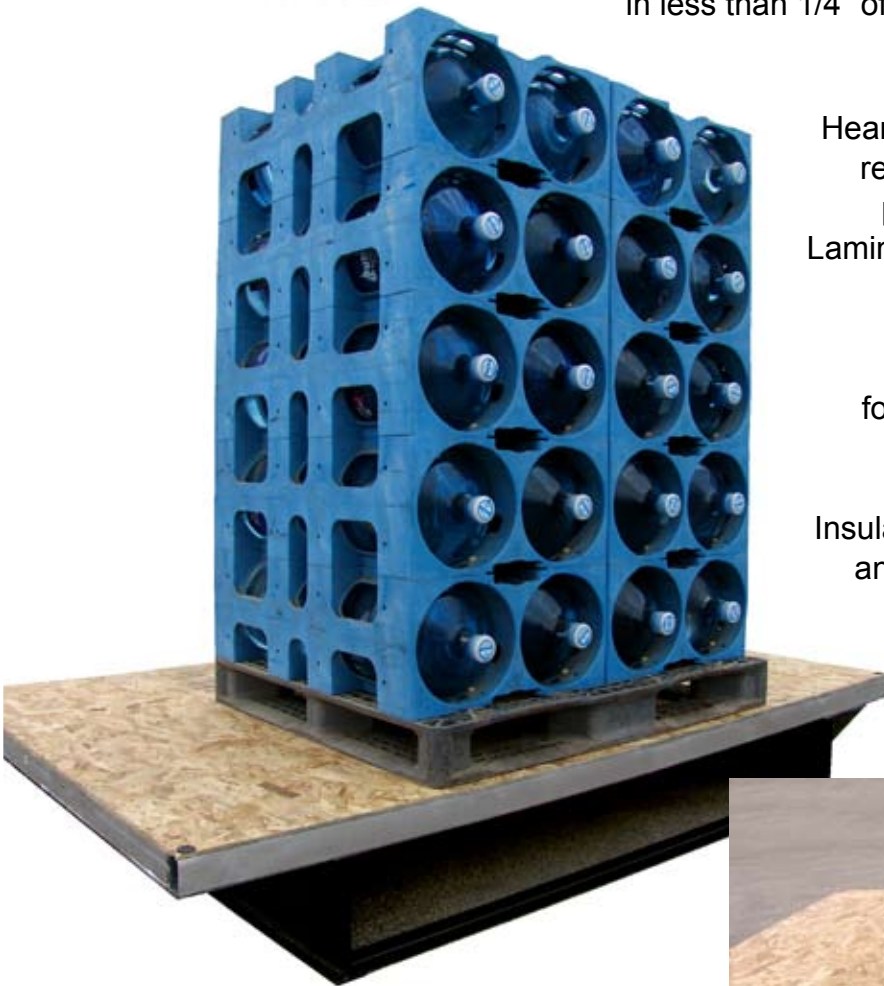
LAMINATED FLOOR SYSTEM



Heartland's LAMINATED Floor System is one of the **STRONGEST FLOORS** in the industry! Featuring sturdy 2.5" Aluminum Framing; thick Block Foam Insulation; a One-Piece Seamless Decking and a Thermo-Board Luan on the bottom. All of this is Vacuum-Bond Laminated together for Maximum Strength and Insulative Factor - virtually eliminating flex in the floor!



HEARTLAND's LAMINATED Floor Construction easily supported over 1,800 lbs. of Water Jugs in one spot - resulting in less than 1/4" of flex!!



Heartland builds recreational vehicles with as many residential features and construction methods as possible and we are excited to introduce this 3" Laminated Floor System in our top three lines of fifth

wheels. Choose Heartland for Maximum Strength; Maximum Insulative Value; and Minimum Flex!!



HEARTLAND's 3" LAMINATED FLOOR

Traditional RV Floor Construction often flexes in the middle of the coach - because that's where the holding tanks are located and there is no steel frame support under the lumber.



NO MORE FLEX!

PLUMBING & ELECTRICAL

Pex tubing system has been a recognized leader in cutting edge plumbing for many years. Most plumbing systems only guarantee the material but Pex actually guarantees a leak-free connection because of specially designed air tools and clamping system. These COLOR-CODED water lines provide for a virtually continuous water line system throughout the BIGHORN eliminating many joints and possibility of water leaks.



- All lines are color coded for quick identification
- Thicker wall tube insulates and reduces perspiration
- Fittings & connections guaranteed against leaks.
- Tube guaranteed against leaks
- Tested to withstand freezing and cracking at -95 degrees F
- Made out of a non-toxic material that leaves no chemical residue in your drinking water

BIGHORN constructs the plumbing network with top grade materials and methods similar to residential housing. The water lines are capped and tested for leaks using air at 100 P.S.I., before final hookup. The system is then hooked up and re-tested again, using water, assuring the consumer a trouble free plumbing system. The whole system, including water lines, pipes and tanks, are tested several times for defects or leaks.



BIGHORN's 50 AMP Marine grade removable power cord is designed for a lifetime of rigorous use - while the front bracket makes it easy to store.



All BIGHORN electrical wiring is color coded to make service diagnosis easy. The connections and fuses are labeled and interior wiring is loomed for added safety and protection.



Our Standard 55 amp/12 volt converter offers incredible power and is whisper quiet for a good night sleep. Both the 110V breakers and the 12V fuses are clearly marked for easy maintenance.

SIDEWALLS



Heartland understands that dealerships sell a variety of RV products and some of these are a mix of different types of construction techniques (wood studs vs. aluminum). The sidewall and how it is constructed is always one area of great debate among RVers and dealers alike. We feel that explaining the BIGHORN sidewall construction in detail will give the prospective customer the needed information to make an informed decision on their own.

The sidewalls of the BIGHORN feature heavy gauge aluminum tubing that is welded—not stapled together. In fact, our studs are double welded—on both sides—for maximum strength and longevity. We use incredibly strong 3” aluminum tubes around each slideout opening, and at other major stress points of the wall. This is simply unheard of in a typical RV—but standard on ours.



A



B



C

A) We even weld extra gussets in areas where we feel the coach may need the extra support to withstand the rigors of the road. B) Studs are double-welded, on both sides of the stud for extra strength and support. C) The use of strong 3” tubular aluminum in the gooseneck area and around all slide-out openings make this one of the strongest sidewalls on the market.



BIGHORN’s combination of Sikaflex lamination and layered sidewall construction creates a lighter and stronger wall that just a portion of even supported the weight of this truck!

SIDEWALLS CONTINUED...

BIGHORN sidewalls are constructed with thick, block foam insulation. This laminated, insulated wall has proven itself over years of manufacturing experiences to provide quieter, longer lasting energy efficiency and durable performance.

Sales Tip for Maximum Effect: BIGHORN sidewall construction provides a composite R factor of R-8. To show a simple example of the insulation properties, have a Styrofoam cup full of hot coffee. Say to the customer: “Even though this coffee cup is less than 1/8” thick, it can still handle a scalding cup of hot coffee. Can you imagine what the BIGHORN thick wall insulation can do?”

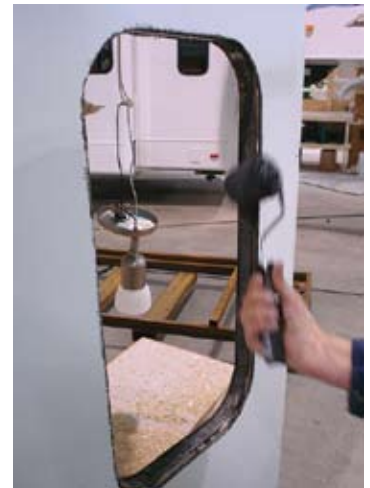


BIGHORN’s thick block foam insulation meets and exceeds the demands of our customers for stronger and lighter construction, higher R values, along with smoother, and straighter sidewalls. BIGHORN starts out with a thick gel-coated fiberglass that is laminated to a 1/8” luan board. We then laminate a second layer of 1/8” luan, which acts as a vapor barrier, ensures the walls are straight and smooth, and helps eliminate thermal transfer which could cause condensation inside your fifth wheel! The luan sheets are staggered during this process, so that once the wall is installed the seams don’t show through the fiberglass.



After the wall is installed, all exposed edges and openings like windows and doors, are protected with a tough anti-wicking agent that repels all moisture.

The end result is a strong, lightweight, one piece, multi layered, thick insulated wall that can be picked up with a small hoist and placed on the main floor for our uni-body interlocking system to begin.

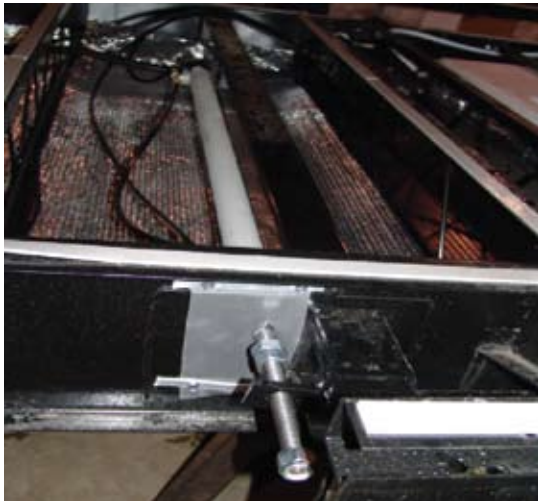


SLIDE ROOM MECHANISM - 5 YEAR WARRANTY

The BIGHORN slide room mechanism is a hydraulic system by Lippert Components where each room is supported by strong 3" tubular steel arms that run through the frame to the opposing I-beam for superior strength. Lippert was established in 1956 from humble beginnings to become a multi-state, multi-facility organization, with a reputation as an industry leader and innovator. The system is designed to draw low amps and be virtually maintenance free, with no greasing or lubrication necessary.

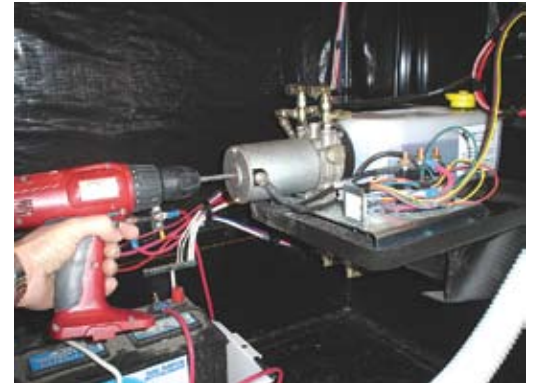


The rack & pinion gear system shown here is used only to guide the room in squarely and securely each and every time.



Powerful Hydraulic Rams: Drive every BIGHORN slide-out room - the same exact systems that are found on the majority of today's luxury motor homes and buses. Hydraulics provide the speed and consistency that BIGHORN owners are looking for and deserve.

Manual Over-Ride: Every BIGHORN slide can be manually retracted or extended in case of emergency. A standard drill gun inserted into the end of the hydraulic pump will bring in or retract a slide room in minutes - a nice safety feature.



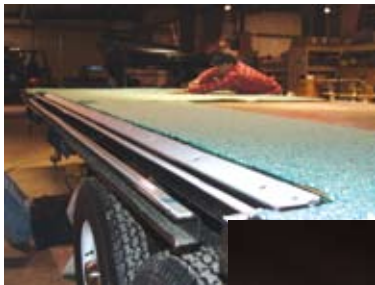
BIGHORN uses Lippert's Flex Guards, a heavy duty flexible rail, which offers support and protection to vital slide out plumbing, wiring and hoses under the slide room floor. The Flex Guard smoothly straightens during extension, and safely bends in an arc as it contracts. This unique design prevents sagging during slide out operation as well as the unnatural bends and stresses that can lead to breakage.



SLIDE ROOM CONSTRUCTION

BIGHORN slide out rooms are constructed using the same high quality materials and methods as the rest of the coach. In fact, the fiberglass used on the exterior sidewall is actually cut out of the main sidewall glass to make sure it matches in color for years to come.

To ensure no penetration at ground level from high pressure water created by tire rotation, the main floor has been notched back 4", and a wedge shaped slide out floorpan is installed. This



slope runs away from the main floor, ensuring water runs off, if any gets by the triple seal system. The nylon wear bar provides smooth running action.



CORNER BLOCKS



Each BIGHORN slide room opening now comes with a special corner block seal that protects the corners even more from any moisture that would try to get in during transit.

Strong STEEL HEADERS keep the main slide room roof line straight, preventing sagging the guarding against leaks.



All slide room openings feature a double rubber wiper seal around the slide out opening, making water penetration virtually impossible, but we don't stop there! Two bulb seals are put in (interior and exterior)!

The benefit to this system is that in either position, in or out, there are always 3 seals working to protect you from leaks!



Shown here is the BIGHORN slide out room **Double Wiper System** from the inside of the coach.

SMART DESIGN!



The 6 degree pitch of the slide room is similar to a house. It is angled downward, away from the seals, keeping water running away from the unit.

ALUMINUM ROOF CONSTRUCTION



The BIGHORN roof is constructed of strong 5” tall aluminum trusses, 16” on center and doubled up at the air conditioner and other stress areas.

BIGHORN’s climate control “H” duct system utilizes Amoco insulated duct work with radius corners for maximum air flow and cooling efficiency. The standard 15,000 BTU air unit distributes incoming air to both sides of the fifth wheel quickly and effectively for even thermal efficiency.

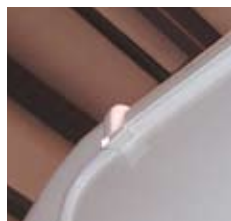
H-Ducting System

Two separate duct systems offer substantially increased air flow and area vastly superior to the single duct systems used by most other manufacturers.

The entire roof cavity has a thick blanket of white formaldehyde-free fiberglass insulation. Optimum R-ratings are achieved because the insulation is not compressed at the top allowing for dead air space, which in an insulator just like in your attic at home.

After the insulation is installed, BIGHORN uses 7/16” walkable roof decking which is both glued and screwed into place.

After the decking is installed, an aluminum radius wrap is attached to promote increased water run off while leaving no flat edges that can trap water on the roof. A full-length, seamless one-piece EPDM rubber roof is then glued to the decking.



Rain gutters with downspouts keep water away from the side of the coach and help avoid streaks.



HOT ZONE! Bighorn uses mushroom attic vents to keep condensation from building up in the roof.



WINDOWS & CROSS VENTILATION

Beautiful views and warm natural lighting from large panoramic windows are nice, but windows can have serious climate control drawbacks if they are not the correct type of windows to minimize solar heat buildup and UV rays which will damage interior woods and fabrics.

BIGHORN uses black radius clamp ring windows, which have no exterior screws, so there's no chance of rusting. The seal around the inside edge of the window is a butyl-encapsulated foam that does not break down over time.

The huge rear bay window arrangement allows for a terrific view of your surroundings, while durable day/night pleated shades provide just the right amount of privacy.

STRONG SAFETY GLASS WINDOWS!



“The Best Windows Possible”

- **Thick safety glass:**

Stops flying objects and protects you and your family.

- **UV inhibitor:**

A special resin is imbedded into the glass, which creates a dark tint blocking 86% of harmful ultraviolet rays so it protects interior woods, fabrics, and you!

- **Dark Auto Tint:**

Minimizes solar heat and heat build up, giving better climate control. This allows you to run your air conditioner less often.

Save on your utilities!

- **NO More Harsh bright light:**

It's softened as it passes through the window, creating warm natural lighting.

In every BIGHORN most windows open up for ventilation to create the perfect airflow. Properly placed Torque Louvered windows allows fresh air in, even when it's raining outside.



ELECTRIC AWNING OPT.

- CONVENIENT
- EASY TO USE
- QUICKLY EXTENDS/RETRACTS

Exterior Universal Docking Center

This compartment is the first of its kind for the next generation mid-profile fifth wheel. Multi-functional and conveniently located in one centralized area on the off-doorside of the coach, the BIGHORN central docking center includes:

1. **Fresh Water Connection** – Quickly fill your large capacity fresh water system through the gravity fill fresh water connection.
2. **Black Tank Flush System** – Keeps your black tank free of debris that could clog up your tank and dump station.
3. **City Water Hook-Up** – Convenient access to the water hook-up allows sanitation station door to be closed and still be hooked up.
4. **Satellite/Phone/Shielded RG-6 Coaxial Cable Hook-Ups** – Located at the top of the compartment, above the water hook-ups.
5. **Exterior Shower** – This convenient systems features hot and cold water and a flexible shower head.
6. **All Tanks Pull Handles** – You will not have to climb under your slide-out in a BIGHORN to empty your tanks!
7. **W/H Bypass and Winterization Valves** - Simplifies operations required to winterize the coach or bypass the W/H. Eliminates the need to remove a panel for access as on most coaches.
8. **12V Light** - Provides excellent illumination at night.



UNMATCHED EXTERIOR STORAGE!

Heartland is known for our well engineered, spacious and smartly finished exterior storage areas. You'll love the BIGHORN's immense, unobstructed, heated, pass-through storage with minimal piping or ducting making it easy to store large items.



STEEL TIE-DOWN RINGS -

in the floor are great for securing your stored items during travel!

Three large, insulated radius baggage doors provide convenient access to the storage, have no exposed screws and are fastened from the inside to create a tight seal. Just look at what all you can store in **OVER 140 Cubic Feet of Storage!**





NEWLY DESIGNED Aerodynamic Front & Rear Caps

Today's fuel costs are at an all time high and change daily with world politics. BIGHORN's exclusive patented front cap design has resulted in a huge leap in the combination of aerodynamics and turning radius—widening the gap between Heartland and the competition. Science has shown the tear drop shape is the best configuration for fuel efficiency. The low end point is lower than the height of the cab of the tow vehicle, allowing it to cut right through the air.

The BIGHORN's unique tapered-back contour allows air to easily flow around the recessed corners and smoothly over the top of the cap so as to not create a wall of turbulent air. This, in conjunction with the BIGHORN's tapered roof from the front to the rear, moves the air around the fifth wheel, reducing overall wind resistance. Most fifth wheels have flat front caps that “push” the air with high end points. Those designs deflect the air down and under the fifth wheel making the unit less stable and more difficult to tow.

Transport Drivers who haul our units to the dealers typically report back that they are getting 2-3 miles per gallon better mileage pulling the BIGHORN than they are pulling other luxury fifth wheels. **THAT IS A FANTASTIC 15-20% FUEL SAVINGS!** With the aerodynamics, excellent weight distribution and upgraded suspension system, the BIGHORN offers you the best towing available today.

Statistics show the **rear end** of a fifth wheel can either create a significant amount of wind drag – or it can actually assist the tow vehicle in slicing or drafting through the wind. The BIGHORN rear cap is the most aerodynamic design on the market, with smooth, flowing lines and built-in wind sweeps.

In addition, the enclosed underbelly helps eliminate wind drag because the air flows unimpeded from beneath the truck to beneath the fifth wheel and out the back.

DENT-RESISTANT FIBERGLASS, NOT PLASTIC!

While a number of fifth wheels on the market today actually use “plastic” or ABS, to form their caps, the BIGHORN's strong, one-piece Fiberglass cap designs are dent resistant and will not sink in or collapse in the wind like some plastic caps have - which dramatically affects the aerodynamics.



BIGHORN's optional HITCH COVER provides not only a great look - but improved aerodynamics and fuel economy

* Not available with TRAILAIR hitch option



What does Heartland's PATENTED Improved Turning Radius Design Mean to YOU?



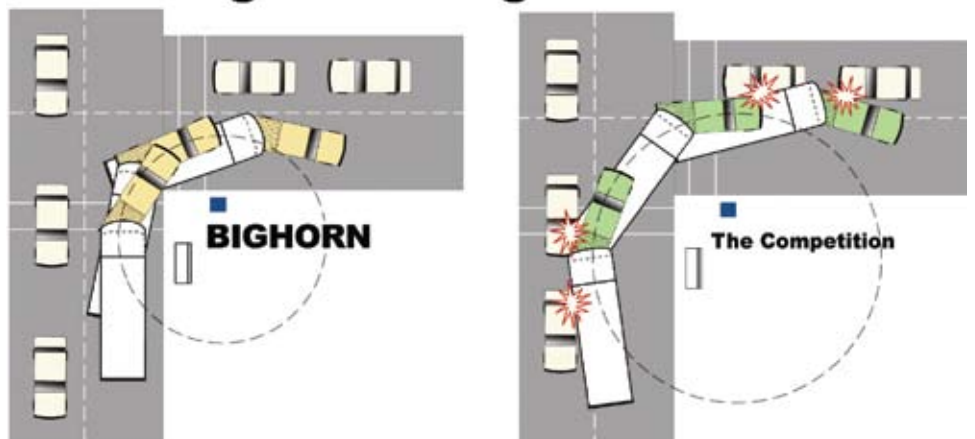
NO NEED FOR EXPENSIVE SLIDER HITCHES!



By redesigning both the steel frame and the way that the front fiberglass cap integrates with the frame, Heartland's engineers have been able to virtually eliminate the problems typically associated with towing a fifth wheel with a short-bed, extended-cab truck. Enjoy the convenience of parking your tow vehicle in your garage or even in common parking spaces – all without having to invest in an expensive and clumsy slider hitch system.

Whether you are backing into a tight campground site or just navigating your way through town, Heartland's improved turning radius provides you with the ability to turn tight corners with much greater clearance before the front corner of your fifth wheel comes into contact with your truck cab. It just makes sense.

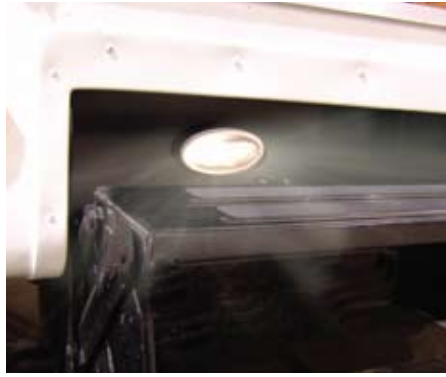
Tight Turning in Town



EXTERIOR FEATURES



Heavy-duty, radius front quad steps provide safety, security and style.
*Available on some models only.



The convenient STEP LIGHT offers safer entry when it's dark outside.
No more bruised shins!



This 110V outlet is conveniently placed on the sidewall near the awning, perfect for easily plugging in your patio or awning lights and it is switch controlled from inside your trailer.

“SMART DESIGNS”!



Inside one door-side compartment you will find the hydraulic system, as well as the battery box - easy to access and easy to use.
Note: BIGHORN now also offers a second battery box located in the front storage compartment.

At each BIGHORN entry way, you'll appreciate the floor-level light switches that can be easily accessed when standing outside the coach. It's great for entering the coach at night.



Simply reach in, turn the lights on, and enter a well-lit coach.
No more fumbling in the dark as you reach for light switches!

In the main exterior storage compartment, there are electric outlets, a connection for a TV, as well as space for the optional central vacuum system and a vacuum outlet.



BIGHORN features DUAL 30# LP Tanks – perfect for those longer camping stays in an easy to access single compartment with auto-tank switch-over.

These optional aluminum rims add a sporty look to the BIGHORN and are formed out of a single billet of aluminum.



AMISH CRAFTED HARDWOOD CABINETS



BIGHORN partners with high-quality Amish craftsmen who produce all of our door and drawer fronts. One of those suppliers, originally a manufacturer of hand crafted church furniture, still uses traditionally trained craftsmen with centuries of woodworking experience in the heart of the Amish countryside. Above left, technologically advanced equipment like this GreCon computerized saw keeps this “old-world” shop on the ‘cutting edge’ of material utilization. Above middle, an Amish woman uses the high frequency glue press. Above right, rubber spacers allow the center panels to expand with weather changes to ensure long lasting fit.



**SOLID HARDWOOD
vs. Paper Wrapped
Particle Board...**

BIGHORN uses all **HARDWOOD** cabinet stiles - NOT cheap, wrapped particle board which swell and fall apart when it gets wet! Get your money's worth by getting **REAL HARDWOOD CABINETS!!**



A centuries old design, mortise and tenon joints make the strongest, most durable cabinetry.

BIGHORN hardwood doors, drawers and cabinet stiles feature fine wood stains—custom blended and hand wiped to enhance the natural beauty of the hardwood.



**BIGHORN
interiors - the
hardwood
enhances the
beauty of the
living space.**



KITCHENS

The BIGHORN kitchen reflects features and spaciousness normally associated with coaches costing thousands more.

The standard 3 burner cook top with high output front burner is capable of boiling water 30% faster than low output burners. A large oven with convenient broiler, large microwave, refrigerator and spacious pantry are all staples of the BIGHORN kitchen.



ROOM FOR EVERYTHING –

Including the Kitchen Sink! This BIGHORN model features more base cabinet and overhead storage than a lot of motorhomes! You'll never lack storage space in a BIGHORN kitchen, as Heartland's engineers are constantly looking for ways to utilize all available space!

STEEL BALL BEARING DRAWER GUIDES provide for larger, deeper drawers which glide-out easily and lock into place during transit. This design also allows for drawers that come out past the cabinet face so you don't have to scrape your knuckles trying to reach into the back of the drawer.

STRONG ENOUGH FOR A CINDER BLOCK!

You won't find any cheap import drawer guides in the BIGHORN! Our steel guides combine with birch drawer sides to form a sturdy foundation - strong enough to hold this cinder block!!



BIGHORN overheads are oversized and very deep with shelves that come all the way to the edge of the cabinet to maximize storage for larger plates.



Sale tip for maximum effect: To demonstrate the depth pull out the carousel plate from the microwave and slide it into the cabinet – **now that's big!**

HANEX™ TRUE SOLID-SURFACE COUNTER TOPS

The BIGHORN features Hanex™ solid-surface counter tops in the kitchen and bathroom. Hanex™ is a brand that has earned the trust and respect of millions of residential customers over the years and which brings long-term performance and value to your BIGHORN. Hanex™ has been on the market for a number



of years and has been leaving their footprint through the highest of standards. An advanced blend of natural materials and pure acrylic polymer, Hanex™ is a product that has earned trust and respect as a proven material that brings design versatility, long-term performance and value to the environment. Hanex™ is one of the toughest man-made counter tops in history that is both durable and renewable.

RENEWABLE: Nicks, stains, cuts, scratches - while these can permanently damage most other surfaces, they will not compromise the appearance of Hanex™. Hanex™ can be restored to its original state using an ordinary abrasive cleanser and a cleansing pad. Further, if damage occurs, Hanex™ can be repaired on-site, saving time, money and aggravation!

NON-POROUS: Hanex™ surfaces are smooth and non-porous. As a result, they will NOT promote the growth of mold, mildew, or bacteria!

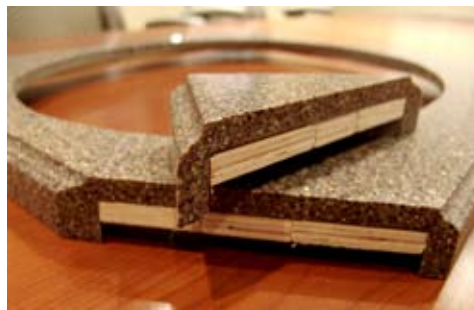
EASY TO CLEAN: Because Hanex™ is non-porous, liquids and stains cannot penetrate so it is easy to clean!

CONSISTENT: Hanex™ counter top color and texture is the same all the way through the material, unlike other brands or materials.

WARRANTY: Hanex™ is backed by a 10-Year Limited Material Warranty - your ultimate assurance of quality and value.



Luxurious WATERFALL EDGING
The BIGHORN Hanex™ solid-surface countertops come with a 10-Year Warranty and feature this very elegant, residential waterfall edge design.



RENEWABLE SOLID SURFACE
The BIGHORN Hanex™ solid-surface countertops are RENEWABLE which means they are the same consistency through and through and if scratched or chipped, can be easily repaired so that it looks like new!



Competition's Cheap FIBERglass
Their thin fiberglass material is adhered to a lesser quality particle board that disintegrates when it gets wet. The fibers of these type of tops tend to stick out of the bottom edges and are painful to the touch and unsightly from below.

LIVING ROOM

One of the most obvious selling features of a BIGHORN is the luxurious interiors featuring an open, spacious feeling when you walk into the coach. BIGHORN also offers bigger windows across the back wall and in the slide-outs, with taller and deeper cabinets for maximum storage space.



The LCD TV swings out for better viewing angles, and offers built-in storage behind for DVDs, VIDEOS and CDs!

HIDDEN VALUE!



Beautifully crafted slide room fascias, along with hard-sided window valances set this coach apart from the competition.

“SMART DESIGNS”!

FRONT CLOSET is found at every BIGHORN entry way, hiding systems mechanicals and offering storage for jackets and other items. When closed the mirrored doors add to the coaches, open feel.



It's often the little things that set BIGHORN apart from the competition.



BATHROOMS

All BIGHORN fifth wheels have been designed with the premiere “Suite” bathroom and bedroom arrangement, typically found only in coaches costing thousands more. Featuring a separate commode room; a one-piece fiberglass, residentially-designed shower with built-in seat; a skylight; a nice-sized lav base with large storage and a mirrored medicine cabinet, the BIGHORN bathroom is able to be completely separated from the rest of the coach by sliding doors - and some newer models have a side-aisle bath design with even more room!

Sales Tip for Maximum Effect: Stand in the shower and show your customer how much head and elbow room you have in the large neo-angle design with overhead skylight. Also sit on the seat to show how easy and convenient it is.



ELEGANT OIL-RUBBED BRONZE LOOK FIXTURES & A PORCELAIN SINK - add a touch of class to an already elegant fifth wheel design!



LAUNDRY CHUTE: This convenient built-in laundry hatch allows you to quickly place dirty clothes into an awaiting clothes hamper located in the front exterior storage area - not take up your interior storage!

The BIGHORN’s separate stool room offers plenty of room to move around. Even the tallest person won’t hit their knees in this area. The built-in overhead storage holds all your toiletries, while the large, octagonal mirror adds a nice touch.

Sales Tip for Maximum Effect: Make sure you show your customer that the commode is made of PORCELAIN, not plastic, by hitting the bowl with your knuckles to hear the “ring” of the porcelain. Hardly anybody does this at our price point!



BEDROOM

The BIGHORN “Smart Design” from the bathroom continues into the Bedroom portion of the suite. Each BIGHORN model features a bed slide with either a queen or king bed (depending on the model) with elegant slide fascia and matching headboard.

The finished under-bed storage is easy to access with gas-struts that help lift the bed out of the way and is great for blankets or other items.



The large dresser at the foot of the bed offers great counter top space, as well as six deep drawers and one door, as well as a large overhead cabinet designed to house a flat-screen LCD TV! This storage combines with the huge front wardrobe to provide more than enough room for all your travel needs.

There’s also a pair of switch controlled speakers in the bedroom ceiling so you can listen to the stereo.



“SMART DESIGN”

Be sure to point out the fact that each BIGHORN bedroom slide features two windows that provide great cross-ventilation vs. the only one window commonly found on competitor’s coaches.

“SMART DESIGN” - Again, turning as much space as possible into “working space” for our owners, the front closet features built-in shoe storage, as well as an overhead shelf, and even our standard washer/dryer prep.



OTHER GREAT FEATURES:



Hard Sided Window

Valances: These elegant window treatments just blow away the competition's soft cloth attempt at luxury!



Oil-Rubbed Bronze Look

Hardware: The latest in high-end residential homes, this elegant hardware goes great with the Bighorn's hardwood cabinetry.



Custom Amish Designed Moldings and Trims:

No one does it better in this price range!



Stainless Steel Sink: This deep bowled stainless steel sink is accented by the convenient pull-out sprayer faucet!



Elegant Dinette Set with STORAGE in both the Chairs AND the Table!

Providing great storage for games and valuables. You'll also appreciate the extra large windows featured in the BIGHORN - offering an unmatched view of your surroundings.



Microwave/Convection

Oven: Offers the ability to bake cakes and bring other baked goods to a nice, crisp finish.

INCREDIBLE SELF-INFLATING AIR-MATTRESS SOFA-BED



Storage Drawer - Smart Design!

This isn't your ordinary, uncomfortable, RV sofa-bed! Simply fold the back of the sofa over, set the valve to "INFLATE", click the button, and watch as your built-in air-mattress quickly fills up to provide you or your guests with the most comfortable extra sleeping space ever found in an RV of any kind!!



Inflates at the touch of a button!

ZERO° TESTED!

Heartland 5th wheel Construction has been subjected to rigid testing in the famous DOMETIC™ extreme temperature testing chamber where it passed with flying colors! The chamber is set to 0° to test the unit's heating efficiency, followed by being set at 100° to test its cooling efficiency. With our thick 2" laminated walls; enclosed and heated underbelly; and insulated floor - the interior of the Heartland coach remained warm and comfy during the sub-freezing test and nice and cool during the heat test!



For more details, visit our web site:
www.HEARTLANDRVs.com

**CHOOSE
HEARTLAND
5TH WHEELS
AND TOY
HAULERS
FOR THE
BEST BUILT,
LONGEST
LASTING,
ENERGY
EFFICIENT
COACHES IN
THEIR PRICE
POINT!**

**HEARTLAND
GOES THE
EXTRA MILE
TO MAKE
SURE OUR
CUSTOMERS
ARE
COMFORTABLE
IN THEIR
COACHES!**

Super Strong!

6-LAYER WALL

www.HEARTLANDRVs.com

Fiberglass • Luan • Luan • 1.5" Polystyrene Insulation • Luan • Interior Wall Vinyl

As this 1/8" thin coffee cup protects your hand from the scalding hot coffee - consider the protection Heartland's sidewalls offer, featuring 1.5" insulation!



FANTASTIC VENT - in Every Coach!

Our Fantastic Vent with RAIN SENSOR has a powerful 12", 10-blade fan that pulls air through any open door or window. HOT ZONE - The Fantastic Vent moves over 1,000 sq. ft. of air per MINUTE on high - meaning the air in a 36' fifth wheel would be recycled in just 1 minute!



FINAL FINISH - QUALITY CONTROL

Completing the final stage of the BIGHORN production line is the final finish area. The interior is thoroughly cleaned and the exterior of the unit is then prepared for delivery. A quality control checklist that accompanies each unit is then double checked by the final inspector. Electrical, plumbing and LP systems are also re-checked by a systems check specialist.

BIGHORN checks our coaches for possible leaks using a state of the art Seal-Tech system. This innovative system hooks into a roof vent and creates a reverse vacuum in the coach. With the entire coach closed up, the Seal-Tech machine causes pressure to build up inside the coach, forcing air out of any possible place it can escape. A BIGHORN technician then goes around the coach spraying soapy water around every window, door, and vent. It is just like checking for a leak in your tire. If any air is escaping from the unit, it will cause air bubbles to appear. If an air bubble does appear, then we know there must be a leak and it is repaired immediately.



Web Service Support www.heartlandrvs.com

Heartland provides you access to information 24 hours a day through the internet. On-line you'll find:

- Dealer locator for service help
- Maintenance information and technical diagrams
- Product warranty information





LIMITED WARRANTY SUMMARY

Coverage Provided:

All Heartland Recreational Vehicles LLC fifth wheels are warranted under normal use to be free from manufacturer defects in material and workmanship including structure, plumbing, electrical, heating and cooling systems, and all appliances and equipment installed by Heartland Recreational Vehicles LLC. The following are *examples* of equipment that is covered by the manufacturer’s warranty of the component, which may be prorated.

Please consult the component manufacturer’s specific warranty information for complete detail. Note: this is not a complete, comprehensive list of items that feature manufacturer’s warranties.

Rubber Roof by Dicor.....	12 Years
Electric Slide-Out System by Lippert.....	5 Years
Smoke Detector by Code One.....	3 Years
Awning by Dometic	3 Years
Refrigerator by Dometic	3 Years
AC by Dometic	3 Years
Furnace by Suburban	2 Years
Water Heater by Suburban	2 Years
Water Pump by SHURflo.....	2 Years
Steel Frame Assembly by Lippert.....	2 Years
Axles by Lippert	2 Years
TV Antenna by Antenna Tek.....	2 Years
Stove Top Range by Amana.....	2 Years
Commode by Dometic & Thetford.....	2 Years
Shocks.....	2 Years
Electric Rear Stabilizer Jacks by Lippert.....	2 Years
Monitor Panel by KIB.....	2 Years
LP Regulator	2 Years

For items not warranted by the component manufacturer, Heartland Recreational Vehicles LLC provides a limited one year bumper-to-bumper warranty on the construction and workmanship.

Notice: This is not a Heartland Recreational Vehicles LLC specific warranty. Please refer to an Owner’s Manual for detailed explanation concerning exclusions and limitations to Heartland Recreational Vehicles LLC limited warranty. Information is subject to change without notice or obligation to Heartland. Brands and options may vary on specific units due to substitutions or alterations. Please consult with your dealer for additional information or to review a current model.

