LANDMARK CONSTRUCTION "The Inside Story"

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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 LANDMARK was designed for the experienced owner with unique features that need greater explanation. <u>Remember</u>: 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 LANDMARK can fulfill their dreams. <u>People don't care how much you know until they know how much you care!</u>



You are about to enter the inside story of Heartland RV and LANDMARK 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.

- Look for the symbol marked <u>Hot Zone</u> throughout this booklet. These are areas where LANDMARK 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.
- Take note of the <u>"Sale Tip for Maximum Effect"</u>. It will show you key areas that need physical demonstration to create a lasting impact. <u>Did You Know?</u>: 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 LANDMARK.

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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!

<u>Committed to our customers</u>: Heartland RV is a privately owned company and they make decisions based on customer input, **not pressures from Wall Street**. Publicly traded companies are driven to boost stock value at the expense of the customer.

Innovation: The Heartland team serves our customers with the best engineering and innovative thinking. 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.

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

<u>Reliable components:</u> LANDMARK 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 Corian, Dometic, AL-KO, and Uponor.

<u>Serviceability</u>: LANDMARK was designed for **quick and easy** diagnostic of all vital parts and components. Each coach has labeled water lines, hoses, wires and cables. In addition, we have easy lube axles, a quick removable panel to the water pump, water heater, and power converter featuring blown fuse indicators.

<u>Quality</u>: While most manufacturers struggle in this area, LANDMARK sets the standard. Heartland has a simple philosophy, "**If it is worth doing, it is worth doing right the first time**".

Top Facilities

Heartland has invested millions of dollars in new construction for 2006, having broken ground on a 110,000 sq. ft. state-of-the-art manufacturing facility and expanding our existing plant from 45,000 sq. ft. to 65,000 sq. ft.

Following the incredibly successful launch of the LANDMARK and BIGHORN lines of fifth wheels, Heartland's has been able to expand our product lineup to include the CYCLONE toy hauler, the SUNDANCE mid-profile fifth wheel and the entry level TRAIL RUNNER lines.





Advanced Engineering

Uncompromising characteristics: 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. 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 built based on the CAD data. This prevents problems before they arise. In a rush to get new floorplans to market, many manufacturers skip this vital step and let the retail public become the testing ground to work out all the bugs.

LANDMARK 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



ONE TOUGH FRAME!



The LANDMARK frame is a solid rolled steel I-Beam that boasts rugged durability and uncompromising strength. The 10" I-Beam 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, LANDMARK uses steel rod and Z-Bar bridgework supports that give the I-Beam extreme side to side structural integrity.

High tech computer lasers cut out steel plates for compartment bottoms and detailed support gussets for the upper deck.



provides increased storage! More clean, usable storage than any coach in its price range!



This provides consistency and high quality parts each and every time.

One of the many stress points of any fifth wheel is its upper deck. The LANDMARK transition from the mainframe to the second level is constructed of 11 gauge box tube steel framing. Four support gussets are welded in for superior floor support and increased cabover structural strength.

LANDMARK mounts all landing gear to the outside of the 10" I-beam frame. This allows for better weight distribution and stability. In addition, it makes it easy to reach the spring loaded snap pins.

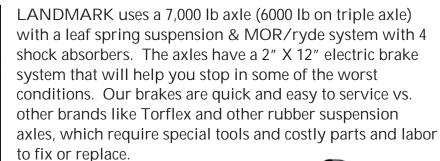
<u>"SMART DESIGN"</u> Landing gear mounted on the outside of main rails.



The completed LANDMARK frame is powder coated with some of the toughest primer coat 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 any painted-on primers used by other manufacturers.



LANDMARK uses AI-Ko axles and brakes which are American made. Alko employs over four thousand people in four different states, and has been building axles and brakes since 1931. All AI-Ko products undergo regular quality inspections and harsh laboratory and track testing.



NOTE: LANDMARK has an 8 lug hub pattern with 9/16" thick studs, just like your truck, not 1/2" studs like our competition.

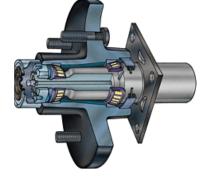
LANDMARK comes standard with AI-Ko <u>ultralube</u> hub lubricating system. This repacks inner and outer bearings quickly and easily, without the need for disassembly, or removing tires. It is designed so that when grease is inserted into the exterior zerk fitting it lubricates the inner bearing first,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

Top Quality Mor/ryde Suspension -

Standard on every LANDMARK is the Mor/ryde suspension featuring rubber springs which work with the steel leaf springs, replacing the steel leaf spring equalizer. This results in a tremendous increase in dynamic axle travel and static deflection - absorbing shock better and offering smoother towing than steel leaf springs and protecting your fifth wheel from damaging road shock.



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 "yoyo" effect, and all the aftermarket suspension systems and air ride devices in the world won't help you. LANDMARK believes these systems should be for towing enhancement, not as a short term remedy for a poor design.



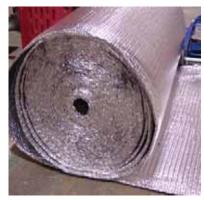




ENCLOSED UNDERBELLY & TANKS

Since the underbelly is enclosed, it helps to eliminate wind drag and increase gas mileage. The extremely rugged under-belly 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.





<u>Sale tip for maximum effect:</u> 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 the channels they see also help insulate the underbelly the same way dead air space insulates at home. (If you do not have a sample, please contact your LANDMARK Rep)

LANDMARK uses an R-17 sealed double bubble foil product called Flexfoil reflective insulation in all underbellies. Flexfoil insulation allows you to have high R-value in a thin space. It is also a vapor and thermal barrier. Further, flexfoil is also pliable and puncture resistant at 68 lbs per square inch.

HOT ZONE: LANDMARK wiring harnesses are made in house, and are wrapped inside a heavy duty wiring loom, to protect them from any potential damage. The RV industry isn't required to use automotive style wire loom, our competition doesn't, but at LANDMARK we do.





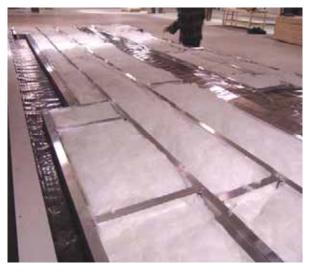
EXTRA INSULATION: On top of the R-17 Flexfoil insulation, LANDMARK has <u>two</u> thick blankets of R-7 fiberIgass insulation! Add in the layer of R-7 insulation in the floor and you have and R-Value of 38 – just in the insulation – not counting the wood, carpet pad, air space, ultra shield, etc. – which all offer insulative value to the sub-floor area.

LANDMARK 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.

FLOOR



The LANDMARK floor is strong, yet lightweight, constructed of 3" tubular aluminum welded 16" on center. Joints are welded on both sides for superior strength. The space between the floor joists and crossbembers is then heavily insulated with thick **formaldehyde-free** insulation which eliminates gas emissions that causes irritation to eyes, skin and throat. **Formaldehyde-free insulation may cost more but we believe our customers are worth it.** Darco vapor barrier covers the entire bottom and wraps around the sides of the aluminum floor. This rugged barrier is puncture, water and rodent resistant.



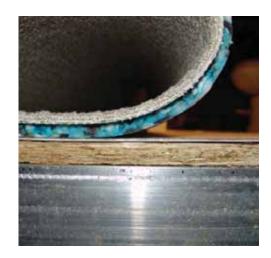


No seams means no squeaking!

Weyerhauser 5/8" decking is specially engineered to offer seamless support that plywood or OSB simply can't provide. This material is bonded together with special marine grade resin that resists warping or buckling due to moisture.

Why are LANDMARK floors less "squeaky" than the competition? Because we both glue and screw our seamless decking in place, as well as add a **PVC Isolator Tape** to the frame, before we install the floor!





- 3" welded tubular aluminum floor 16" on center.
- 5/8" seamless marine grade decking.
- Armstrong Tough Guard linoleum flooring. Tough Guard has a 5 year warranty and guaranteed not to rip, tear, or permanently indent. Perfect for the roughest family and pets.
- 1/2" 6 lb. rebond carpet padding designed to handle high traffic while providing superior foot comfort.
- Plush carpeting with outstanding durability.
- PVC Isolator cushion between floor and frame

PLUMBING & ELECTRICAL



10/25 Year Warranty Water Lines

American-made Tuffpex[™] tubing system by Uponor[™] Corporation has been a recognized leader in cutting edge technologies and design for over 30 years. Most plumbing companies only guarantee the material but Tuffpex actually guarantees a leak-free connection because of specially designed air tools and clamping system. They invented the 80 degree radius plastic clips used to cradle water lines when making a turn. For other plumbing systems an elbow joint is needed. This virtually allows a continuous water line system throughout the LANDMARK eliminating 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 for 10 yrs.
- Tube guaranteed against leaks for 25 years
- 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



Testing the Water Lines

LANDMARK 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. for minutes, before final hookup. The system is then hooked up and re-tested again, using water for 15 minutes, 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. <u>"SMART DESIGN"</u> – Heartland's <u>Uponor water</u> <u>line system</u> combined with our STANDARD Extreme Series <u>5.7 HI-FLOW WATER PUMP</u>





All LANDMARK 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 80 amp

converter offers unmatched power and is whisper quiet for a good night sleep. The 12 volt converter has LED light indicators which show you what fuse is blown saving you time and frustration.



LANDMARK 50 amp marine-grade removable power cord is designed for a lifetime of rigorous use. The front bracket makes it easy to store.



SIDEWALLS "IF THESE WALLS COULD TALK"

Heartland understands that dealerships sell a variety of RV products and some of these are a mix of different types of construction techniques. The sidewall and how it is constructed is always one area of great debate. We feel that explaining the LANDMARK construction in detail will give the retail person the needed information to make an informed decision on their own.



The sidewalls of the LANDMARK feature heavy guage 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, the main entrance door, and even at major stress points of the wall. This is simply unheard of in a typical RV—but standard on ours.

All compartment door and window openings are also framed in with special welded radius aluminum. LANDMARK uses this radius corner to ensure all door openings stay square and windows fit tight. Some manufacturers use a plastic clip or wood corner that could break or swell due to climate changes and create a place for leaks.







LANDMARK's Sikaflex lamination and layered sidewall construction creates a lighter and stronger wall that could even support a truck!

We even weld extra gussets in areas where we feel the coach may need the extra support to withstand the rigors of the road.







SIDEWALLS



LANDMARK sidewall insulation is 2 ¼" thick insulated wall that has proven itself over years of manufacturing experiences as quieter and long lasting construction.

<u>Sales Tip for Maximum Effect:</u> LANDMARK sidewall construction provides a composite R factor of R-10. 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 LANDMARK thick wall insulation can do?"

Wood studs are installed inside the aluminum framing where necessary to provide the superior strength for a long lasting product.

LANDMARK's thick block foam insulation meets and exceeds the demands of our customers for stronger and lighter construction, higher R values, and smoother, and straighter sidewalls. LANDMARK 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 unibody interlocking system to begin.







SLIDEROOM MECHANISM – 5 YEAR WARRANTY





The LANDMARK slideroom mechanism is a **HydraGear** by Lippert components. Lippert was established in 1956 from humble beginnings to become a multi-state, multifacility organization, with a reputation as an industry leader and innovator. This innovation is evident in the **HydraGear** slideout system used on every LANDMARK. The system is designed to draw low amps and be virtually maintenance free, with no greasing or lubrication necessary. The rack & pinions shown here are used only to guide the room in squarely. Did you know? Each hydraulic ram arm can push 1500 lbs—**THAT'S POWER!**

The **HydraGear** is a self purging system utilizing a double acting hydraulic cylinder to push fluid through high pressure hoses to move the 4X4 ram arms in or out. The **HydraGear** always locks automatically and you never need to remember to put travel bars in because you don't need them. **Isn't that smart!** The **HydraGear** is a tough system which has been static tested to over 6,000 continuous cycles with no noticeable wear or tear. **Now that's tough!**



LANDMARK uses Flex Guard, a rubber coated spring steel, which offers support and protection to vital slideout 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 slideout operation as well as the unnatural bends and stresses that can lead to breakage.

Low friction high torque system



Wiring wrapped inside heavy duty wiring looms

Manual Over-ride: Every LANDMARK slide can be manually retracted or extended in case of emergency. A standard handheld drill and a hex bit inserted into the auxiliary drive will bring in or retract a slideroom in less than 46 seconds. All LANDMARK sliderooms can be independently operated from the IRC controller mounted on the hydraulic pump. The IRC controller also provides manual "Lock Out" for long term storage or to prevent accidental pushing of the switch by children.

Slideroom Construction



LANDMARK 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 slideout

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.



Behind the slide facia, the LANDMARK slideroom is anchored together with a thick, one piece steel header that can hold up to 600 lbs. This steel header provides support across the span of the slide opening, ensuring no sagging or dipping. This also produces a tight and square seal everytime in all climate conditions. **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.

All slideroom openings are anti wicked against any possible water penetration. Then a <u>double</u> rubber wiper seal fits over the slideout 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!

STEEL HEADER can hold up to 600 lb

ROOF - THE H FACTOR



Sales tip for maximum effect: Show the retail customer the air ducts on both sides of the room. Point out the great benefit of the "H" system and how it allows an air duct in the stool room. Nice and cool on hot summer days.





The LANDMARK roof is constructed of strong 5" radius double welded aluminum trusses, 16" on center with double trusses at all stress areas.

LANDMARK's climate control "H" duct air conditioning system utilizes Amoco insulated ductwork with radius corners to provide maximum cooling efficiency. The standard 15,000 BTU air with remote distributes incoming cool air to both sides of the fifthwheel quickly and effectively for even thermal efficiency. Two separate duct systems offer substantially increased airflow and are vastly superior to the single duct systems used by most manufacturers.



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

LANDMARK uses 7/16" walkable roof decking which is both glued and screwed into place.

LANDMARK uses a one piece seamless EPDM rubber roof,



featuring a 12 year warranty. This highly durable, engineered synthetic material is glued into place with industrial glue. The 3" radius metal roof cap provides a radial transition between the sidewall and roof line. This radius leaves no flat edges that can trap water on the roof, and moves it quickly to the rain gutters and away from the coach. All roof openings are double sealed with butyl tape and a self leveling adhesive for a superior watertight seal.

HOT ZONE! LANDMARK uses mushroom shaped attic vents to allow the roof to vent and breath, purging moisture from the attic.



<u>Where does it go?</u> Condensation is produced from cooking, heating and cooling. This condensation builds up in the roof because there is no place for it to escape causing deterioration of insulation and warping of ceiling panels and roof decking.

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. LANDMARK 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.



STRONG SAFETY GLASS

PANORAMIC VIEWS

"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.
- Harsh bright light: Is softened as it passes through the window, creating warm natural lighting.

CROSS VENTILATION

In every LANDMARK all the 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.

The huge rear bay window allows for an unobstructed view, unlike most manufacturer's 3 piece window setup that has exposed screws and window trim blocking the view.





Panoramic windows in the dinette area allow you to enjoy the view and see what's going on around the patio.



A Fantastic fan with rain sensor is standard in every LANDMARK kitchen. The powerful 12" 10-blade fan creates a balanced breeze as air is pulled in, up, and out. Did you know? The Fantastic fan can replenish the air in a 36' LANDMARK every minute.

UNIVERSAL DOCKING CENTER



Universal Docking Center

This compartment is the first of its kind for the next generation fifth wheel. Multi-functional and conveniently located on one compartment behind one door, the LANDMARK UDC includes:

1. Hot & Cold Water Manifolds Distribution Center - Gives you the ability to shut off a line to any fixture without interrupting the flow to other locations. 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 offers an access port located beneath the radius metal alowing you to lock the sanitation station door and still be hooked up. 4. Quick Connect 15' coil hose with **sprayer** – In a flash, you'll be ready to start watering, washing or showering away, up to 15' away from your coach. 5. All Tanks' Pull Handles – No more bending over or crawling on your hands and knees. We have all of your dump valves handles located in the R-38 floor with straight pulls. 6. 110V and 12V Power Outlets - Easily accessible and allows you to power up or charge your camping accessories. 7. Water **Pump Switch** – Easily turn on the water pump from the exterior of your coach. 8. Exterior Security Light Switch - Need to see at night, you have the ability to switch this light on from the inside or outside. 9. Shielded RG-6 Coaxial Cable Hook Up – This upgraded shielding helps eliminate outside interference so you have crisp, clear TV reception every time. 10. Satellite Hook-Ups - one for the ground dish and one for a roof mounted dish. 11. Cat-5 High Speed Internet Wiring - Provides the best possible connection when networking computers or utilizing highspeed internet services. 12. Telephone Hook-Up – Phone jacks are conveniently located in both the living room and bedroom. 13. Disposable Rubber Glove Case Holder - Makes the job of dumping your holding tanks cleaner and easier. 14. Paper Towel Holder – Another conveniently located amenity that adds functionality to this compartment. 15. Liquid Soap Dispenser - After a day of fishing or dumping your holding tanks, this conveniently located soap dispenser will be your best friend.



Heated pass-through storage

UNMATCHED PASS THRU STORAGE

"Smart Design"

The LANDMARK's immense, unobstructed, heated, pass-through storage with no raw plumbing pipes or hanging heat ducts makes it easy to store large items. Over 140 cubic feet of easy access storage on every model comes with large sliding service panels for quick access to plumbing, water pump, water heater and more. Insulated radius baggage doors have no exposed screws and are fastened from the inside to create a tight seal.



Gas struts Lift the Doors out of the way!



Just like a motorhome, Heartland has prepared the exterior storage compartment to serve as a multi-purpose exterior entertainment center with hook-ups for everything from a TV to stereos to power appliances and more. There's also a hot/cold quick connect spray port.

FRONT CAP "True Aerodynamic Design Means Increased Towability"

Today's fuel costs are at an all time high that changes daily with world politics. LANDMARK exclusive cap design has resulted in a huge leap in evaluation 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 because of the low end point which is lower than the height of the cab of the tow vehicle—it cuts right through the air.

The LANDMARK's unique tapered-back shape allows air to easily flow around the recessed corners and smoothly over the tear drop top of the cap so as not to create a wall of turbulent air. This in conjunction with the LANDMARK's tapered roof from the front to the rear, moves the air around the fifthwheel (reducing overall resistance. Most fifthwheels have flat front caps that "pushes" the air with high end points. This deflects the air down and under the fifth wheel making the unit less stable and more difficult to tow.

Trucking companies that bring our units to you come back to our factory claiming they are getting 2-3 miles per gallon better mileage pulling he Landmark than other high profile fifth wheels. THAT IS A FANTASTIC 15-20% FUEL SAVINGS. Combining the aerodynamics, standard Trail air hitch system and MOR/ryde suspension system, you get the best towing available today.



Dent Resistant

Our Strong Design does not collapse in the wind which would effect the aerodynamics.

REAR CAP

Statistics show that the rear end of a fifth wheel can create a significant amount of wind drag. That is why Heartland spends a significant amount of time and money crafting the most aerodynamic rear cap ever seen on an RV- towable OR motorized! Closer to resembling a Corvette or a Cadillac than a fifth wheel, the LANDMARK rear cap has built-in molded wind deflectors at the top and bottom of the cap, as well as sweeping curves along



each surface. The fins at the top and bottom push the air away from the fifth wheel so it will not create a vacuum, slowing you down and compromising your gas mileage.

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.



EXTERIOR FEATURES



Our 32" Wide by 73" Tall Entry Door makes loading and unloading much easier. A wheel chair will even fit through the entry door.

LANDMARK's over-sized powder coated entry steps are **wider and deeper** than any other step, helpful to anyone physically challenged.



Your whole shoe will actually FIT on the step! No more slipping off skinny steps or trying to get steady footing at night!





Gutter rails on both sides funnel water to down spouts which push water away from sidewalls, minimizing black streaks.

The Security Lights on both the Road Side and Door Side provide additional security and lighting when needed.





This sturdy, recessed spare tire features a convenient drop down launch system, just like your truck.



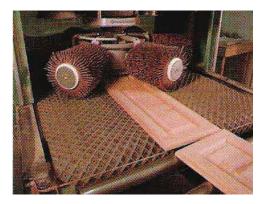


LANDMARK features **LED** Running lights and brake lights - strategically located for maximum exterior visibility with more than 100,000 hrs of life.

AMISH CRAFTED HARDWOOD CABINETS

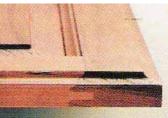


LANDMARK partners with high-quality Amish crafstmen who product all of our door and drawer fronts. One of those suppliers is Middlebury Hardwood Products, originally a manufacturer of hand crafted church furniture, who still uses traditionally trained craftsmen with centuries of woodworking experience in the heart of the Amish countryside. Above left, technologically advanced equipment like this GreCon computerized saw keeps Middlebury Hardwood Products 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.



Whitewood sanding is the final preparation before staining.

Mortise and Tenon joints make the strongest, most durable cabinetry.



Fine wood stains—custom blended and hand wiped to enhance the natural beauty of the hardwood.



LANDMARK interiors - the hardwood enhances the beauty of the living space.



KITCHENS





- The LANDMARK has a standard 3 sealed burner cook top with a front burner that is high output, capable of boiling water 30% faster than low output burners. Also, a large **22" optional oven** with a convenient broiler is available.
- All LANDMARK kitchens have convenient toe <u>kicks</u> along the base of the cabinet allowing a person to get closer to the counter without stubbing their toe, along with courtesy lights from the bedroom through the kitchen.
- All water lines and plumbing are always placed to the very back corner of the cabinet maximizing all available storage.
- The pull-out kitchen faucet allows you to get large pots and pans cleaned with ease.
- The Grand Canyon shown above has four electrical receipts in the kitchen. One in the appliance garage, one behind the range top and one on the right and left of sink cabinet face.
- 110V Track Lighting is standard on most models for extra lighting when needed.
- (shown above with Optional 1-1/8" REAL Granite Countertops-can never be burned, scratched or cut.
- The LANDMARK has numerous 110V outlets throughout our kitchens. No more extension cords with the LANDMARK as you have the luxury of plugging in multiple places. The standard 1.7 cu ft Convection Microwave offers quicker meals with more convenience.



Placed in kitchen

Our Fantastic Vent with rain sensor has a powerful 12 inch, 10 blade fan that pulls air through any open door or window. HOT ZONE—The Fantastic Vent moves 1,000 sq.ft. of air per minute on high, *meaning* the air would be recycled in a standard 36 ft fifthwheel in 1 minute. That is ventilation!





Most competitor's kitchen overheads are only 14" deep. LANDMARK overheads are oversized from 17" to 19" deep with shelves that come all the way to the edge of the cabinet to maximize storage for larger plates.

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



HOT ZONE!

How many competitors have full 22"+ deep drawers in the kitchen with steel ball bearing drawer guides? **The answer, NONE!** There are over 40 ball bearings in each drawer guide which allows the drawer to extend smoothly up to 2 ¹/₂" past the base cabinet face so you have full access to the drawer. Most competitors utilize only ball bearing roller and not the entire guide.

Every unit comes with a huge pull out pantry for additional easy to reach storage. Not only does LANDMARK have a pull-out pantry – but it has the only all-steel basket design with ball-bearing guides!

DRAWER GUIDES



Heartland does not skimp when it comes to our drawer construction. All drawer sides are constructed out of solid baltic birch wood.

Sales Tip For Maximum Effect: Fully extend all drawers 2 ¹/₂" past the Corian/Granite counter top. Now step back and view the accessibility. The customer will be amazed by the storage space!

CORIAN® SOLID SURFACE COUNTERTOPS

Corian® counter tops by DuPont is a brand that has earned the trust and respect of millions of customers as a proven material that brings long term performance and value to your LANDMARK. DuPont has been in business for over 200 years and has been leaving their footprints through the highest of standards. DuPont created the solid surface category more than 30 years ago. An advanced blend of natural materials and pure acrylic polymer, Corian® is a brand that has earned trust and respect as a proven material that brings design versatility, long-term performance and value to any environment. Corian® is one of the toughest man made counter tops in history that is durable and renewable.

<u>Certified:</u> Corian[®] is one of the few products that is certified for use in commercial food preparation and meets the Federal, Food, Drug and Cosmetic Act. Corian[®] is non toxic and chemically nonreactive.

<u>Renewable:</u> Nicks, stains, cuts, scratches – while these can permanently damage most other surfaces, they will not compromise the appearance of Corian®. Corian® can be restored to its original state using an ordinary abrasive cleanser and a cleansing pad. Further, if damage occurs, Corian® can be repaired on site, saving time, money and aggravation.

Non-Porous: Corian[®] surfaces are smooth and non-porous. As a result, they will NOT promote the growth of **mold**, **mildew** or **bacteria**.

Easy to Clean: Corian® is nonporous – liquids and stains cannot penetrate so it is easy to clean.

<u>Consistent:</u> Corian[®] counter top color and texture is the same all the way through the material unlike other brands.

Environmental: Corian[®] is always driving towards a goal of zero waste generation and zero emissions reducing their environmental impact on the world.

<u>Warranty</u>: Real Corian® is backed by a 10-year limited material warranty, your ultimate assurance of quality.



If you don't have the button then it's not true Corian®



LANDMARK features one of the top residential Corian® designs – with larger, more pronounced granules.

LIVING ROOM



One of the most obvious selling features of a LANDMARK is the abundance of room and the "open" feeling you get as you walk into the living room. This is achieved by having a less sloping roofline with a 6'9" rear height, much taller than our competitors. This allows the LANDMARK to have bigger windows across the back wall and in the slideout, with taller and deeper cabinets.



The full entertainment system has a 26" LCD Flat Screen TV, 200 watt - 6 speaker full surround sound with DVD, CD, and AM/FM tuner. Only top brand names are used, for quality and easier service. All models have computer data ports.



Sale Tip for Maximum Effect: The best way to demonstrate the depth of the cabinetry is to use the carousel plate from the microwave. Now that's deep!





Due to the taller walls, our sliderooms are 6'5" tall (no more head bumping), which in turn allows us deeper and taller storage in the overhead cabinets. All cabinet doors open from the side so there is no obstruction like you have with gas struts that only open part of the way. NOTE: Both the dinette chairs and the expandable dinette table have storage in them.

BATHROOM



All LANDMARK fifth wheels have a level, one-piece floor between the bathroom and bedroom, all the way into the full length closet. Sales Tip for Maximum Effect: Show your customers the flat bedroom floor and the roominess between the bed and closet. The silk screened finish can be replaced with obscure glass or clear glass for a nominal fee.

Where our competitors use a 2 piece plastic shower, LANDMARK has a residential one piece fiberglass unit, with an available optional flip down seat. There's also a 12V light and skylight above so you can see better.

Sales Tip for Maximum Effect:

Stand in the shower and show your customer how much elbow room you get with the LANDMARK. Mention that the competition uses a two piece ABS shower which has a lower seam that could leak for many years before damage is found.



STAND UP WASHER-DRYER CLOSET

The dynamic LANDMARK sink base is Modeled after something we found

in Architectural Digest magazine. Never before has this much attention to detail been seen in a coach this affordable! There's room for ample towel storage, toiletries and cleaning supplies.

A residential size sink with a one lever faucet, just like home. Large and deep, well lit medicine cabinet with multi level shelving.

The LANDMARK's separate stool room offers plenty of room to move around. Even the tallest person won't hit their knees in this area. Also, the storage cabinet is recessed, so you don't hit your head when you stand up. Another Smart Design!

<u>Sales Tip for Maximum Effect:</u> Make sure you show your customer the cool air duct in the stool room. Nobody does this at our price point because you need an H-Duct system to do it! Also point out the heat duct in the floor. This keeps the toilet nice and warm on those cold mornings. Perfect climate control.



BEDROOM





The LANDMARK "Smart Design" from the bathroom continues into the Bedroom suite. LANDMARK is the first fifth-wheel to offer a walk-in closet, King Bed (N/A on the Shendandoah), and 6'4" height throughout, all in one bedroom. The roomy 9-drawer dresser with Corian countertop offers a great storage compliment to the cavernous walk-in front closet with built-in shoe storage. Overhead storage is found throughout the bedroom, including in the slide-out room. You'll appreciate the comfort of the king sized innerspring mattress with pillow-top design. The high-end suede bedspread with embroidered logo and matching pillow package add a touch of elegance rarely seen in a coach, while two windows in the slide-out offer great cross-ventillation.



"SMART DESIGN"

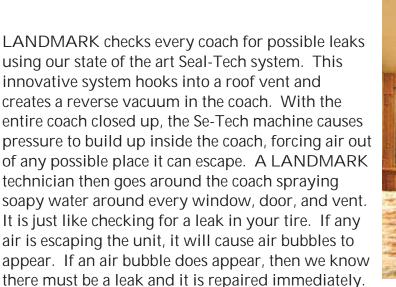
The front closet is truly a highlight of the LANDMARK bedroom. Heartland used typically "empty" space in the front cap area for handy shoe storage shelves, a pull out clothes hamper and built-in cabinets, while the overhead shelf and hanging clothes rod stretches across the entire front of the coach.



FINAL FINISH & QUALITY CONTROL



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





Web Service Support www.heartlandrvs.com

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

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



THE TRUTH ABOUT WEIGHTS IN BROCHURES



The issue of weight is always a hot topic with RV'ers. Most manufacturers weights are difficult to determine because they have incredibly long option lists to keep the base weight down. If they don't show it as standard they don't have to show it on their base weight. The problem with this is that the equipment they have as optional, you need on your fifth wheel to truly enjoy camping.

Let's take a look at one of our competitors, for example. A 36' fifth wheel with a base weight of 11,380 lbs, GVWR 13,780 lbs, and carry capacity 2,410. Sounds pretty good, **right? But wait**. Here's a small list of equipment that we feel you need on any camper, and is standard on a LANDMARK. Many manufacturers leave these off, so they don't have to show them in the weight, but force people to take the options by including them in the "packages", drastically affecting their cargo carrying capacity!

15,000 BTU Air Conditioner Microwave Awning Extended Hitch Pin EZ Lube Axles Safety Glass Windows Vented Attic Kitchen Toe Kicks China Toilet Scare lights Foldaway entry handle Stabilizer jacks Front jacks Wood refer front Roof ladder Shocks Spare tire Black tank flush 40 lb LP bottles Water heater bypass Range and cover Ceiling fan Outside shower TV antenna Hidden safe Skydome in shower Reading lights over bed

Est. Weight of Options: 1,600 lbs	New Total Weight:	12,160
	GVWR:	<u>13,700 </u>
	New Cargo Carrying Capacity:	810 lbs

The new cargo carrying capacity shown here could lead to trailer overloading by the customer, which would in turn alter the fifth wheel's towing characteristics. Customers should be given the truth about RV weights so that their towing experience can be as smooth and safe as possible.

These tactics are misleading and could put the retail person at risk. LANDMARK makes all those options standard, doing our best to show a true weight. LANDMARK's full aluminum skeleton, along with proper hitch weight, axle, and holding tank placement harmoniously work together to give the driver a safe and fatigue free drive.



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 equipment 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.

Fantastic Vent Rubber Roof by Alpha FlexPlex Plumbing Lines by Esco Countertops by Corian Hydraulic Slide-Out System by Lippert Cabinets by Middlebury Hardwoods Smoke Detector by Carter Awning by Dometic Microwave/Convection by Dometic Refrigerator by Dometic Water Heater by Atwood Water Pump by SHURflo Steel Frame Assembly by Lippert Axles by ALKO-Kober TV Antenna by Winegard Stove Top Range by Amana Commode by Dometic Shocks Electric Rear Stabilizer Jacks by Lippert	12 Years 10/25 Years 5 Years 5 Years 5 Years 5 Years 3 Years 3 Years 3 Years 2 Years 2 Years 2 Years 2 Years 2 Years 2 Years 2 Years
Electric Rear Stabilizer Jacks by Lippert Monitor Panel by KIB LP Regulator	2 Years
LI Regulator	

For items not warranted by the component manufacturer, Heartland Recreational Vehicles LLC provides a limited one year 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.



Web Sites of Interest

Vendor

- Heartland RV (LANDMARK)
- AI-Ko (Axles, Breakes and Hub •
- Johns Manville (Formaldehyde Free Insulation
- Polyair (Flexfoil Insulation)
- DuPont (Corian Countertops) •
- Dometic (Awning, Refrigerator) •
- Flair Interiors (Sofa, Recliners) .
- Fan-Tastic Vent (Power Vents) •
- Lippert Components (Frame, Landing Gear) •
- Weyerhauser (Decking) •
- Uponor (Plumb-Plex Plumbing) •
- Suburban (Furnace)
- Shurflo (Water Pump) •
- Gaska Tape (Gasket Tape) •
- Ultra Heat, Inc. (Heat Pads for Tanks) •
- CCI Controls (Gas Leak Detector) •
- Splendide (Washer and Dryer Combo)

www.heartlandrvs.com www.al-kousa.com www.im.com www.polyair.com www.polyair.com www.dometic.com www.flairinteriors.com www.fantasticvent.com www.lci1.com www.weyerhaeuser.com www.wirsbo.co.uk www.suburbanmanufacturing.com www.shurflo.com www.gaska.com www.ultraheat.com www.ccicontrols.com www.splendide.com

Heartland Owners Forum

www.heartlandowners.org

Clubs and Tours

www.gypsyjournal.net www.fantasyrvtours.com www.adventurecaravans.com Education/Information www.rvbuyeru.com www.NewRver.com www.rollinrollin.com www.wecamp2.com National Organizations www.rvia.org Parks and Recreation www.recreation.gov www.funroads.com

www.passportamerica.net www.tracktoadventure.com www.escapees.com

www.gorving.com www.fulltimerving.com www.camp-a-roo.com

www.rvsafety.org

www.fmca.com

www.reservations.nps.gov www.nps.gov www.travelbrochurecenter.com www.gocampingamerica.com www.freecampgrounds.com

The information printed in this book reflects product design, fabrication and component parts at the date of printing. The manufacturer reserves the right, at any time, to make changes in product design or material or component specifications as it sole option, without notice. This includes the substitution of components of a different brand or trade name, which will result in comparable performance. All information printed in this book is subject to change after date of printing.

Please Note:

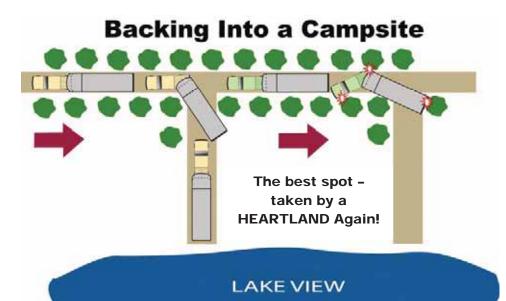
Due to product improvements and/or changes during the course of the model year, photography represented herein many not reflect exact offerings in your unit. Please confirm item availability at the time of order.

<u>What</u> does Heartland's Patent-Pending Improved Turning Radius Design Mean to YOU?

GREATER MANUEVERABILITY! AND EASY TOWABILITY!



NO NEED FOR EXPENSIVE SLIDER HITCHES!

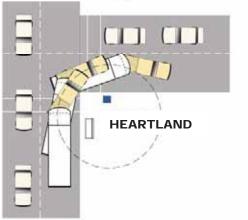


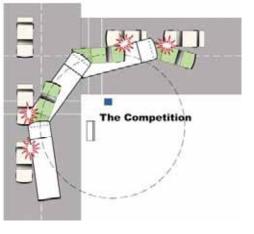
By redesigning both the steel frame and the way that the front fiberglass cap integrates with the frame, Heartland's engineers have been able to virtually eliminate the problems typically associated with towing a fifth wheel with a short-bed, extendedcab truck. Enjoy the convenience of parking your tow 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





AVAILABLE FEATURES THAT SET LANDMARK APART...



Real GRANITE countertops throughout – 300,000 years in the making!

A 26" LCD flat screen TV.





Two EXTERIOR PAINT schemes to choose from.

A spacious base cabinet mounted DISH WASHER

A 3-stage CENTRAL VACUUM SYSTEM (inlets on interior walls; exterior storage wall; and sweep-to inlet at floor)





A huge linen closet that houses a STACKABLE WASHER/DRYER

> A custom embroidered SUEDE BEDSPREAD & PILLOW Package







A sturdy DROP FRAME design that increases our basement storage area.



HEAVY-DUTY SLIDE to take advantage of the massive storage space.



A quality ONAN 5.5KW GENERATOR to power all your travel needs

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LANDMARK'S INCREDIBLY STRONG, YET LIGHTWEIGHT ALUMINUM CONSTRUCTION!

When it comes to aluminum construction, the Landmark by Heartland takes a back seat to no one! Starting with our strong, yet lightweight

floor, constructed of 2.5" tubular aluminum, welded 16" on center. Both the main floor of the coach and the upper bath/bedroom floor use this same sturdy construction. The sidewalls of the Landmark 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 to form each slideout header, around each slide out, around the main entrance door, and even at major stress points of the wall. This is simply unheard of in a typical RV - but standard on ours.



THE NEXT GENERATION OF 5TH WHEELS





extra gussets in areas where we feel the coach may need the extra support to withstand the rigors of the road. Heartland also utilizes carriage bolts to bolt through the aluminum sidewall, the aluminum floor and into the steel frame, creating a strong "uni-body" construction. Even the window radiuses are formed out of aluminum - as opposed to plastic - providing a much better fit and seal for our windows. You should also notice that we insert lumber into many of our aluminum tubes, allowing our metal fasteners to achieve better screw retention - as opposed to other manufacturers who simply screw through empty tubes, often collapsing the tube and/or compromising the structural integrity.



The roof of the Landmark is constructed of heavy-duty aluminum roof trusses, each featuring double welding at all joints and extra supports throughout. These sturdy trusses are located every 16" - providing a great foundation for the roof decking.

To the right, you will see that even the Landmark's support walls and bed/bath floor is constructed of strong, heavy gauge aluminum tubing.



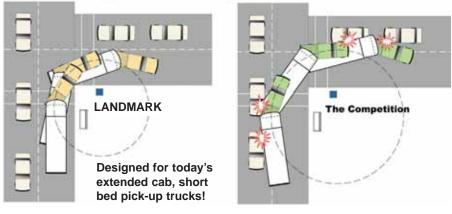
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THE NEXT GENERATION OF 5TH WHEELS

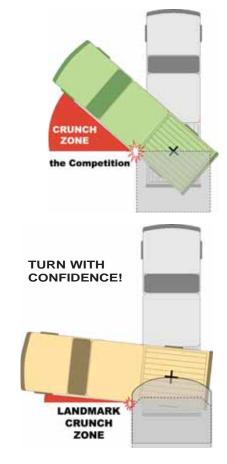
THE PROBLEM: Short bed pick-up trucks with extended cabs are becoming very popular because they can fit into most residential garages, and into a standard parking space. But they are problematic when being used as tow vehicles for 5th wheels. The decreased distance between the cab of the truck and the front fiberglass cap of the 5th wheel often results in the truck hitting the fifth wheel cap, causing damage to both. Because of this, many have resorted to purchasing expensive slider hitch systems. **THE SOLUTION:** Heartland has engineered our 5th wheels to offer a dramatically improved turning radius on short bed pick-up trucks with extended cabs. This revolutionary concept involves both rethinking how

Tight Turning in Town





the 5th wheel is designed from the ground up, as well as the how its fiberglass front cap design flows in relationship to the frame. The result is a 30%+ improved turning radius when attached to a short bed pick-up truck with an extended cab, allowing HEARTLAND owners the ability to confidently back into any tight camping space, day or night.





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LANDMARK

OVER 141 CUBIC FEET OF EXTERIOR STORAGE!



Choose LANDMARK Texas Storage for:

- Over 141 Cubic Feet of Storage!
- Three Large Insulated Access Doors with Deluxe Gas Struts on the main side doors
- Completely Level Storage No Saddlebags
- Unobstructed Pass-Through Design No Plumbing/Heating Elements Hanging Down
- Upgraded Thick Diamond-Plated Vinyl Storage Compartment Floor Covering - Resists Tears and Stains
- Large Sliding Service Access Panels
- Entertainment Prep Convenience Center (Door Side) 110V, 12V, Cable, Phone Jack, Speaker Jacks
- Heated Storage Compartment
- 12V Trunk Lights
- Smooth Exterior Fiberglass on Doors
- Quick-Connect Shower w/Hot & Cold Water (Doorside)



THE NEXT GENERATION OF 5TH WHEELS

Introducing the incredible "TEXAS" Storage from HEARTLAND. Why do we call it "TEXAS" Storage? Everyone knows that there is a certain pride that Texans have in things from their state being bigger and better. The fact is, the LANDMARK storage IS bigger and better than anything else on the market! Not only does the LANDMARK's exterior storage offer over 141 cubic feet of clean, unobstructed storage space - but we have finished it off with some of the highest quality materials ever seen in an exterior compartment, such as our unique, thick diamond-plated vinyl flooring that resists stains and tears!

Both sides of the LANDMARK's Texas storage are accessible by huge insulated doors, featuring sturdy gas struts that take the door all the way up and out of your way. There's no plastic clips that can let the door loose in windy conditions.



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LANDMARK

THE HEARTLAND UDC - UNIVERSAL DOCKING CENTER

Heartland listened to experiencd RVers and became the first towable manufacturer to engineer a 5th wheel's complete electrical, plumbing, entertainment, and sanitation systems to be accessed and housed in a single exterior compartment. HEARTLAND introduced our UDC - Universal Docking Center - in our first LANDMARK and everyone else has been trying to emulate it ever since. But as you know, the copy is never as good as the original! The HEARTLAND UDC includes:

1) Hot & Cold Water Manifold Distribution Center - Gives you the ability to individually shut off a line to any fixture in the coach if maintenance becomes necessary - without interrupting the water flow to other locations in the coach. It's easy to use and convenient. 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 offers an access port located beneath the radius metal allowing you to lock the sanitation station door and still be hooked up.

4) Quick Connect Coil Hose Hook Up w/Hose & Sprayer - In a flash, you'll be ready to start watering, washing or showering away, up to 25' away from your coach.

5) All Tanks' Pull Handles - No more bending over or crawling on your hands and knees. We have located all of your pull handles in one convenient location. 6) 110V and 12V Power Centers - Easily accessible and allows you to power up or charge up your camping accessories. 6) Water Pump Switch - Easily turn on and off your water pump from this remote location.

6) Exterior Security Light Switch - Need to see what you are doing? Not only can this light be switched from inside the coach, but also from here in the UDC. 7) Shielded RG-6 Coaxial Cable Hook Up - This upgraded shielding helps eliminate outside interference so you will have a clear, crisp picture every time.

7) Satellite Hook Up - Every LANDMARK comes prepped

for roof mounted or tri-pod satellite hook ups, knowing how popular satellite systems are today. 7) **CAT-5 High Speed Wiring -** Provides the best possible connection when networking computers or utilizing high-speed internet services.

7) **Telephone Hook Up** - Phone jacks are conveniently located in both the living area and bedroom.

8) **Disposable Rubber Glove Case Holder -** Makes the job of dumping your holding tanks cleaner and easier. 9) **Paper Towel Holder -** Another conveniently located amenity that adds functionality to this compartment. 10) **Liquid Hand Soap Dispenser -** After a day of fishing or dumping your holding tanks, this conveniently located soap dispenser will be your best friend.







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300,000 YEARS IN THE MAKING ...

CUT FROM THE SNOW COVERED MOUNTAINS OF ITALY
GRANITE IS <u>IMPERVIOUS TO HEAT</u> – NO BURNING OR MELTING IS POSSIBLE, UNLIKE SOLID SURFACE TOPS.
GRANITE IS <u>IMPERVIOUS TO SCRATCHES</u> – YOU CAN CUT YOUR VEGETABLES AND MEAT RIGHT ON THE COUNTER.
GRANITE WILL <u>NEVER FADE</u> IN IT'S COLOR & TEXTURE.
GRANITE IS VERY EASY TO CLEAN – WARM WATER & A CLOTH.
GRANITE IS <u>ALWAYS COOLER</u> THAN THE AMBIENT TEMPERATURE – MAKING IT PERFECT FOR ROLLING OR KNEADING DOUGH OR OTHER BAKING NEEDS.
EACH GRANITE TOP IS <u>COMPLETELY UNIQUE</u> – A ONE OF KIND COLORATION AND PATTERN EACH TIME.

A BAKER'S DESIRE • A CHEF'S DREAM • A MILLIONAIRE'S CHOICE LANDMARK – BRINGING A NEW LEVEL OF LUXURY TO TOWABLES.

Heartland RV Specifies Command Electronics' LED Tail Lights Exclusively

- Command Electronics' high-density LED tail lights contain 62 LED devices in each lamp for a even glow and unparalleled visual impact.
- This filament-free lamp is less affected by shock and vibration.
- Long lamp life is assured with a rated life of over 100,000 hours.
- Our lights are sonically welded to seal the housing to the lens which restricts moisture paths and helps resist corrosion.
- The high intensity of LED lights pierce through rain and fog for increased visibility.



- · Polycarbonate lens is shatter resistant.
- Even though these lights contain many times the diode count of similar appearing lights, they draw only a fraction of the current required by conventional lights and produce less heat.

The Guarantee That Really Holds Water PLUMB-PEXTM Clamp System

TuffPEXTM tubing... Tested to withstand freezing and cracking at -95^o F.

Non Toxic -- The Healthiest Tube on the Market.

Tube Guaranteed Against Leaks For 25 Years.

Fittings & Connections Guaranteed Against Leaks For 10 Years.

Quiet Flow -- No Hammer Noise.

Thicker Walled Tube -- Insulates and Reduces Sweating.

10/25 YEAR LEAK FREE GUARANTEE

831 E. Windsor Avenue, Unit 9 Elkhart, Indiana 46514 Phone 574-266-5558 • FAX 574-266-1848 Way to Purchase.

The Smart

The Smart Way to Plumb...

PORT

SUPERIOR PERFORMANCE

Equalizes pressure and temperature to all fixtures.

DEDICATED SERVICE Provides dedicated water lines to service individual fixtures.

MODULAR DESIGN Allows manifolds to be expanded to meet system requirements.

SHUT-OFF VALVES Each individual port is equipped with an integral shut-off valve.

PORT INDICATORS Both red and blue port indicator disks

are provided for convenient hot/cold identification.

100% FACTORY TESTED Factory assembled and leak-tested, assuring trouble free installation.



Plumbing the way it was meant to be...



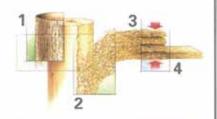
PlumbPORT™ manifolos

Plumb-Port is a modular hot and cold potable water distribution manifold for the Plumb-Pex® Plumbing System. Utilizing Plumb-Port, for either homerun (single central distribution point) or zone (multiple distribution point) plumbing, the most reliable and efficient system is provided. Similar to a home's electrical service panel, Plumb-Port provides dedicated water lines to service all plumbing fixtures. With dedicated fixture supply lines, hot water is supplied to individual fixtures much faster, saving both water and energy. Additionally, Plumb-Port maintains a near consistent temperature and pressure to all fixtures. Manufactured of durable, proven Polysolfone (PLS), Plumb-Port is designed for years of trouble free use in even the most demanding potable water plumbing systems. With the Plumb-Port manifold as part of the Plumb-Pex® Plumbing System, conventional plumbing systems simply can't compare.



PILUMB-PEX





Step 1 100% of the log is used in the Structurwood manufacturing process. First, bark is removed from the logs and used for fuel, leaving the raw wood fiber.

Step 2 Specially designed knives cut the log into uniform strands. Each strand is cut to exact dimensions to take advantage of the inherent strength of the wood.

Step 3 Computer controlled amounts of wax and resin are applied to each strand. The strands are formed into four layered mats, engineered to maximize panel strength, stiffness and stability.

Step 4 Last, mats are pressed together at high temperatures (over 360°F) forming uniform bonds within the panel to resist moisture,

The Difference

How does Structurwood RV Floor Decking stack up to the alternative? Superior, here's why-

Structurwood RV Floor Decking vs. Veneered Competitors

- · engineered flat-stays flat
- no delamination
- · no warping, buckling or core voids
- faster installation
- better value

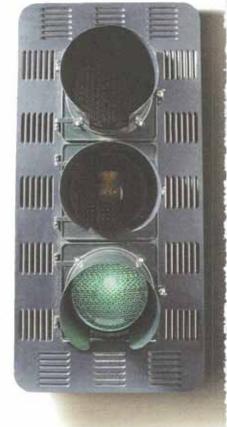
Structurwood RV Floor Decking vs. OSB Competitors

- more consistent performance
- superior warranty
- · reliable delivery

The Structurwood® Advantage

Structurwood Recreational Vehicle Floor and Bed Decking is proven to be the highest quality, most trouble-free

decking available. Individual strands, aligned directionally in four layers give you a strong, solid floor. Structurwood's unique construction means no soft spots, no seams, no warping or buckling, no knotholes, no core voids, and no delamination.



Stay on the Road Longer with Weyerhaeuser Structurwood®

Like every Structurwood product, Structurwood RV flooring and bed decking panels are specifically engineered for their end uses. Our single-panel flooring offers seamless support that other products simply don't provide. And our singlepanel bed decking offers the enduring support

and peace of mind that manufacturers demand for top-quality recreational vehicles. When you're on the road, you want an RV you can depend on. The best depend on Structurwood.

Weyerhaeuser Structurwood is built to withstand the rigors of the road. When installed as floor decking in a recreational vehicle by the manufacturer, Structurwood is warranted against delamination for a period of twelve (12) months from the date of the original purchase. For more information on this 12-month warranty, please see the RV warranty.

Product Test Results

Before you spend money on products that make claims like "80% smoother ride" or "75% less vibration", ask for the NVH testing to back up those claims. You might be very surprised what you find.

Trailair utilizes NVH (noise, vibration and harshness) testing to measure the reductions in force felt by the use of our air ride pin box products. We contract with firms like Sachs automotive that specialize in this type of testing to conduct independent studies. Sachs use highly sensitive computerized equipment, in a real time environment, to show differences in the amount of G-force (or amplitude) in a trailer with standard equipment versus the same trailer when equipped with the Trailair product. G-force data is collected across a range of frequencies. Within those ranges we can indicate what you would feel as a rider,

the vibration and harshness that items like a computer or dishes might receive inside the coach and the vibration and harshness the



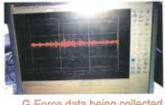
actual components of the trailer, like

the fiberglass skin or the frame

might receive. By comparing and contrasting the same truck and

trailer, traveling on the same portion

of road at identical speeds, with and



G-Force data being collected



Sachs shock with string pot collector

without the Trailair product, we can then get an indication of the reductions in those forces, what the improvements in dampening are, and also how the tow vehicle might handle better.





Accelerometers on pin box

The air ride pin box ride tests were conducted north of Troy, Michigan by the NVH department at Sachs Automotive. Thomas Frank, senior





Accelerometers on rear window

engineer and Brian Saylor, NVH specialists, conducted and oversaw the testing. Sachs Automotive is one of the largest shock and dampner manufacturers in the world. Headquartered in Germany with 40 locations in 18 different countries, Sachs has been a leader in the international automobile industry since 1895. In the US, Sachs Automotive of America produces a wide range of dampening products for Toyota, Ford and Freightliner among others. Sachs worked very closely with Trailair to develop a shock absorber specifically for the air



Test Track - Traveled at 55 MPH

ride pin box. Trailair considered several design criteria improvements at the same time the shock absorbers were being tested so that all improvements could be tested. A major part of the development project was to do ride testing to measure the forces under

the worst of conditions. The truck, trailer and road conditions used in the testing were chosen specifically by Trailair as the combinations that were found to give the consumer the greatest ride quality challenges.

We started with a 2002 Chevy Duramax 2500 HD with Quad-Cab and long bed pulling a 2002 36' Carriage Carri-Lite. Both the truck and the trailer were brand new. The truck was equipped with a Reese 20K fifth wheel with 4-way head. We began our testing on some of the roughest roads in the Detroit metro area as you can see from the

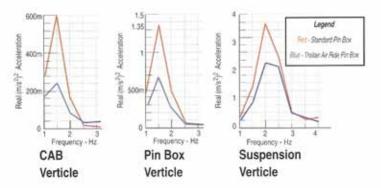


Chevy 2500 HD Duramax, 2003 Carriage 36' Carri-Lite

photos with the standard pin box that came on the Carriage trailer to give us some baseline data to compare to. We accumulated data on 6 different portions of road traveling 55 MPH on each section. We then took another set of trips with a 2002 Ford F550 with a Reese 20K fifth wheel with 4-way head and a 2002 36' Holiday Rambler Presidential.

After nearly 40 testing runs and 10 data collection tests, in a frequency range where human beings are most sensitive (0-8 hertz), the coach with a standard pin box had significantly more G-force in the verticle axis than did those tests with the Trailair air ride pin box. The results; 162% more at the suspension of the trailer, 225% at the pin box mounts and 260% in the cab of the truck. The fore and aft (push-pull) oscillations indicated as much as 160% more G-force with the standard pin box in some test runs while in others, there was little or no reduction because there was very little fore and aft oscillations in the baseline conditions.

These kinds of improvements are considered significant in the transportation industry. This kind of testing not only helps Trailair to develop and refine our product to make it better and better but it demonstrates to the customer just how well the product can work!!



Think China. Think SeaLand.

China makes all the difference in a bathroom. That's why we use only 100 percent vitreous china – the finest in the world – for all of our toilet bowls, inside and out. Plus, we operate our own pottery manufacturing facility where we hand-sculpt our toilet molds to precise specifications for the unique needs of the RV industry. We know china toilets like no one else.

Traveler Lite Features

Applications Towables

Design and Craftsmanship

100 percent vitreous china bowl provides excellent durability.

Lightweight design adds convenience.

Standard-height model matches the most popular rough-in dimensions and fits standard two-bolt floor flange locations.

Low-profile model can be positioned on a built-in riser for extra height using the same four-bolt mounting pattern as traditional toilets.

Smart design features, including a deep bowl and full-size seat, provide added support and convenience.

Universal mounting kit fits all standard plumbing, making installation easy.

Classic color choices blend well with any décor.

Engineering and Technology

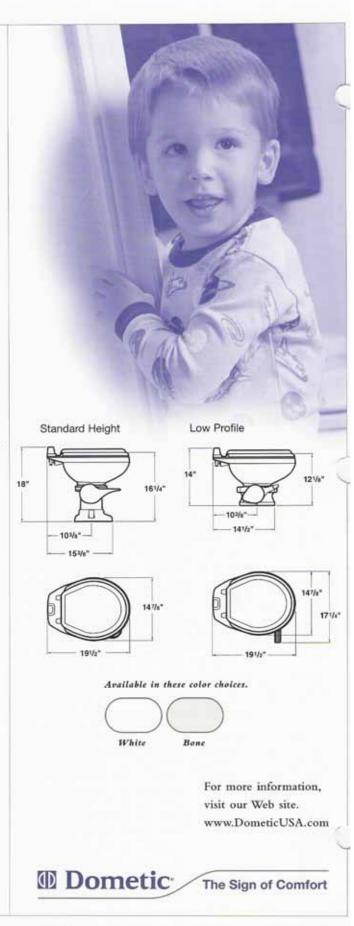
Water level adjusts easily with a simple lift of the handle to ensure precise control and smart water usage.

Powerful flushing system uses about a pint of water for each flush.

Anti-splash rim design helps prevent spills.

Hand spray option helps keep the bowl clean while conserving water.

10-year limited warranty on the china bowl finish and a three-year limited warranty on mechanical components underscores the quality and performance built into every toilet.



Dometic reserves the right to make improvements or modifications without notice.

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A&E Systems

Why use A&E Awnings?

1) It's the one awning more Rver's buy than any other brand.

2) The A & E vinyl canopy is constructed from a 17 oz. fabric so you can enjoy years of trouble free shade. The additional strength A&E offers comes from a flat scrim that has 9 squares per inch and each is cross weaved. The vinyl has a durable scuff/abrasion resistant coating to provide complete protection from the elements. Others use a round scrim package that creates little noticeable bumps that take away from the appearance and make it more difficult for the consumer to keep clean. A & E awnings have the fabric turned under and stitched on each side to provide a finished look and additional strength, compared to others that just overstitch the raw edge of the vinyl.

3) A&E awnings have all metal end caps and brackets, which are made of die cast zinc, flashed to fill the surface imperfections and then painted. Others are also made of die cast zinc, but not flashed to fill the imperfections caused from mold, and painted with a textured paint to attempt to cover the mold marks. A textured paint finish doesn't provide the same appearance as A & E's process plus it presents a problem cleaning the parts.

A&E's awning operation is quick, simple and it works every time. Whether it is a manual awning or push button power awning, A&E has an awning to fit every customer's need.

4) A&E awnings have a patented rafter design, which automatically maintains fabric tension when the arms are rotated from a patio to a carport position. Other brand awnings can do the same thing but the fabric has to be re-tensioned when the awning is moved to the carport position. This process requires two people and a ladder to accomplish.

A&E awnings have a 7" valance that is scalloped and trimmed with a gimp edging. Others only have a straight-line valance that has the same overstitching of the raw edge as they do on the sides.

5) A&E awnings have a earn lock assembly that will give protection against the fabric bellowing out while driving down the road because it's made from stainless steel and aluminum versus zinc die cast. Also we use an oilite bronze bushing on each torsion shaft when others use a plastic bushing. There is no comparison on whose will provide longer life.

6) A&E's hardware arm walls are 38% thicker and the main arm length is 10% longer compared to others. The additional length allows you more flexibility in raising your awning to a more desirable height when you are not set up on a level campground space. The additional wall thickness of the upper and lower arms will hold the weight of your awning without failure when it is used as outlined in our owner's manual.

7) Parts are available from 22 locations overnight to every major RV market within North America. Also, these parts distributors will send your dealers warranty parts on a No Charge basis and they are set up to handle the defective parts returns. Others have to ship parts from their factory.

	FEATURES	BENEFITS
	It's the only 12-volt fan consumers ask for by name. FAN-TASTIC VENT is identified for it's quality and performance by name. The most used appliance other than a refrigerator in an RV today. You will never have to justify the price you charge for this fan . The consumers perceive the value received for the money spent. There are over <u>1.5000,000</u> FAN-TASTIC vents in use today. Trained knowledgeable technicians are only a free phone call away (no voice mail) and are often found at various rallies around the country. A fan by any other name is not FAN-TASTIC . FAN-TASTIC air flow: exchanges the air quietly in your recreational or commercial vehicle in minutes. The core of the system is a powerful 12", 10 blade rotary fan that works most efficiently with opposite, slightly opened windows. This creates a balanced breeze as air is pulled in, up and out.	
,	SCFMAMPSDECIBELHIGH9203.0040MEDIUM6532.2939LOW4781.8639(Special NOTE: FAN-TASTIC VENT originally moved more air on high but due to consumer request for slower, quieter air movement, speeds were adjusted to current rates and amp draw).	 Cooking, smoke and other unpleasant odors including hot stale air are whisked away in minutes, making the unit fresh air clean and comfortable. (If the sales lot is outdoors this is especially helpful in the hot summer). Comfortable environment day and night.
	FAN-TASTIC VENT is a 12-volt performance air exchange system.	 It can be used along with a battery where electricity is not available. Consumers also save on the camp ground cost of air conditioning hookup.
	FAN-TASTIC VENT is light weight an easily fits into a standard 14"X14" roof opening. It is also insect resistant. FAN-TASTIC VENT is durable. both dome and motor mount are made of high grade Polycarbonate (football helmet material).	 It is tough. No need to worry about snow load, branches, overhangs or hail damages.
,	Base is made out of Luran.	 It won't break down in sunlight and is better than stee because it won't rust.
	Warranty: Lifetime warranty on exterior dome. Two year limited warranty against defects in materials and workmanship when installed and operated according to instructions, or we will match your manufacturer's warranty. (Special Note: in the years we have been in business no retail customer has been charged for repair parts).	 Happy manufacturers, dealers and consumers who all ask for FAN-TASTIC VENT by name time and time again.
	FAN-TASTIC VENT is a good-looking fan whose garnish is flush with the ceiling. Knobs and dials are easy to read and symbols are often used, creating an easy fan to operate. The standard fan has a dark smoke-colored dome and seals tightly. This lets light in, yet eliminates ultraviolet rays and keeps dirt, dust and moisture out.	



The Incredible **LANDMARK** Fifth Wheel from Heartland - Defining a New Level of Luxury!

COMPARE to the Landmark Standards	LANDMARK Othe	r Other	Other
Solid 10" I-Beam Steel Frame Construction w/rust preventative	☆		
Double 8" Tubular Steel Frame in Front Storage Area	☆		
Double Welded 2.5" Tubular Aluminum Floor Framing	☆		
Double Welded 1.5" and 3" Tubular Aluminum Sidewall Framing	☆		
Double Welded Heavy Gauge Aluminum Roof Trusses	☆		
High Polished Gloss Laminated Gel Coat Fiberglass Exterior	\$		
Alko-Kober 7,000 Axles w/Ultra-Lube Hubs	\$		
Deluxe Aluminum Rims	<u>☆</u>		<u> </u>
Mor/Ryde Suspension System w/Wet Shackles	☆		
Trail-Air Hitch (w/Air Bag & Shock Absorber Construction - Opt.)	Opt		<u> </u>
• 14,000 lb Hydraulic Front Jacks	<u>x</u>		<u> </u>
Quick-Draw Electric Rear Stabilizer Jacks	☆		<u> </u>
Deluxe A & E Awning	\$		<u> </u>
Slide Topper Awnings	\$		<u> </u>
Patent Pending Front Cap Design for Increased Turning Radius w/short beds	\$		<u> </u>
True Aerodynamic Front Cap for Increased Fuel Mileage	\$		<u> </u>
Universal Docking Center with Water Hook-Ups; Electrical; CAT 5 High Speed			1
Internet; Satellite; Phone; Cable; Tank Flush; All Tanks Pull Handles;			<u> </u>
Water Manifold System; Quick Connect Hose w/Sprayer +		-	<u> </u>
Recessed Spare Tire	☆		<u> </u>
Huge Exterior Storage ("Texas" Storage) Featuring Durable,			<u> </u>
Stain and Dent Resistant Flooring; Insulated Doors; Full			<u> </u>
Extension Gas Struts; Over 141 Cubic Feet of Space!	☆		
Convenient Sliding Access Panels - Providing Access to Systems Entertainment Prop Contor in Front Storage (TV, Phone, Floot)		_	
Entertainment Prep Center in Front Storage (TV, Phone, Elect.)		_	
Doorside Quick Connect Sprayer with Hot and Cold System Wide Entrence Deer 22"		_	
Extra Wide Entrance Door - 32" Extra Wide and Doon Entrance Stone 24"		_	
Extra Wide and Deep Entrance Steps- 24"			<u> </u>
Exterior Scare Lights Conversional Under Step Light and Overhead Amber Dereb Light			
Convenient Under Step Light and Overhead Amber Porch Light			
Extra Large Safety Glass Windows Throughout - for Maximum Viewing		_	
Commercial LED Running and Tail Lights with 150,000 hours of life Truck Actors the Deep Composition with Air Flow Fire & Deepend Hights		_	
Truly Automotive Rear Cap Design with Air-Flow Fins & Recessed Lights		_	
Standard Rear Ladder		_	──
Recessed Rear Docking Lights (Lights up the campsite)		_	
Heated and Enclosed Underbelly - Corrugated Seamless Material			
One-Piece Seamless Floor Decking (Weyerhauser) No Floor Seams			──
Color Coded Plumplex Water Lines - 25 Year Guarantee Tested at -95 degrees		_	
Quick Drain System for Fresh Water Tank			
Quick and Easy Winterization System Built In	☆		<u> </u>
True 12 Gal. Gas/Elect. DSI Water Heater (The largest Rv water heater produced)	\$	_	──
Fluorescent Lighting Throughout	☆	_	──
Extra Large Tank Capacities:		_	
Fresh Water - 92 Gallons (80 gallon capacity with 12 gallons in water heater)	☆	_	
Grey Water - 90 Gallons	☆ ↓		
Black Water - 45 Gallons	\$		<u> </u>
Upgraded 80 Amp Power Convertor	*		
12V Battery w/Disconnect Switch	*		<u> </u>
42,000 BTU Furnace	\$	_	<u> </u>
15,000 BTU Dometic A/C w/Remote Control	\$		
Fantastic Fan w/Rain Sensor and LED Thermostat	☆		



The Incredible **LANDMARK** Fifth Wheel from Heartland - Defining a New Level of Luxury!

COMPARE to the Landmark Standards	LANDMARK	Other	Other	Other
Heated and Air Conditioned Stool Room w/ Power Vent,	☆			
Window, Recessed Overhead Storage				
Higher Insulation Values:	☆			
Walls - R8-10	☆			
Roof - R23	☆			
Floor/Sub-Floor System - R38	☆			
Hardwood Interior Cabinetry Throughout (No wrapped stiles)	☆			
Hardwood Slide-Out Fascias with Monogrammed Centerpieces	☆			
Deluxe Ball Bearing Drawer Guides Throughout with Full Pull-Out Capability	$\overline{\mathbf{x}}$			
Real CORIAN Countertops with Waterfall Edges Throughout	☆			
Real 1 1/8" Thick GRANITE Countertops available as an option	☆			
Front Utility Closet at Entry	☆			
• 6'-5" Headroom in Slide-Outs	☆			
• King Bed (70" Wide x 80" Long-Standard in all except Shenandoah)	☆			
Full Length Front Wardrobe with Built-In Shoe Storage	☆			
• 6' - 4" Headroom in the Bedroom Area	☆			
Deluxe Support Struts on Overhead Cabinet Doors	☆			
One-Piece Steel Header Over Main Slide	☆			
Oversized and Labeled Light Switches	☆			
Padded Soft Touch Vinyl Ceiling	☆			
Deluxe Suede Bedspread and Pillow Package (Embroidered Logo)	☆			
Hardwood Dinette Table and Chairs w/Storage in both table & chairs	☆			
Upgraded Lighting Package - including Directional Lights on Ceiling Fan	☆			
Stunning 26" Flat Screen TV (Forced Opt.)	Opt			
• 19" Color TV in Bedroom Std. (Opt.)	Opt			
Home Theatre 200 Watt Surround Sound w/5 Speakers incl. Powered Sub-Woofer	\$			
Work Station/Desk with Lockable File Drawers	☆			
Decorative Inserts in Select Overhead Cabinets	☆			
Video Control Box in Entry Closet	☆			
Leather Euro-chairs	☆			
Deluxe High End Hide-a-Bed Sofa with Residential Construction	☆			
Designer Interior Fabrics and NEW Valence Treatments	☆			
One Piece Fiberglass Shower with Monogrammed Glass Door	☆			
Black Out Shades in the Bedroom	☆			
Ventilated Slider Side Windows for Increased Air Flow	☆			
Hidden Lockbox in Bedroom	☆			

HEARTLAND RECREATIONAL VEHICLES • 2995 Paul Drive • Elkhart, IN 46514

VISIT OUR WEB SITE AT: www.HEARTLANDRVS.com

Specifications are subject to change without notice or obligation