

2008
DAMON MOTOR COACH

CHALLENGER



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So much



Beautiful countertops throughout give the Challenger a heightened sense of elegance.

Model 355 with Frosty Lane décor. Honey Maple woodwork and optional Euro recliner shown here.

uch more than you bargained for.



The luxurious sofa converts to a very cozy, very comfortable air bed for additional sleeping accommodations.

More for the money!

The old truism, "You get what you pay for" simply isn't true when it comes to Damon's 2008 Challenger. Because you get so much more. For starters, the newly designed fiberglass front and rear caps are not only stylish, they also dramatically enhance Challenger's aerodynamics on the open road.

This year, you also get more paint package choices — three bold color schemes in all. Plus, there are more spacious floorplans, exciting new fabric decors and beautiful wood cabinetry in your choice of Maple (shown) or Cherry. An innovative Pioneer® premium sound system will let the whole world hear your favorite tunes. And it's MP3 compatible.

Luxury abounds inside every Challenger. Savor the gorgeous yet comfortable sofa/air bed (or choose the optional faux leather sofa or sofa/air bed); the oversized color TV with full-function remote, antenna, booster and jack; the Toshiba DVD video package with player and control center, and the beautiful Dream Dinette converts to a comfortable bed in one easy flip of the lever. A tinted wraparound one-piece windshield improves safety and vision.

Challenger is an apt name for this exciting new motorhome. Because at Damon we are constantly challenging our designers and engineers to give you more — for less. And this year they outdid themselves.

Simply a



A big 27" digital color TV in the overhead cockpit. The optional driver door and power window provide extra safety and convenience. And the Flexsteel® faux-leather captain's chairs are as comfortable as they are beautiful.



The kitchen features a 3-burner range and oven, microwave and big double-door refrigerator. Solid hardwood cabinet fronts and refrigerator front in your choice of beautiful cherry or honey maple (shown).



The comfy bedroom includes a large, charming wardrobe, plenty of additional storage space and a high quality 20" color TV.



A skylight showers the bathroom with sunlight. A beautiful handcrafted wood medicine cabinet and mirror add luxury.

higher level of Motorhome.



You'll find a higher level of features throughout Challenger — the kind that you would expect to find in higher-priced, luxury homes. Take the kitchen for example. Charming honey maple solid-wood cabinet fronts add rich, incredible beauty. Gorgeous countertops grace the kitchen and bath. And there is a convenient pullout table and sink cover in the kitchen for more counter space. A generous pantry offers more storage too, plus it's conveniently located, just fingertips away.

Move up to the new Platinum Edition Challenger.

Everything you love about Challenger — and more. More dramatic new features like full-body paint, famous brand name Corian® countertops, an amazing home theater system, two faux leather sofas including one that converts to a very comfortable air bed. And more amenities like power color-coordinated patio awning, electric front sun visors, wood arches and family personal radios.

The Challenger philosophy is to provide maximum luxury and value at a minimum cost. And this year, with our regular and Platinum Edition Challengers, we've taken this philosophy to a higher level.

Challenger's finer points are

Paint/Décor

Choose from three fresh, contemporary paint packages. A beautiful partial paint package is available on Challenger, plus two full body paint packages are new in 2008 for the Challenger Platinum Edition. No other competitor offers such a fresh selection of gorgeous looks.

Now Challenger offers three color coordinated décor packages, with Cherry Hill, Malabar Heights and Frosty Lane new this year. With high fashionable fabrics, beautiful woods and unique window treatments, you're sure to choose one that is a beautiful reflection of your personality.



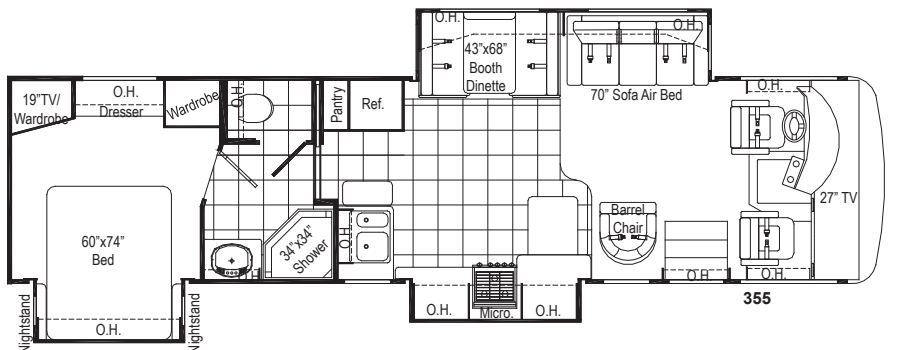
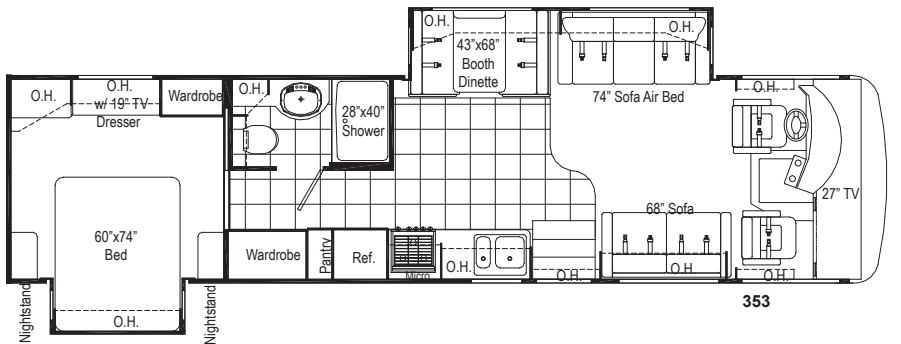
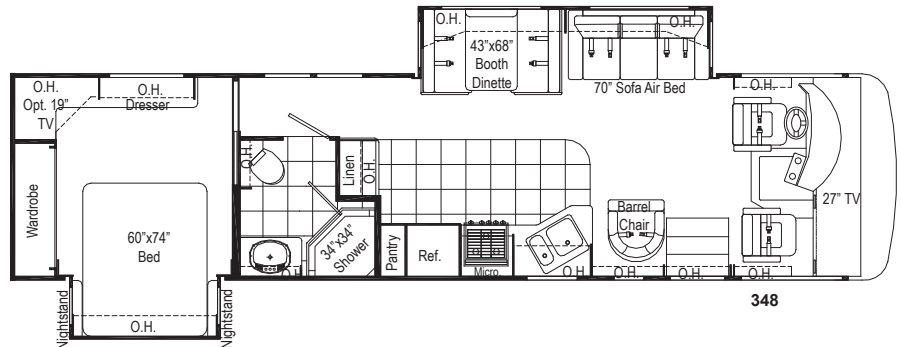
Deluxe Graphics



Partial Paint scheme: Charcoal Slate (optional)

Floor Plans

If you're looking for the livability factor, look no further than Challenger. Model #378 is new this year, and it's an industry exclusive. All of these floor plans offer the utmost in luxurious, spacious RV living.



ROOF

- ① Padded ceiling
- ② Luan (wood)
- ③ Air conditioning duct
- ④ Insulation
- ⑤ Aluminum frame
- ⑥ Luan (wood)
- ⑦ TPO roofing

SIDEWALLS

- ① Interior panel
- ② 1-1/2" block foam insulation
- ③ Luan backer
- ④ Exterior fiberglass
- ⑤ Aluminum frame (tubing)

FLOOR

- ① Carpet
- ② Padding
- ③ Structurwood® floor
- ④ Insulation
- ⑤ Galvanized metal
- ⑥ Steel frame (tubing)

finer than the competition.



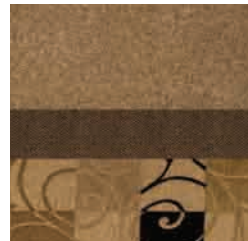
Honey Maple



Cherry



Cherry Hill



Malabar Heights



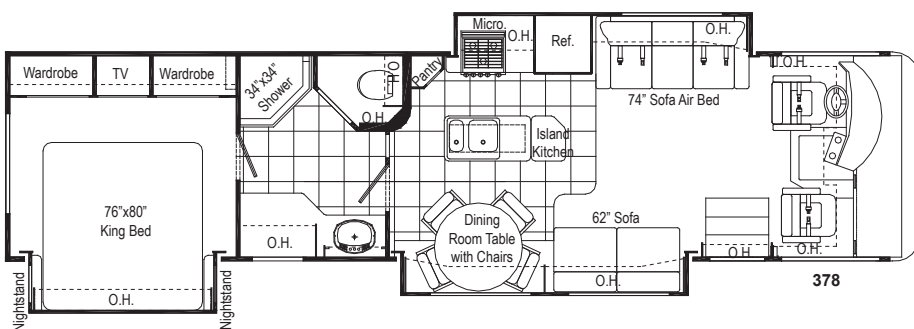
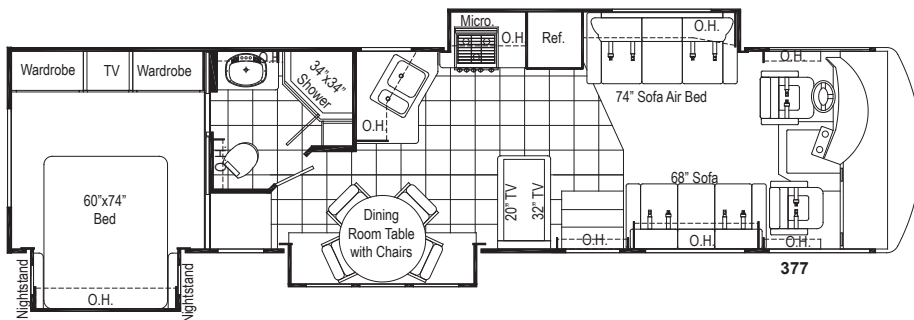
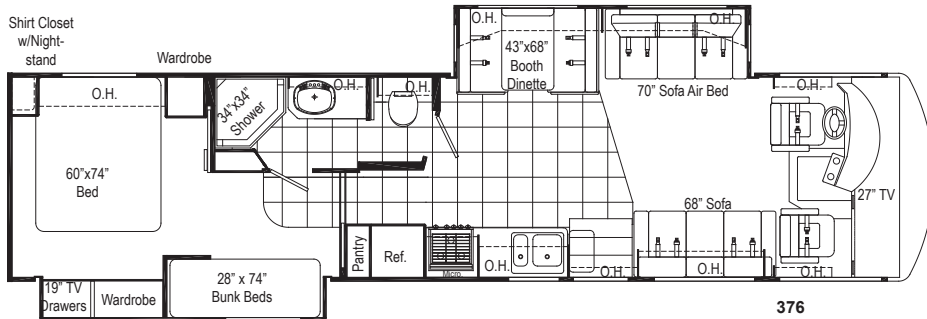
Frosty Lane



Amber Ice



Cinnabar Pearl



Our "golden thread" – "Value by Design."

Damon has a golden thread that weaves its way into everything we do.

When we design motorhomes, we always design more standard features and value into them than our competitors. **"Value by Design"** we call it. Plus, producing only Class A's simplifies our manufacturing process and helps us focus on doing one job exceptionally well. **"Value by Design"**. It's more than a golden thread, more than a slogan. It's our guiding principle, our way of delivering more motorhome and value for less money.

CHALLENGER STANDARD SPECIFICATIONS AND FEATURES

EXTERIOR

Fog lights
Wide-body design
Radius-cornered domed TPO roof
Rear ladder
Aerodynamic front and rear fiberglass caps
Side-mounted patio awning
Side-mounted awning over slide-out(s)
White smooth fiberglass exterior with deluxe graphics
Locking exterior storage doors
White-trimmed, radius-topped entrance door with deadbolt lock and black trimmed clear window with shade and valance
Black-framed, radius-corner slider windows
Patio light
Easy-to-clean, lighted, rotocast storage compartments
Full basement pass-through storage
Gas strut-supported storage doors

CHASSIS

Automatic leveling jacks with touch pad controls
Front and rear mud flaps
Stainless steel wheel liners – Ford
Aluminum wheels with center hubs and lug nut covers – Workhorse
Trailer hitch (5,000 tow / 500 tongue lbs.)
Emergency start circuit
Under-hood light
Automatic transmission with overdrive
Layer of neoprene vibration dampener

ENTRY

Double electric exterior entrance step
Battery access in stairwell

COCKPIT

Vinyl covered dash with instrument pod
Electronically controlled dash air conditioning
AM/FM CD player, MP3 compatible (single disc in-dash)
Cruise control
Tilt steering wheel
Map lights (single pancake)
Dash fans
Tinted wraparound one piece windshield

Windshield privacy shade
Side-mounted power mirrors
Reclining swivel Flexsteel® faux leather captain's chairs
3-point, wall-mounted seat belts
Sun visors
7" Backup monitor system w/ audio
Drink holders
Drivers arm rest with map pocket and drink holder

LIVING AREA

Barrel chair(s) (348 and 355 only)
Sofa/Air Bed
Sofa bed (passenger side)
Lambrequin window treatments
Day/night shades (except kitchen and at bunk beds)
100% nylon carpeting with stain treatment and padding
27" Color TV in cockpit overhead with full-function remote, antenna, booster and jack (N/A in 377)
32" LCD Color TV in living area with full-function remote, antenna, booster and co-ax connection (377 only)
Video package (DVD player and control center)
Soft touch padded vinyl ceiling

KITCHEN

Refrigerator: flush-mounted, double-door
Refrigerator: raised panel hardwood front (cherry or honey maple)
3-burner range with oven
Folding range cover (N/A Platinum Edition)
Microwave oven
Lighted power range hood
Monitor panel with LPG readout
Sink cover
Pantry
Solid-wood raised-panel cabinet doors (upper and lower)
Linoleum accented walk area
Booth dinette (N/A in 377 or 378)
Freestanding dinette with 2 chairs (377 and 378 only)
20" LCD Color TV in dining area with full-function remote (377 only)
Mini blind (always in kitchen)
Wallpaper border
Fantastic® power vent

Ball bearing drawer guides throughout

BEDROOM

Upgrade innerspring mattress
Bedsread and pillow shams with pillows (except bunk beds)
Bunk beds (376 only)
TV area and co-ax connection
20" color TV (N/A on 377 or 378)
20" LCD Color TV w/full-function remote (377 and 378)
15" LCD color TV (376 only)
Pin-up lights
Overhead cabinet in bedroom slide-out
Day/night shades

BATHROOM

Linoleum flooring throughout
Shower with surround
Shower door
Skylight in shower
Power vent
Foot-flush toilet
Wallpaper border
Medicine cabinet
Hardwood-framed mirror

UTILITIES

Carrier® Air conditioner: 13,500-BTU ducted central (front)
Carrier® Air conditioner: 13,500-BTU ducted central (rear)
Remote thermostatically controlled air conditioning
Furnace: 35,000 BTU electronic ignition floor-ducted
Water heater: 6-gallon gas w/ electric ignition
Water heater bypass kit
Generator: Marquis Gold™ Onan® 5.5 kW
Converter 60-amp
Dual 6-volt auxiliary batteries
Battery disconnect
50-amp, 120-volt service
Enclosed heated holding tanks
Black water tank flush
Telephone hookup
Cable TV/satellite hookup inside storage area (all units)
Pre-wired for roof-mounted satellite dish

Exterior TV prep
Exterior GFCI receptacle
Carbon-monoxide, LP gas and smoke detectors

POPULAR OPTIONS

Partial paint package
Upgraded high-gloss side wall
Black framed dual-pane windows
Computer tray (passenger side)
Driver's door with power window – must select corner-mount power mirrors with heat
Corner-mounted power mirrors with heat
Euro recliner with leather seating surface and ottoman (348 and 355 only)
Faux leather Sofa/Air bed
Home theater package with sub woofer
Refrigerator: large flush-mounted, double-door
2 folding chairs (available with freestanding dinette only) (377 and 378 only)
Water heater: 6-gallon gas/electric w/electric ignition
Exterior shower
Sofa (faux leather)

PLATINUM EDITION PACKAGE

Full body paint
GelCoat poured sidewalls
Power-color coordinated patio awning
Corian® kitchen counter top with Corian® edge
Corner-mounted power mirrors with heat
Sofa/Air Bed (faux leather)
Sofa (faux leather) (N/A 348 and 355)
Home theater package with sub woofer
Electric front sun visors
Wood arches in hallway
LCD TV above entry door (N/A 377 and 378)
Family personal radios
Pull out kitchen faucet
Designer headboard
Upgrade light at dinette/kitchen
Upgrade Valances

Weights and Measures	348	353	355	376	377	378
	Workhorse/Ford	Workhorse/Ford	Workhorse/Ford	Workhorse/Ford	Workhorse/Ford	Workhorse/Ford
Chassis						
Wheelbase	228	228	228	242	242	242
Overall length	36'1"	36'1"	36'1"	37'7"	37'7"	37'7"
Overall width	101"	101"	101"	101"	101"	101"
Overall height with AC	12'0"	12'0"	12'0"	12'0"	12'0"	12'0"
Std. weight (approx. lbs.)	17,028 / 17,328	17,284* / 17,181	18,263 / 17,641	17,966 / 18,256	17,980 / 17,839	17,989 / 17,734
Std. weight (approx. lbs.)-Platinum Edition	17,434 / 17,918	17,584 / 18,502	18,461 / 18,219	18,599/ TBD	18,580* / 18,015	18,589* / 17,948*
GVWR	21.2K/20.5K	21.2K/20.5K	21.2K/20.5K	22K	22K	22K
GCWR	26K	26K	26K	26K	26K	26K
Fresh water (approx. gal.)	65	65	65	65	65	65
Grey/black water (approx. gal.)	47/47	47/47	47/47	47/47	47/47	47/47
LP (lbs.)	104	104	104	104	104	104
Sleeping capacity	4	5	4	6	5	4
Exterior storage capacity (cu. ft.)	200	166	200	225	225	225
Interior drawers	20	19	10	15	15	17
Interior drawer capacity (cu. ft.)	13	13.5	9	9.5	16	16
Fuel capacity (approx. gal.)	75	75	75	75	75	75

*estimated weight



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