

2012 **Via**





On the cover: **25Q** Graphite Full-Body Paint

 SMARTSPACE

25Q Echo with Mocha Cherry



25Q Echo with Mocha Cherry

The Revolution Continues

A truly revolutionary motor home redefines what an RV can be and the Winnebago Via® continues to do just that. Its introduction resulted in a whole new category of Class A coaches, built on the versatile Mercedes-Benz® Sprinter chassis.

With a Mercedes-Benz turbo-diesel engine, you are guaranteed unheard-of automotive performance and unrivaled fuel economy to boot. That's just the beginning for a vehicle designed to bring you full-featured livability and comfort in a very efficient package.

The 2012 Via introduces a host of advancements that offer even more residential comfort, like the all-new retractable screen door that makes life a breeze. LED lighting doesn't get hot like halogen lighting and will cut your energy consumption up to 70%—extending vital battery life while dry camping.

It's time to embrace the Class A lifestyle. With a long list of standard amenities and available options, the 2012 Winnebago Via is an exceptional choice for the discerning motor home buyer.

Why Via?

- Mercedes-Benz Sprinter chassis
- Fuel efficient and easy to maneuver
- Three 25' floorplans
- Queen bed 25Q & 25R; twin bed or king bed with Flex Bed kit 25T
- Available StudioLoft™ 25R & 25T
- RV Radio®/rearview monitor system or available Infotainment Center/GPS
- MCD American Duo® solar/blackout roller shades
- Ultraleather™
- Threshold RV™ door & retractable screen door



Recognized Quality The RV Dealers Association bestows its annual Quality Circle Award based on dealer ratings to the manufacturers that provide exceptional products, service and support. Only one manufacturer has received this honor for fifteen consecutive years: Winnebago Industries.®



25Q Echo with Mocha Cherry

Take it Easy

You will relax in style and comfort in the 2012 Winnebago Via, with its modern appeal and Ultraleather comfort. Premium standard amenities such as the MCD American Duo solar/blackout roller shades provide complete control over light and privacy.

All three models offer the comfort of a sofa with a movable pedestal table for dining flexibility, or choose the 25R with the available BenchMark® dinette and enjoy a more formal dining experience. The Comfort Sofa Sleeper, available in the 25Q, is a great option and easily converts to a bed with an inflatable mattress.

The cab seats are not only extraordinarily comfortable, but swivel and raise up to become convenient seating for the living area, and you can place the removable pedestal table in front for added convenience. They also provide great viewing spots for the mid-coach 26" LCD TV (25Q/25T) or 32" LCD TV (25R). Storage cabinets come standard above the cab.

Other conveniences like a coach stereo system with AM/FM stereo and DVD player, and dual-pane acrylic windows with built-in screens and shades are also available.



Sliding TV
The lounge TV (25Q/25T) is smartly housed on a sliding bracket system that allows for easy viewing even when the slideout is not extended.

Good Eats

The full-featured galley has everything you need to make sumptuous meals and fun snacks for everyone. The microwave/convection oven lets you bake your favorite recipes and reduces cooking time. The vented range hood (25R, 25T) clears the air and sits over a perfectly sized two-burner range.

Gorgeous laminate countertops are easy to clean, and the smoky glass sink and range covers flip down for added counter space when needed. The large stainless steel sink includes a faucet that conveniently folds down when not in use. The ambiance is contemporary and sleek, thanks to our stylish

backsplash and modern cabinetry available in Mocha Cherry or Sunset Cherry finishes. They feature the Winnebago Industries hallmark, full-extension drawer slides, so you get the most of every inch of galley storage.

The refrigerator/freezer comes complete with removable freezer compartment, giving you the flexibility to determine how much cold storage you need, up to 7 cubic feet! The IntelliSense One Touch Control® panel lets you check major systems at the touch of a button and is easy to access directly above the refrigerator.



Galley Sink Deep, stainless steel and sleek, our sink with fold down faucet makes the most of available space, and is available with a water filtration system for the cold water faucet.



Stove The two-burner range will fit a pan up to 13" in diameter, and will easily meet all your cooking requirements.





25T Flex Bed (Twins)



25T StudioLoft™ (raised)



25T Flex Bed (King)



25T StudioLoft™ (lowered)

Welcome Guests

The 2012 Winnebago Via has taken sleeping innovation to a whole new level. Let's start with the bedroom. A queen bed is standard, and is available as a walk-around unit with innerspring mattress (25Q), side-mounted with foam mattress and extendable base (25R), or choose the revolutionary Flex Bed system (25T). With the Flex Bed system, you can choose a king or two twin beds—just like that—in the same model!

One bedroom not enough? The optional StudioLoft system (25R/25T) takes overhead cab space and has created a second bedroom area with a large bed that can be raised or lowered as needed. A wrap-around privacy curtain makes this sleeping space sure to please.

Beds in the 25T and 25Q offer under-bed storage which is easy to access and is just one more reason you will love your Via.

For the 25Q, the available Comfort Sofa Sleeper adds sleeping accommodations when guests spend the night.



See your favorite motor homes come alive with virtual tours at GoWinnebago.com.





Ground Control

The Winnebago Via's exceptional automotive performance is fully realized when you're behind the wheel in the plush comfort of the Ultraleather cab seats. When parked, you can quickly lift and swivel the cab seats so they become lounge seating.

The RV Radio, standard, offers AM/FM stereo, CD player, MP3 input, and weather band, all from an easy-to-operate 6.5" LCD touch screen monitor. Available Sirius® satellite radio can add more than 100 radio programming options—perfect for those that enjoy an eclectic mix of music and talk radio.

Maneuvering is a breeze using the rearview monitor system with one-way audio, which is viewed on the RV Radio touch screen. Standard sideview cameras provide peace of mind when maneuvering and turning.

Love technology? Then you may opt for the Infotainment Center/GPS, the next wave of in-dash communications. The optional stylish dash appliqué offers an elegant touch, and the powered sunvisor drops down at the touch of a button. It is included when you add the available StudioLoft (25R/25T).



Infotainment Center/GPS Take full advantage of available technologies with the *Infotainment Center/GPS*—you will know where you are at all times, set routes, and have touch screen control of information and entertainment.

Best in Class

See how Winnebago Industries takes motor home design and function to the next level, and why we've earned the right to be called the Most Recognized Name in Motor Homes.®



SmartSpace Our SmartSpace™ design philosophy shines in the well-appointed galley; *Full-Extension Drawers* are sized to maximize storage and open wide on full-extension slides for easy access.



Efficient Ambiance New for 2012, *LED Lighting* operates much cooler than halogen lighting and reduces energy consumption up to 70% and extends battery life when dry camping.



Climate Control These lightweight scratch-resistant acrylic windows feature built-in screens and shades that pull up from the window base so you can enjoy a cool breeze while maintaining privacy.



Total Package The *RV Radio*® and *rearview monitor* combine to engage all your senses. Touch the 6.5" LCD touch screen; hear the AM/FM, weather band, CD, and MP3; and see safely behind you.



Technology Other motor homes employ tank monitors with probes that can corrode; our *TrueLevel™* tank monitor system harnesses sonar technology to provide accurate readings every time.



Power Up and Down When you choose the optional *StudioLoft* system, you can enjoy a *Powered Sunvisor* for the cab, which quickly and easily lets you adjust the visor height at the touch of a button.



Let There Be Light With our smoothly retracting *MCD American Duo Solar/Blackout Roller Shades* you can control just how much light and privacy you want—no matter the time of day.



Foresight You'll never have to track the dirt in again, thanks to our available *Exterior Wash Station*. Easy access and a lighted pump switch enable you to clean your gear, your kids, even your dog before re-entering the coach.



Convenience
Automotive convenience comes to life with the available *Driver Side Door*. It features a low entry threshold for easy entrance.



Summer Breezes We make it easy for you to enjoy a cool breeze with the *Retractable Screen Door*. It keeps out bothersome pests and retracts when not in use.



Lift Off The Via may not fly, but the aircraft-inspired technology behind the *Threshold Quiet RV Door* improves function and minimizes wind noise with the most advanced door in the industry.

The Foundation of Fun

The Via's revolutionary design starts with the versatile Mercedes-Benz Sprinter F50 chassis. A powerful Mercedes-Benz turbo-diesel engine makes the Via a coach that is both fun to drive and a pleasure to call home. Adaptive ESP[®] electronic stability control delivers more responsive control with ABS, traction control (ASR) and load adaptive control (LAC) that calculates the vehicle's mass and center of gravity to ensure optimum stability.



- 11,030-lb. GVWR
- Mercedes-Benz 3.0L Turbo-Diesel Engine
- Adaptive ESP Technology
- 5-Speed Automatic Transmission
- 180-amp. Alternator
- 5,000-lb.⁵ Towing Capacity
- Available Stylized Aluminum Wheels

- Most fuel-efficient Class A motor home with unparalleled estimated fuel economy of 16 plus miles per gallon*

*Fuel efficiency will vary with driving conditions and individual driving practices.

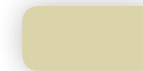
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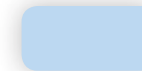


Floorplans

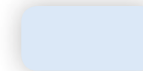
Dimensions shown are for sleeping space only and may vary due to styling differences. Dashed lines denote overhead storage areas. Floorplans and specifications are also available online at GoWinnebago.com.



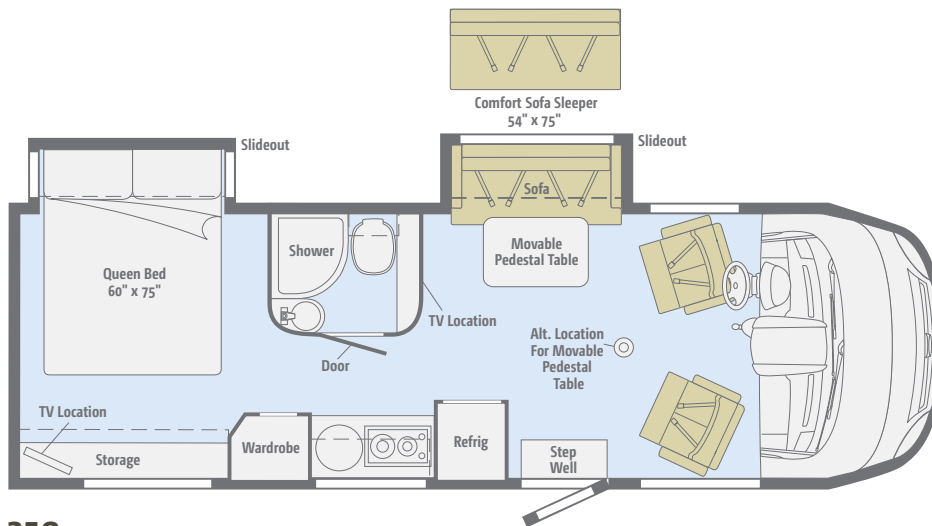
Standard
Ultraleather



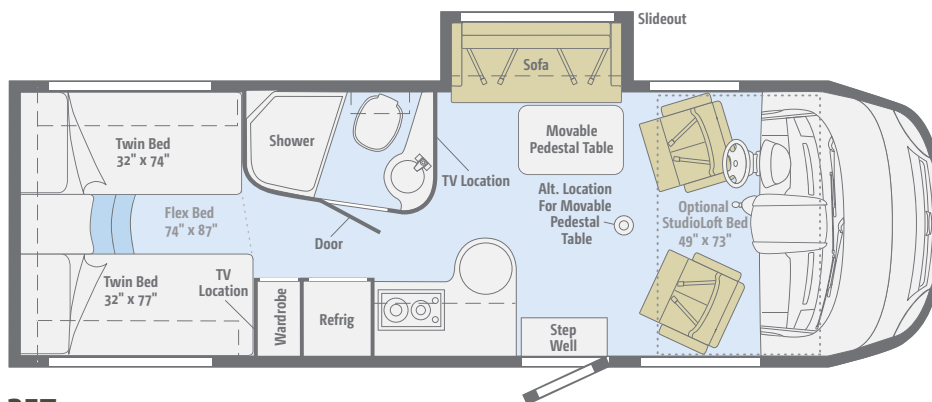
Carpet



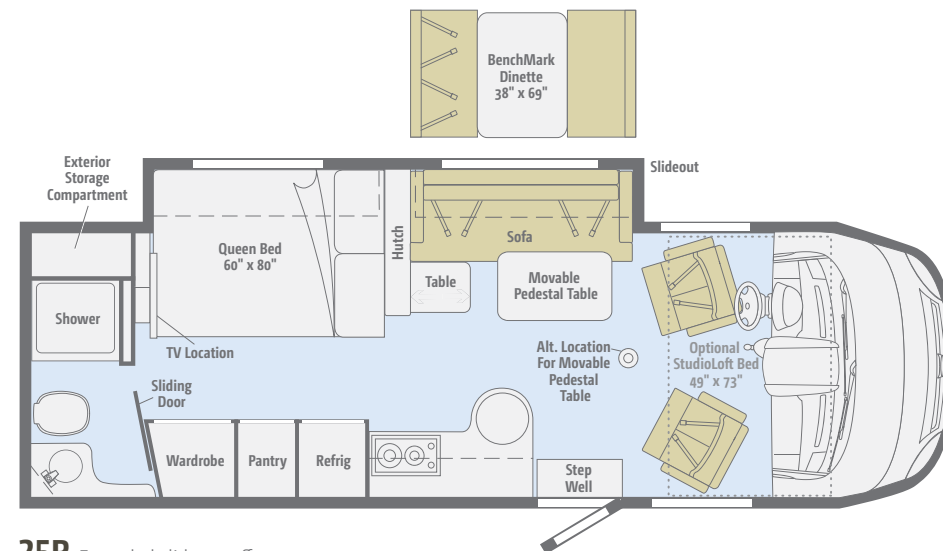
Vinyl



25Q Dual slideouts with walk-around queen bed, movable pedestal table and available Comfort Sofa Sleeper give you room to move.



25T Optional StudioLoft over the cab and Flex Bed System in the rear provide multiple sleeping solutions.



25R Extended slideout offers a sofa with movable pedestal table or available BenchMark dinette.

WINNEBAGO
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Specifications

MERCEDES-BENZ® SPRINTER F50 CHASSIS

188-hp Mercedes-Benz 3.0L 6-cylinder turbo-diesel engine

5-speed automatic transmission w/tip shift

Hydraulic brakes w/ABS

Adaptive ESP® technology

180-amp. alternator

Trailer Hitch⁵ 5,000-lb. drawbar/500-lb. maximum vertical tongue weight w/7-pin connector

Stainless steel wheel liners

OPTIONAL EQUIPMENT

Stylized aluminum wheels

CAB CONVENIENCES

RV Radio®/Rearview Monitor System 6.5" LCD touch screen, CD player, weather band, remotes, iPod interface connector, rear camera w/one-way audio

Cab Seats armrest, adjustable lumbar support, power lift, swivel/slide, recline

Power steering w/tilt and telescoping wheel

Power door lock w/remote for main entry door

Removable one-piece fitted carpet liner

12-volt powerpoints

Power mirrors w/defrost

Cruise control

Chassis/house battery radio power switch

Sideview video camera system

Sunvisors

Front wraparound curtain

OPTIONAL EQUIPMENT

Sirius® satellite radio w/complimentary 6-month subscription

Dash appliqué package

Infotainment Center/GPS voice navigation, 7" LCD touch screen w/PIP, Bluetooth™ remote, AM/FM/CD/DVD, iPod interface connector, Sirius satellite ready

INTERIOR

IntelliSense One Touch Control® LCD monitor panel

Key-activated slideroom master lock switch

Soft vinyl ceiling

Privacy curtain

Stereo System AM/FM, alarm clock, CD/DVD player, input jack

26" LCD TV (25Q, 25T)

32" LCD TV (25R)

Satellite system ready

Tinted windows

LED ceiling lights (coach)

MCD American Duo® solar/blackout roller shades

Amplified digital TV antenna system

Powered roof vent (bath and galley, 25Q only)

OPTIONAL EQUIPMENT

StudioLoft™ and powered sunvisor (25R, 25T) (NA 25R w/optional driver's door)

Satellite TV antenna system w/elevation sensing unit

Roof vent w/powered ventilator fan (bath)

Dual-pane windows w/built-in screen and shade (NA 25R w/optional dinette)

GALLEY

Microwave/convection oven

Vented range hood (25R, 25T)

2-burner range top w/glass cover

Refrigerator w/removable freezer compartment

Stainless steel sink w/glass cover and folding faucet

Laminate countertops

Decorative backsplash

OPTIONAL EQUIPMENT

Water filtration system w/cold water faucet

BATH

Flexible showerhead

Retractable self-cleaning shower door (25R, 25T)

Shower curtain (25Q)

Skylight

BEDROOM

Queen bed w/innerspring mattress, pillows, shams, bedspread and access to storage below (25Q)

Queen bed w/expandable base, foam mattress, pillows, shams (25R)

Twin beds w/foam mattresses, Flex Bed kit, pillows w/shams and access to storage below (25T)

19" LCD TV (25Q, 25T)

EXTERIOR

Premium high-gloss sidewall skin

16' electric patio awning

Threshold RV™ entrance door

Retractable screen door

Automatic entrance door steps

Lighted storage compartment

Mud flaps (rear)

Porch light

Stepwell light

OPTIONAL EQUIPMENT

Driver-side door w/power lock and power window (NA w/StudioLoft)

Lower front protective mask

HEATING & COOLING SYSTEM

13,500 BTU roof-mount air conditioner w/heat pump

20,000 BTU low-profile furnace

ELECTRICAL SYSTEM

Service Center cable TV input, 30-amp. power cord, portable satellite dish hook-up

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

Auxiliary start circuit

Battery disconnect system (coach)

2 deep-cycle, Group 24 RV batteries

Automatic dual-battery charge control

3,600-watt Cummins Onan® MicroQuiet™ LP generator

1,000-watt DC/AC inverter

Exterior TV jack and AC duplex

OPTIONAL EQUIPMENT

3,200-watt Cummins Onan diesel generator

PLUMBING SYSTEM

Service Center color-coded labels, city water hookup/tank diverter fill, drainage valves, 10' sewer hose

TrueLevel™ holding-tank monitoring system

6-gallon water heater w/electric ignition, 110 V/LP

Winterization Package water heater bypass valve and siphon tube

On-demand water pump

Permanent-mount LP tank w/remote fill

OPTIONAL EQUIPMENT

Heated drainage system

Exterior wash station w/lighted pump switch

SAFETY

Seat belts

Child seat tether anchor (25R)

LP, smoke and carbon monoxide detectors

10 BC fire extinguisher

Ground fault interrupter

High-mount brake lamps

Daytime running lamps

Fog lamps

WARRANTY⁶

12-month/15,000-mile basic warranty⁷

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

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

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 motor home is designated by weight, not by volume, so you cannot necessarily use all available space when loading your motor home.

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 upon 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. NA Not Available

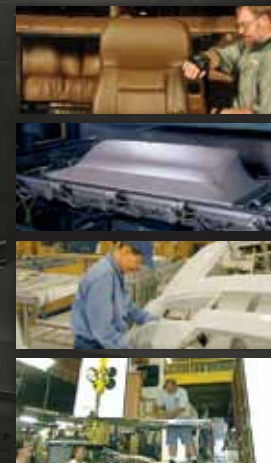
Not all items available in combination. See dealer for details.

Winnebago Industries® continuing program of product improvement makes specifications, equipment, model availability, and prices subject to change without notice. Comparisons to other motor homes are based on the most recent information available at printing.

Weights & Measures

	25Q	25R	25T
Length	25'5"	25'5"	25'5"
Exterior Height ¹	11'	11'	11'
Exterior Width	7'6"	7'6"	7'6"
Exterior Storage ² (cu. ft.)	33.5	50.3	82.6
Awning Length	16'	16'	16'
Interior Height	6'5"	6'5"	6'5"
Interior Width	7'3"	7'3"	7'3"
Freshwater Capacity w/Heater ³ (gal.)	36	36	35
Holding Tank Capacity - Black/Gray ³ (gal.)	36/36	30/40	36/36
LP Capacity ⁴ (gal.)	13	13	13
Fuel Capacity (gal.)	26.4	26.4	26.4
GCWR ⁵ (lbs.)	15,250	15,250	15,250
GVWR (lbs.)	11,030	11,030	11,030
GAWR - Front (lbs.)	4,410	4,410	4,410
GAWR - Rear (lbs.)	7,720	7,720	7,720
Wheelbase	170"	170"	170"

Take a Tour



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

NO SHORTCUTS — NO COMPROMISES

The crowned, one-piece **fiberglass roof** is backed by a 10-year limited parts-and-labor roof skin warranty. Fiberglass offers superior strength and durability over less attractive rubber roofs found on so many competitive models that can streak and degrade over time.

Durable, lightweight **Thermo-Panel® sidewalls** combine fiberglass, high-density block-foam insulation and the inner wall surface with aluminum support structures.

Metal substructures secure cabinets and appliances to add safety and stability.

An **electrodeposition coating** helps protect critical steel components.

Specially engineered **interlocking joints** connect the floor, sidewalls and roof into a cohesive unit.



**SUPER
STRUCTURE**



You can compare features. You can compare styles. But when it comes to quality construction, there is no comparison. Only motor homes manufactured by Winnebago Industries harness the legendary strength and durability of our SuperStructure® construction process—a process we've been perfecting for more than 50 years.



SuperStructure means a solid framework, steel and aluminum substructures and components built in-house to our exacting standards. It means managing each detail to ensure the integrity and quality of every coach. It means barcoding parts to save time and frustration during service and running every coach through a high-pressure leak test before it leaves the factory.



Where other manufacturers cut corners, SuperStructure ensures the features you can't see are treated with the same care as the ones you can. When you buy a Winnebago motor home, you are getting a coach that is built for you—and built to last.

Exteriors

Décor

The streamlined appearance of the Via is enhanced with deluxe graphics or available full-body paint.



Light Autumnwood
DELUXE GRAPHICS



Saddle
DELUXE GRAPHICS



Copper Canyon
FULL-BODY PAINT



Graphite
FULL-BODY PAINT



Inferno
FULL-BODY PAINT



Light Almond
FULL-BODY PAINT

Choose from three fabric collections and two cabinet wood choices, each with stainless steel hardware.

Prism Bold accent in dark colors contrast against the soft cream palette.



Manila Ultraleather

Accent

Bedsread

Vinyl

Stone
Wall Board

Alpine Passage
Wilsonart Laminate
Countertop

Rio Grande Warm and elegant tones set off by a touch of whimsy in russet.



Wheatfields Ultraleather

Accent

Bedsread

Vinyl

Sage
Wall Board

Antique Topaz
Wilsonart Laminate
Countertop

Echo Cool shades harmonize to create a cozy welcoming environment.



Cocoa Ultraleather

Accent

Bedsread

Vinyl

Sashay
Wall Board

Alpine Passage
Wilsonart Laminate
Countertop



Sunset Cherry

Mocha Cherry

Fabrics and carpets may change without notice or obligation.



Don't Miss Out

Caravans, rallies, local and state events, and exclusive RV travel benefits can all be yours as a WIT Club member—and you can meet like-minded folks that possess the same enthusiasm for traveling this great nation of ours. It's a wonderful way to make your Via a way of life. Learn more about the Winnebago-Itasca Travelers Club at WITclub.com.



Members enjoy:

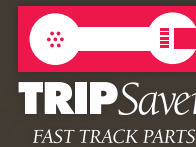
- Caravans and Rallies
- Local and State Group Activities
- RV Travel Benefits



Committed to Service

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

- 12-month/15,000-mile basic limited warranty
- 36-month/36,000-mile warranty on structure
- 10-year standard limited parts-and-labor roof skin warranty
- Complimentary 24-hour roadside assistance program
 - RV Technical Assistance Hotline
 - RV Service Appointment Assistance
 - Emergency Trip Interruption
 - Emergency Message Service
 - Nationwide Trip Routing
 - Fee-Free Travelers Cheques



- TripSaver Fast Track Parts guarantees that in-stock warranty parts ship directly to your dealer within 24 hours
- National dealer service network



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