

Viva!

WINNEBAGO[®]



Why Viva!?

- Two functional floorplans
- Cab skylight with a room-darkening shade
- Radio/Rearview Monitor System with 5" color touch screen
- Ultraleather™ furniture
- LED ceiling lights
- MCD blackout roller shades
- Swivel cab seats
- StudioLoft™ bed with electric lift
- Powered patio awning with LED lighting

Viva!



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

WINNEBAGO



On the Cover: 23L Henna Deluxe Graphics

23L Victory with Aosta Cherry Cabinetry

You Live for This!

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

that make the most of the available space, including a StudioLoft™ bed with an electric lift so it is easily up and out of the way when you do not need it. Your adventures in the Viva! are as endless as your imagination when you live in the moment.



Recognized Quality The Recreation Vehicle Dealer Association annually rates RV manufacturers and awards the Quality Circle Award to manufacturers that provide exceptional products, service, and support. Winnebago is proud to be the only manufacturer that has received this award every year since its inception.

Best in Class

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



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



Adjust your preferred light and privacy settings with **MCD Blackout Roller Shades**.



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



Enjoy the **Radio** that offers a 5" touch-screen color monitor with GPS, Bluetooth,™ SiriusXM™ (one-year complimentary subscription included), and much more.

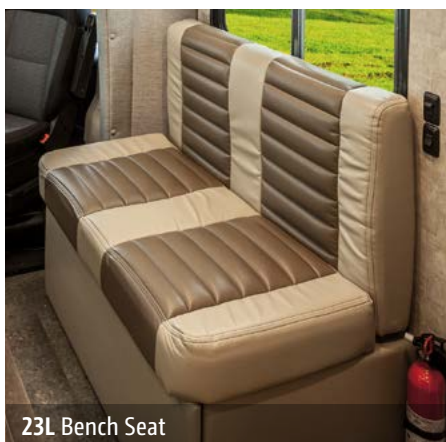


The **Rearview Monitor System** with its color rearview camera increases your visibility and awareness of your surroundings as you travel.

From the Ultra leather dinette and sofa/bed (23B) to the swivel cab seats and bench seats (23L), the Viva! lounge makes for incredible memories. Whether it's a family meal, a lively night with friends, or a peaceful afternoon with a good book, the lounge offers a unique living space that easily converts from a dining room to additional sleeping quarters. Controlling lighting and privacy in the lounge is simple with LED lighting and MCD blackout roller shades.



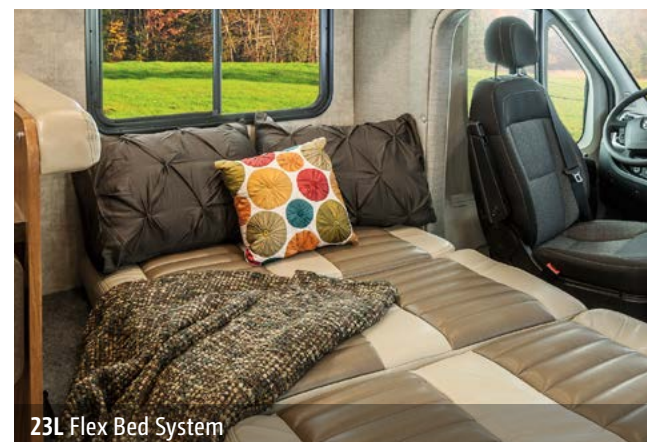
23L Victory with Aosta Cherry Cabinetry



23L Bench Seat



23L Bench Seat with Table Extended



23L Flex Bed System

From simple snacks to elegant dinners, the Viva! galley is up to any task. Desirable amenities include a refrigerator/freezer, a microwave oven, a 2-burner range top with a glass cover, and a cold-water filtration system. The decorative backsplash with indirect lighting gives the laminate countertop a polished look, while the flip-up countertop extension (23L) offers even more prep space.



23L Galley



Refrigerator/Freezer



23L Sink Lids



23L Sink



23L Flip-Up Countertop Extension



Pantry



23L Bedroom

From the rear corner single bed (23L), to the StudioLoft bed with electric lift, to the Flex Bed System, the Viva! boasts comfortable sleeping arrangements no matter which floorplan you choose. The foam mattress offers total comfort, and the space below the bed provides extra storage (23L).



23L Bed with Headrests



23L Bed with Storage Below



23L Wardrobe



23L Bath



Dash

Enjoy memorable stretches of easy handling thanks to the compact size and quality construction of the Viva! Enjoy the comfort of the swivel cab seats beneath the skylight with a room-darkening shade and MCD blackout roller shades. The radio makes for relaxed driving with its 5" color touch screen, GPS navigation, SiriusXM™ (one-year complimentary subscription included), and more.



Powered Mirrors



Radio with SiriusXM

Enjoy the fun of the sun or the quiet of stargazing under the powered patio awning with LED lighting and an exterior speaker system. Storing gear is easy thanks to the rotocast storage compartments, and the Euro body styling and premium high-gloss finish make the Viva! a statement of style.



Exterior Wash Station



23L Powered Patio Awning with LED Lighting



23L LED Lighting on Powered Patio Awning



Rear Storage



Exterior Storage

Fiberglass Roof

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

Rubber Can't Cut It

Rubber roofs used by competitors can streak and degrade over time.

Thermo-Panel® Sidewalls

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

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

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



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



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

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

SUPER STRUCTURE[®]

B U I L T T O L A S T

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

TESTING

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



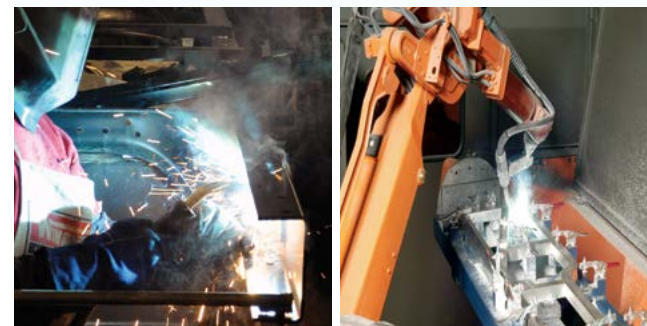
DETAILS

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



BUILT IN-HOUSE

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



SUPER[®] STRUCTURE

BUILT TO LAST

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

TAKE A TOUR

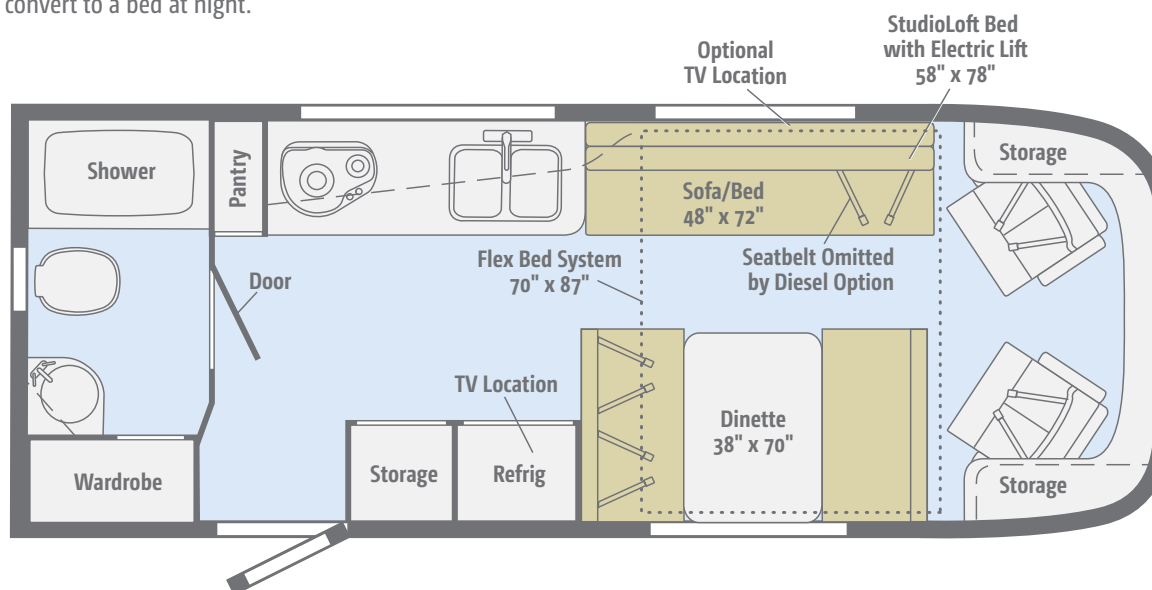
We're proud of our processes, state-of-the-art facilities, and the people who make Winnebago number one. We invite you to visit our complex in Forest City, Iowa, for a firsthand look at the dedication and technology behind every motorhome we build.

Call 641-585-6936 or 1-800-643-4892 or visit us online at WinnebagoInd.com/company/visit for more information.



23B

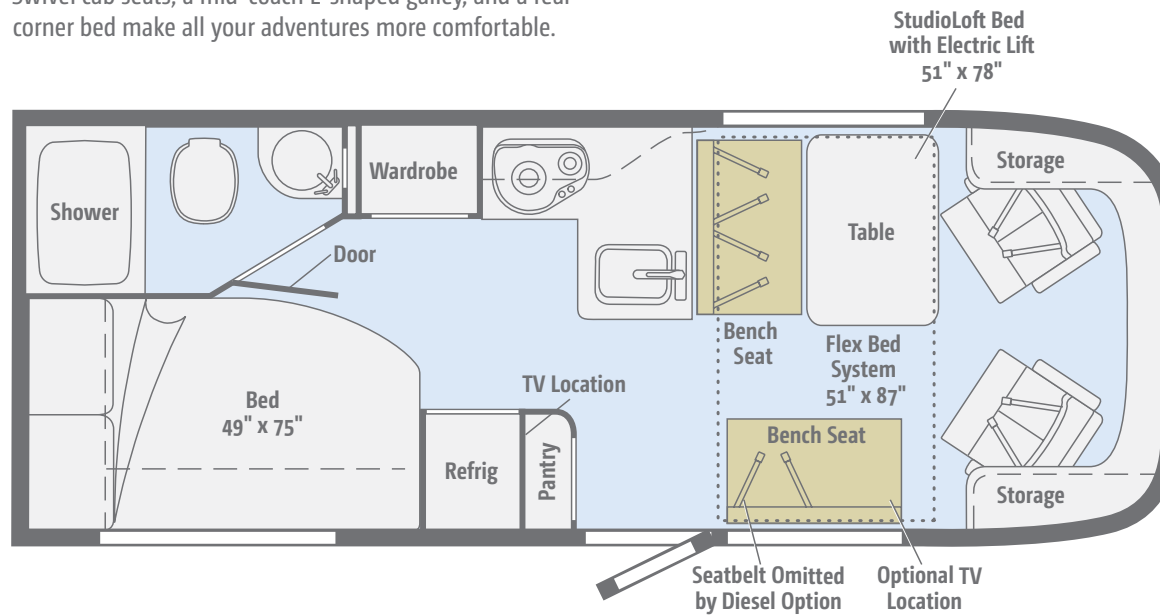
Enjoy time with family and friends in the mid-coach galley and kick back on the Ultraleather dinette and sofa that convert to a bed at night.



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

23L

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



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

Choose from five fabric collections and three wood finishes.

Turbo



Ultraleather



Ultraleather
Insert



Accent



Laminate
Countertop



Wall Board



Vinyl



Aosta Cherry



Marbella Cherry



High-Gloss
Marbella Cherry*

**High-Gloss finish in select areas*

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

Choose from five fabric collections and three wood finishes.

Victory



Ultraleather



Ultraleather
Insert



Accent



Laminate
Countertop



Wall Board



Vinyl



Aosta Cherry



Marbella Cherry



High-Gloss
Marbella Cherry*

**High-Gloss finish in select areas*

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

Choose from five fabric collections and three wood finishes.

Pursuit



Ultraleather



Ultraleather
Insert



Accent



Laminate
Countertop



Wall Board



Vinyl



Aosta Cherry



Marbella Cherry



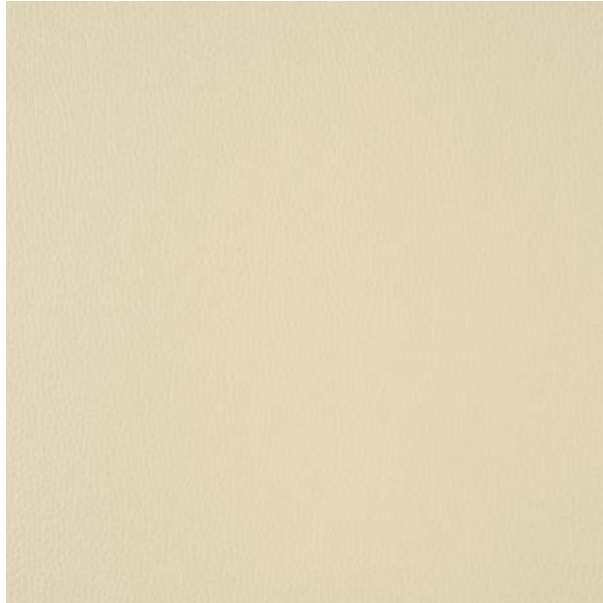
High-Gloss
Marbella Cherry*

**High-Gloss finish in select areas*

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

Choose from five fabric collections and three wood finishes.

Vapor



Ultraleather



Ultraleather
Insert



Accent



Laminate
Countertop



Wall Board



Vinyl



Aosta Cherry



Marbella Cherry



High-Gloss
Marbella Cherry*

**High-Gloss finish in select areas*

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

Choose from five fabric collections and three wood finishes.

Vapor with Fabric



Fabric



Fabric
Insert



Accent



Laminate
Countertop



Wall Board



Vinyl



Aosta Cherry



Marbella Cherry



High-Gloss
Marbella Cherry*

**High-Gloss finish in select areas*

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

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



Henna
DELUXE GRAPHICS

Weights & Measures

	23B	23L
Length	24'	24'
Exterior Height ¹	10'	10'
Exterior Width	7'6"	7'6"
Exterior Storage ² (cu. ft.)	21.8	35
Awning Length	15'	15'
Interior Height	6'7"	6'7"
Interior Width	7'3"	7'3"
Freshwater Capacity w/Heater ³ (gal.)	27	26
Water Heater Capacity (gal.)	Continuous	Continuous
Holding Tank Capacity - Black/Gray ³ (gal.)	40/35	40/35
LP Capacity ⁴ (gal.)	13	13
Fuel Capacity (gal.)	24	24
GCWR ⁵ (lbs.)	11,500	11,500
GVWR (lbs.)	9,350	9,350
GAWR - Front (lbs.)	4,630	4,630
GAWR - Rear (lbs.)	5,291	5,291
Wheelbase	159"	159"

Ram ProMaster Chassis

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

Trailer Hitch⁵ 2,000-lb. drawbar/200-lb. maximum vertical tongue weight

4-pin trailer connector

Stylized aluminum wheels

OPTIONAL EQUIPMENT

174-hp 3.0L I4 diesel engine, 6-speed automated manual transmission, 220-amp. alternator

Cab Conveniences

Cab seats armrests, adjustable lumbar support, adjustable headrest, and multi-adjustable swivel/slide/recline

Radio 5" LCD touch screen color monitor w/GPS, steering controls, SiriusXM™ (one-year complimentary subscription included), AM/FM, iPod®/MP3 input, Bluetooth™ CD player, USB ports

Rearview Monitor System w/color camera (viewed through rearview monitor)

Airbags driver and front passenger, side curtain, side seat bolster

3-point seat belts

Cruise control

Power steering w/telescoping wheel

12-volt powerpoints

Power door locks

Sunvisors

Power exterior mirrors w/defrost/turn signal

Cab window privacy panels

Powered windows

Carpet cab mat

OPTIONAL EQUIPMENT

Dash appliqué

Interior

22" HDTV (23L) (mid-coach)

28" HDTV (23B) (mid-coach)

Coach Stereo System AM/FM, CD/DVD player, Bluetooth, front input jack, and alarm clock

Satellite system ready

Skylight w/shade

MCD blackout roller shades

Tinted windows

Amplified digital HDTV antenna

Systems monitor panel

Powered roof vent (galley, bath)

Vinyl ceiling

Mirror (23L)

StudioLoft™ w/privacy curtain, LED accent lighting (ladder included on 23L)

LED lighting

OPTIONAL EQUIPMENT

19" HDTV (front)

Galley

Laminate countertops

Flip-up countertop extension (23L)

Single-door refrigerator/freezer

2-burner range top w/glass cover

Microwave oven

Decorative backsplash w/indirect lighting

Cold water filtration system

Stainless steel sink with glass cover, dishpan, cutting board, drain pan, and silverware rack (23L)

Double stainless steel sink w/sink covers (23B)

OPTIONAL EQUIPMENT

Microwave/convection oven w/touch control

Bath

Skylight

Flexible showerhead

Retractable, self-cleaning shower screen

Water pump switch

Toilet w/foot pedal

Fiberglass sink molded into countertop

Shower w/wall surround

Bedroom

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

Exterior

Powered patio awning w/LED lighting

Porch light w/interior switch

Automatic entrance door steps

Premium high-gloss skin

Front and rear mud flaps

Rotocast storage compartments

Exterior speaker system

Aluminum cab steps

Heating & Cooling System

13,500 BTU high-efficiency air conditioner w/heat strip

20,000 BTU low-profile, ducted furnace

Electrical System

Exterior AC duplex receptacle and TV jack

2,800-watt Cummins® Onan® gas generator (NA w/optional diesel engine)

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

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

Coach battery disconnect system

Automatic dual-battery charge control

Auxiliary start circuit

Deep-cycle, Group 31 AGM battery

OPTIONAL EQUIPMENT

2 deep-cycle, Group 31 AGM batteries (NA w/optional diesel engine)

2,500-watt Cummins Onan MicroQuiet™ LP generator (required w/optional diesel engine) (NA w/gas engine)

Plumbing System

Service Center pressurized city water hookup, exterior wash station w/lighted pump switch, coiled water hose, QuickConnect®, and sprayer head

Water tank fill w/lockable door

10' sewer hose

Tankless water heater

TrueLevel™ holding tank monitoring system

Winterization Package w/siphon tube and bypass valve

Permanent-mount LP tank w/gauge

On-demand water pump

OPTIONAL EQUIPMENT

Heated drainage system

Safety

2 child seat tether anchors

LP, smoke, and carbon monoxide detectors

10 BC fire extinguisher

Ground fault interrupter

Warranty⁶

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

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

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

FOOTNOTES

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

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





Let us host
your next

Adventure

Over 20 Tours
in 2015



WGOAdventures.com

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Watch now



Show your Winnebago love
with high-quality gifts and wearables.



Apparel | Gifts | Parts | Gear

WinnebagoOutdoor.com

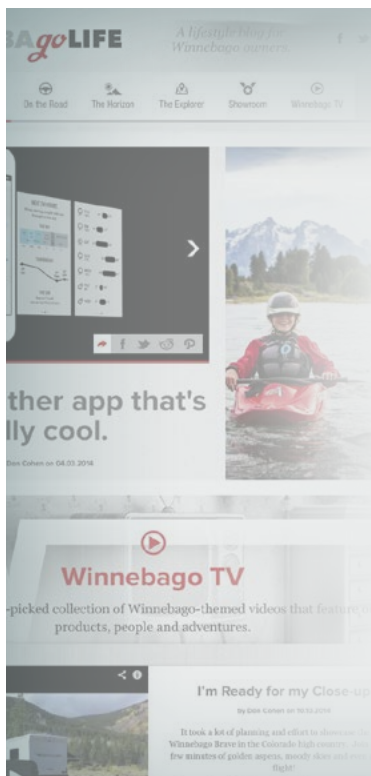
Find your style



WINNEBAGO
OUTDOOR

WinnebagoInd.com Has All The Answers

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



Welcome to GoLife!

Visit our lifestyle blog
for motorhome news,
personal travelogues,
and community stories.

WinnebagoLife.com

goLIFE

mywinnebago.com

WINNEBAGO HAS A STORY
AND WHAT A STORY IT IS

Looking Back

Take a Drive Down Memory Lane
Our historic history begins in the American heartland of Forest City, Iowa over 50 years ago. Innovating and building high quality, open-air motorhomes, we're proud to have a rich history of innovation and quality. Read more about the story between the wheels.

1 of 18

Tell us your story

The story of Winnebago is about the people who love our products and take their wild adventures on the road. Now we want to hear from you: your stories. Please, do tell. We promise we'll tell everyone! All story submissions will receive a Crew T-shirt. Additional bonus: If your story is posted to the website, we'll send you a vintage-style Crew T-shirt. Read more about the Crew below.

Write your STORY READ ALL ABOUT IT

Join the Crew

Show Your Pride
We're looking for a few good men and women who love the road. We want everybody to join the Crew! If you love Winnebago motorhomes and want to be a part of the crew, please send us your photo and address to become part of the Crew.

See How Far We've Come

MOVE THE SLIDER TO SEE THE EVOLUTION

Then & Now

The Story is Back
In the early 1950s, the first motorhome was built by a Winnebago owner. It was a simple motorhome with a single slide-out and a single bathroom. Today, Winnebago motorhomes are built with the latest technology and offer a wide range of features and amenities. See the difference between the old and the new.

SEE TRIBUTE SEE DRIVE

Add from the Archives

SEE THE HISTORY OF WINNEBAGO

VISIT:

MyWinnebagoStory.com

PREFERRED CARE PROGRAM

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

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

TRIPSAVER
FAST TRACK PARTS
WINNEBAGO

24 HOURS

For more information, visit us
WGOService.com



From RV to personal insurance, Winnebago RV Insurance can provide all the coverage and services you need to feel at home on the road.

For more information:
(800) 642-4892

WINNEBAGO

CONTACT US

GENERAL INQUIRIES

Corporate Switchboard
(641) 585-3535

CURRENT PRODUCT OWNER AND SERVICE-RELATED INQUIRIES

(800) 537-1885
or@winnebagoind.com

NEW VEHICLE SALES INQUIRIES

sales@winnebagoind.com

FAX

(641) 585-6966

POSTAL ADDRESS

Winnebago, Inc.
P.O. Box 152
Forest City, IA 50436

STREET ADDRESS

Winnebago, Inc.
605 West Crystal Lake Road
Forest City, IA 50436



Join the Club, Join the Fun

Here's the perfect way to begin your life on the road as the owner of a new Winnebago – by joining the exclusive WIT Club. Start your adventure with other fun-loving WIT Club members from across the country and get the most out of your new Winnebago motorhome.



Members enjoy:

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

See more at
WITClub.com

©2015 Winnebago
Seat belts are your most important hookup. Always buckle up.



Grand National Rally

G'day mates! Explore the outback at this year's "Down Under" Grand National Rally. Each year, thousands of Winnebago owners descend upon the land down under – a.k.a. Forest City, Iowa.

Rally-goers enjoy an unforgettable week reconnecting with friends, taking tours, participating in activities, and more. Hop on down and join the adventure this July!

