

Pleasure-Way

Industries Ltd.



OUR 2014 LINE-UP

IN A CLASS BY THEMSELVES

Why Pleasure-Way stands behind their Motorhomes

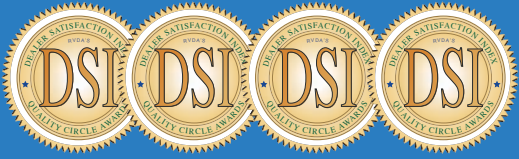
ALL OUR MODELS

The Plateau, The Ascent, The Pursuit, The Prestige and The Lexor

IT'S A LIFESTYLE

Join the Club!
Become part of the Pleasure-Way Family and join in rallies and excursions.





Pleasure-Way Industries Ltd. is once again very proud to be the recipient of the RVDA Quality Circle Award for 2013. Pleasure-Way received marks well above the motorized industry average a fourth consecutive year.

I believe this prestigious award speaks volumes for us as a company. We are proud to be regarded so highly in our field. This award reinforces our core company values of hard work, superior quality, excellence in manufacturing and top-notch customer service. Without the commitment of our valuable and skilled employees, who really are the cornerstone of our company, we wouldn't be able to achieve our goals of producing only the highest quality motorhomes.

Thank you to all those that participated in the dealer survey.

Dean Rumpel
Dean Rumpel

Pleasure-Way

302 Portage Avenue
Saskatoon, SK
Canada
S7J 4C6
Toll Free: 800.364.0189

www.pleasureway.com

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" The last time we owned a van was during the sixties as students exploring a world of peace and love while idolizing Janis Joplin and Jimi Hendrix. We eventually settled into living the typical American dream, now retired after our two lengthy public service careers, but there is no doubt that pieces of the sixties influence remain. We frequently take time away from our beautiful lakeside home and extended family to explore the peace, nature and beauty of our incredible United States National Park System in our equally incredible 2009 Sprinter-based Pleasure-Way Plateau. We love all of the comfort of its interior amenities, the terrific mileage efficiency of the Mercedes turbo diesel engine, its perfect size for getting up close and personal in the wilderness or in cities, and its great sound system that more often plays quiet jazz than loud rock and roll. Only a slight essence of our van of the sixties, we named our Pleasure-Way "Buddha" because it was he who said..."It is better to travel well than to arrive". And, we ordered a special RV license plate..."TRIPPIN"....because now we really are. We love our van! "

– Barry & Mary



Company Profile

The cornerstone of Pleasure-Way Industries Ltd. was built upon my father's old-fashioned work ethic, pride in craftsmanship and a "customer comes first" approach to business.



Dean Rumpel
Dean Rumpel

My name is Dean Rumpel and I am CEO of Pleasure-Way Industries Ltd. I have been involved with the company and have worked my way up through the ranks since Pleasure-Way first began. My family has been invested in the RV industry and lifestyle since 1968, when my father, Merv Rumpel, opened his own RV dealership. In 1986, he decided that he could build a better, higher quality camper van than what he was seeing in the market and Pleasure-Way Industries was born. The idea of building a camper van was not new but his vision of a luxury product with innovative features and superior manufacturing processes lead to the company's humble beginnings.

The cornerstone of Pleasure-Way Industries Ltd. was built upon my father's old-fashioned work ethic, pride in craftsmanship and a "customer comes first" approach to business. We are proud to follow these principles today. Even now, 27 years later, we do not mass produce our motorhomes on assembly lines as each motorhome is hand-crafted and custom-fitted to exacting standards and quality inspections. At Pleasure-Way, we know that quality takes time.

It is not a race for us to see who can build the most in the least time, rather, we strive to build the perfect coach for our customers. As a result, we are proud of each and every one of the 12,000 motorhomes we have built and we continue to stand behind our work.

Over thirty percent of our employees have been with us for ten years or more, some have been with us over 20 years, and some have even been with us since the beginning. They all take great pride in what they do and the role they play in making our motorhomes unsurpassed in the industry. Their dedication and commitment to quality is evident in every detail in our coaches and in our incomparable customer service.

I am proud to say that Pleasure-Way is still a family owned and operated company with three generations involved in the production of our motorhomes. You won't find voice mail here; whether you are a current or potential customer, if you have a question we will find the right person for you to talk to and you may even find yourself talking with me!

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Construction

THE OPPOSITE OF MASS PRODUCTION

You will not find an assembly line at Pleasure-Way Industries Ltd. We do not use this popular and time-saving method of manufacturing. We refuse to sacrifice fit, finish, quality and safety for time and cost savings.

At Pleasure-Way Industries, we give each motorhome we build the meticulous care and attention it deserves. On average, it takes six weeks and over four hundred man hours to finish just one Pleasure-Way motorhome! Pleasure-Way's unique construction process strays very far away from most recreational vehicles manufacturers that mass produce thousands of coaches in a fraction of the time.

The construction of Pleasure-Way motorhomes involves measuring, constructing and hand-fitting custom made parts onto each individual chassis. Why you ask? The answer is simple. Even though all chassis of a particular make and model, such as Ford, Mercedes or Chevrolet, appear to be identical to each other, there can be slight tolerance differences in the body by up to a quarter of an inch! This can greatly affect the fit and finish of each individual component of the motorhome. That is why at Pleasure-Way we hand fit and trim each individual part, from running boards to wall partitions, to perfectly fit each particular coach. Once the specific piece has been custom fit, it will be serialized with that particular coach's chassis vehicle identification number and it will be installed later in the production process to that exact unit.

The first phase of the construction of a Pleasure-Way motorhome begins in the welding/metal fabrication department. Here, the skilled team of fabricators precisely weld tubular steel to create the floors, roofs and side walls of the motorhome. The level of steel fabrication varies depending on the chassis and the coach design. From reinforcing cut-outs on the Mercedes Benz uni-body chassis to the complete steel-framed super body of the Pursuit, the time spent in this first phase of construction exceeds fifty hours per motorhome. As a comparison, an average class C motorhome that is mass produced is completely assembled and ready to paint in 2.5 days.

Once the welding process has been completed, the fibreglass department takes over and hand fits each customized piece of fibreglass to its specific coach. Each fibreglass component is formed into a mold, which first is sprayed with a paintable gel coat, and then a mixture of resin and fibreglass is sprayed into the mold to the precise thickness required for the strength and structural





integrity of that piece. After the fiberglass has been sprayed into the mold, a trained team will methodically hand roll the entire part to ensure that there are no air pockets and the fiberglass is uniform throughout the part. This time-consuming process further ensures that each component meets or exceeds our high quality standards.

Bonding fiberglass to either steel or fiberglass components is regarded as a superior technique relative to other forms of fastening. Fiberglass is bonded to steel using a product called Sika Flex. This special adhesive ensures a higher standard of structural strength and allows fiberglass components, such as our one-piece molded Pursuit roof, to be attached to the body without having to use multiple fasteners. By eliminating the process of screwing exterior parts to the chassis, Pleasure-Way has eliminated potential entry points for water leaks that typically plague the recreational vehicle industry.

Another distinguishing feature you will find in Pleasure-Way Industries Ltd.'s production process is our use of Glasurit automotive paint on all of our surfaces. Glasurit is commonly found on such famous automotive brands as Rolls Royce, Bentley and Mercedes Benz. This product is far superior to the more common and far more economical gelcoat finishes typically found throughout the recreational vehicle industry. Therefore, at Pleasure-Way, every part, such as the fiberglass running boards, must be sanded by hand to ensure the proper paint procedures are being met to produce that perfect paint finish you expect to see on a luxury vehicle. Each piece is sanded, primed, painted and finally clear coated by hand to achieve this high-end, luxurious result. Even what are commonly considered to be the less consequential parts of a motorhome, such as exterior vents and hatches, are all painted to match the exterior of our coaches.

Attention to detail and our commitment to quality and safety (as well as our refusal to compromise quality for cost and time savings) set Pleasure-Way Motorhomes above the rest. We refuse to settle for less than the best so why should you?





A Touch of Class

Pleasure-Way

Custom Cabinetry

Beautiful, hand-crafted cabinetry is one of our hallmarks at Pleasure-Way Industries Ltd. We create our custom cabinetry in our on-site mill shop. Here, our skilled crafts people transform raw hard wood maple into exquisite fluted crown moldings and stunning stile and rail maple doors. Our mill shop team place raw maple planks through a rip saw to create the individual strips of maple in the exact widths that are required to make our solid maple doors. After the maple has been ripped, it is placed through a moulder which shapes the maple to the appropriate thickness and profile and then

we cut them to the exact measurement required for each individual motorhome. The maple strips are then run through a shaper to create the mortise and tenon joints. The strips are then glued together by hand forming the door and clamped until they have dried. Once the maple door has dried and passed our quality control, it is placed through a door sander to ensure its correct thickness. It is then ready for the final finishing stage, in which the maple cabinet door is hand-sanded, hand-stained and lacquered. Each door receives three coats of stain and two coats

of lacquer. All of our high quality stains and lacquers are water-based, which is better for the environment, as well as being safer for our employees and consumers.

Our exquisite, hand-crafted cabinetry is very labour intensive to create. On average, it takes over twenty-two hours to finish just one set of cabinet doors for each and every coach we produce.



“ Beautiful, hand-crafted cabinetry is one of our hallmarks at Pleasure-Way Industries Ltd. ”





Created not Manufactured



The Art of

Stall Installation

Most recreational vehicles are built on assembly lines, with the interiors and cabinetry being stapled together in a menagerie of paneling and wooden sticks. The walls and roof are typically installed last. Many of these recreational vehicles feature a meagre twelve-month warranty.

Pleasure-Way motorhomes are not built on an assembly line; rather they are built in stalls, where one dedicated cabinet craftsman will build and install the entire coach cabinetry himself. Each of our cabinet craftsmen will build on the same chassis make and model for several years to refine and master his craft before moving onto different chassis and coach floor plans.

Every Pleasure-Way motorhome is built in its own stall where one of our skilled craftspeople will hand-fit, measure and template the individual pieces into the interior masterpiece you see. As a result, our custom cabinets precisely hug the interior walls of our motorhomes. Due to our meticulous hand-fitting and measuring process, our cabinets fit perfectly. We do not need to use plastic moldings to hide the gaps and cracks commonly found in many recreational vehicles.

At Pleasure-Way, we are proud to say that we build our motorhomes to last and our manufacturing process reflects that. We cannot imagine using a process that employs staples as a way to adhere surfaces and cabinetry; indeed, our manufacturing process is entirely staple-free. Wall partitions, end gables and upper cabinets are all screwed together and fastened with steel angle brackets for superior strength and quality. Cabinets are anchored into the coach floor and wall blocking that is adhered to the inside wall to ensure their strength. This extra step adds stability to the cabinetry and it also helps to ensure a more peaceful, rattle-free ride!

Finishing - it's in the details

Most interior trim pieces, such as crown, fluted and corner mouldings, are perfected in our mill shop. Each piece is milled from solid hard wood maple then sanded, stained and lacquered with the same attention to detail as our cabinet doors. When attaching the final trim pieces, our finishing department team will glue and nail the trim into place, then meticulously blend the minute nail holes with the matching wax fill.

At Pleasure-Way, we know that quality and excellence take time and we do not believe in sacrificing quality for economy. We are not afraid to take our time and do whatever it takes to create an outstanding motorhome.



Quality Control

Pleasure-Way Industries Ltd. has a very complex system of checks and balances, which serves to promote the highest level of quality control. Every craftsperson who has worked on any part of the construction of the motorhome signs off on a detailed work sheet confirming the work they have performed. Our quality control team audits every single coach we produce and every craftsman's work on that motorhome must meet our rigorous standards and testing. In the event that a deviance is found, the appropriate team member is called upon to correct the issue then sign off again to confirm that the matter has been resolved. This meticulous process holds all team members accountable for their work and allows us to quickly adapt to product changes or design improvements. Our most rigorous and arduous quality control system comes from our craftspeople themselves who take so much pride in their work that nothing but their best will do; that is how dedicated they are in creating the best motorhome possible!

The final stage of the quality control audit is a test drive. We do this to ensure that we are happy with the handling and ride of each coach. Once this is completed, we deliver each coach to the respective dealership via a flatbed transport truck. This ensures the delivery of the coach arrives in the premium condition you would expect and allows you to be the one to personally "break in" the chassis of the motorhome, rather than a third party delivery driver.

Pleasure-Way Industries Ltd. is so confident in the motorhomes we design and construct that we back them by the Pleasure-Way Freedom Five-Year limited coach warranty.



“With Pleasure-Way’s Five-Year Warranty you can rest easy. You and your motorhome are protected for the next five years.”



Seal Tech Water Leak Detection

As part of our complex testing regime, every coach is "seal tech" tested. We test the coach for water leaks by installing the seal tech machine. This machine pressurizes the inside of the motorhome forcing air to expand outward. Once this is in place, we spray a combination of water and soap over the entire exterior of the coach. If there are any water leaks, they are easily identified by large soap bubbles forming on the exterior of the coach. This critical procedure is part of the backbone of our quality control process.



Year Freedom
y knowing you
five years."



Standard Features

Cool Comfort

Ultraleather's® innovative strengthening technology makes this luxurious supple fabric exceptionally durable and stain resistant. Ultraleather® was engineered to meet the growing demand for environmental responsibility. However, it also offers the following advantages:

- exceeds heavy-duty industry abrasion standards by 13 times
- scratch, nick and blemish resistant
- stays cooler than genuine leather in warm climates
- void of plasticizers, heavy metal, formaldehyde, and pyroxylin
- cleans effortlessly with soap and water
- pet hair doesn't penetrate and weave in like regular fabric.



The Beauty of Dupont Corian®

Dupont Corian® has a rich, sleek look, much like granite and quartz, but has a number of advantages over these very heavy surfaces. Dupont Corian® is easy to clean, hygienic and extremely stain resistant because it is nonporous so bacteria and stains do not penetrate its surface. Dupont Corian® is hand-crafted and assembled in our on-site mill shop. After the initial shape has been cut on our CNC Router, the lengthy process of transforming the Corian® into counter tops, back splashes and shower surrounds begins. Each individual piece of Corian® is hand-sanded three different times with varying degrees of grit sandpaper. This process is followed by two intense sessions of hand



polishing to achieve the beautifully deep and rich seamless solid surface look that conforms to our exacting standards. This is an extremely labour intensive process. On average, we spend a total of sixteen hours hand-sanding and polishing the Corian® surfaces in our motorhomes.

Electrical Technology

In the Pursuit and Prestige models, we use multiplex wiring. This wiring system provides power to a common distribution center which is controlled by centralized switch panels that connect to the control center via cat5 network wiring. Multiplex wiring reduces the number of individual switches and combines them into three contemporary switch panels to control multiple functions of the coach. For example, when you enter the coach you are able to turn on all the lights at once with a master light switch. You may also dim the interior lights by pressing and holding the switch to your desired lighting level.

Multiplex wiring reduces about 40 percent of the 12 volt wiring harness. In the case of the Pursuit, over 500 feet of wire and hundreds of individual wiring connections have been eliminated.



At Pleasure-Way, we often exceed the standard requirements applied to recreational vehicles and another example of this is the electrical wiring harnesses. All of our wiring harnesses are encased by a wiring loom. These harnesses are secured to the coach by loom clamps every 18 inches totalling no less than 150 separate locations. The electrical

standard is to secure wiring only once every six feet. The reason we do this is to ensure there is no movement within the harnesses that would put stress on the connections leading to potential failures and to ensure you can't hear the harnesses moving inside the coach wall while driving.

Flooring

At Pleasure-Way, we have rejected the common linoleum and carpet installation practices which are used in mass-produced recreational vehicles. Many RV manufacturers' take linoleum or carpet and loose lay it over the sub-floor of the motorhome. It is then stapled around the edges and cabinets are installed over top. This is a fast and inexpensive method of laying flooring.



At Pleasure-Way, we take pride in what we build and we don't believe in cutting corners to save time and cost. We start our flooring process by laying the CNC routed plywood sub-floor, which fits the flooring footprint of each individual motorhome exactly with interlocking pieces. Next, the sub-floor is screwed down into place to ensure that the floor is solid, stable and squeak-free. This is followed by the time-consuming and labour-intensive process of filling every screw hole and seam where the flooring pieces meet. After this is completed, a final sanding occurs to ensure that we have a solid, smooth sub-floor with no imperfections. It is only once this standard has been achieved that the carpet or linoleum is glued into place. After which, Pleasure-Way goes even one step further. At all points where the linoleum meets the lower cabinetry, a fine bead of silicone is laid to ensure that if any spills were to occur, the moisture will not seep under and damage the sub-floor.

LED Lighting



At Pleasure-Way, we predominantly use recessed LED lighting technology throughout our motorhomes. Not only do LED lights save on battery life, but they do not produce heat like regular incandescent or halogen lights. LED lights are cool to the touch, energy efficient and provide a clean and stylish appearance. Going the extra mile, Pleasure-Way takes the additional time to recess and enclose the wiring harness for the LED lights in the rear upper cabinetry. This provides a clean interior cabinet and maximizes available space.

Blum® and Hafele® Hardware

Like many luxury homes, Pleasure-Way uses Blum® European cabinet hinges and Hafele® door stays. Blum® European hidden hinges provide a clean, contemporary exterior appearance and superior quality backed by a lifetime warranty. Hafele® adjustable door stays gives you precise control of the cabinet door opening. You can adjust the door stay to allow the cabinet door to stay open at any degree of opening and ensure your door will never fall when you least expect it. Other examples of our commitment to quality are the use of metal full extension ball bearing drawer glides, baltic birch seven ply plywood drawer boxes and positive catch cupboard and drawer latches.



The Science of Sleeping

Pleasure-Way takes a three-tiered approach to ensure your good night's sleep. We combine a base layer of medium density foam topped with a minimum three inches of visco-elastic memory foam, which is further topped with Dacron helping insulate the foam resulting in a cooler bed and smoother Ultraleather® finish. Visco-elastic memory foam conforms to your individual curves to relieve pressure points. Imagine being completely supported and embraced as you sleep. Rather than sleeping on your side and feeling pressure on your shoulders, hips and knees, imagine being comfortably supported on a perfect surface that supports and conforms to all parts of your body. Pressure points are eliminated as they become evenly distributed across your side. You spend a third of your life sleeping, so don't settle for anything less than the best quality sleep.



Pursuit

Features

AT A GLANCE

- One piece welded tubular steel framed body
- Nobel select premium Azdel composite fibreglass side walls
- Moulded one piece fibreglass roof
- Fibreglass front and rear caps
- Bonded fibreglass body
- Full body paint
- LED tail lights and marker lights
- 12 foot power awning
- Slam Latch exterior compartment doors
- Steel exterior compartments
- Two coach batteries
- Multiplex wiring
- Solid maple crown mouldings
- Tri-fold power sofa
- Full extension ball bearing drawer glides
- Baltic birch drawer boxes





Fun to Drive, Easy to Park.



Brandy Maple Cabinetry



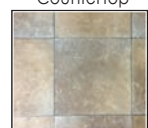
Ivory Ultraleather™



Savanna Corian® Countertop



Carpet



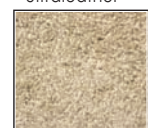
Vinyl



Natural Maple Cabinetry



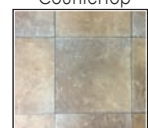
Saddle Ultraleather™



Carpet



Savanna Corian® Countertop



Vinyl

22 feet in length

Pleasure-Way

Finishing Options

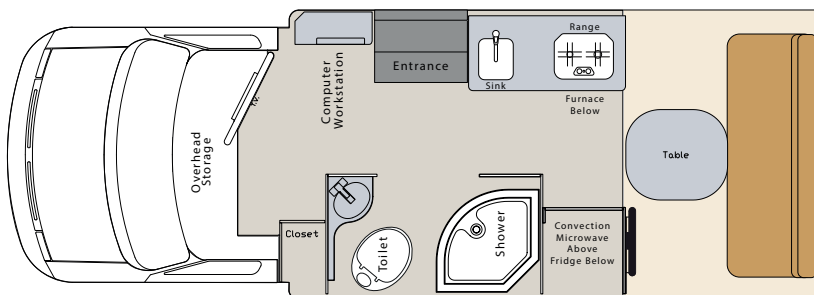
Finish your RV to suit your individual needs and desires.



The largest bathroom in a 22' motorhome.



Pleasure-Way
Pursuit
Floorplans

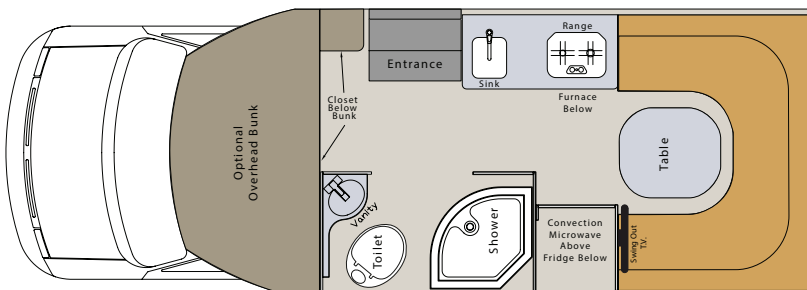


Pursuit

More Features

AT A GLANCE

- Thetford china bowl toilet
- Corian stand up shower
- Corian counter tops, backsplashes and stepwell
- Memory foam rear dinette convert into 60" X 80" queen bed
- Ultraleather fabric
- LED interior lighting
- Double glazed acrylic skylight
- Stainless steel front six cubic foot double door fridge
- Power day/night shades
- 13,500 BTU roof air
- 4KW Onan generator
- Clarion in-dash navigation
- 32" LED LCD TV and Bluray player with WIFI
- Recessed LED lighting
- Back up camera



- Ultraleather® Fabric
- Linoleum
- Carpet

Prestige

Features

AT A GLANCE

- Unique rear bath layout
- Tri-fold power sofa converts to 60" X 74" bed
- Large separate enclosed Corian shower
- 6 cubic foot, two door fridge freezer, 2-way power 110V/LP
- Swivel front driver and passenger seats
- Large passenger side kitchen/galley
- Recessed and dimmable LED lighting
- 21.6 cubic feet of exterior storage
- Dual coach batteries
- 5,000 LB hitch and wiring
- Continental spare tire carrier and cover
- Hand-crafted maple cabinetry and crown moulding





“ We park ours in our driveway so it's simple to just take off. We don't need a car so while camping we can unplug and use it to go anywhere and park anywhere. Regular maintenance can be performed easier and cheaper at our local Ford dealer. We love ours! ”

Sue & Shelly Z.



Quality and craftsmanship you can rely on.



176 inch wheel base

Pleasure-Way

Finishing Options

Finish your RV to suit your individual needs and desires.

“ I'll just say our van is everything we had hoped it would be. Convenient and easy to drive and park. Dependable, really just needs routine maintenance. Fun! Folks always stop and ask us about it. ”

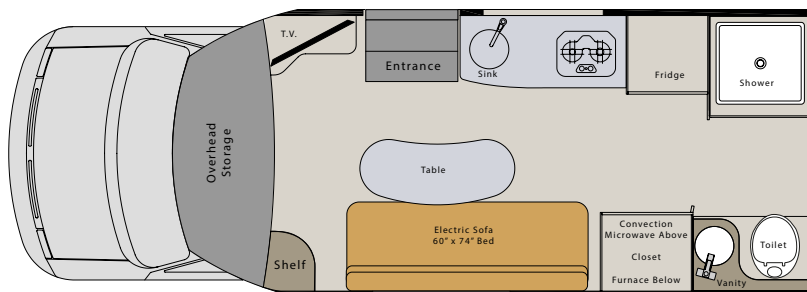
Ron N



Tri-fold power sofa with unique side layout converts to 60" X 74" bed



Pleasure-Way
Prestige
Floorplan



- Ultraleather® Fabric
- Linoleum
- Carpet



Prestige

More Features

AT A GLANCE

- Ford 6.8 liter V-10 Triton engine
- 176" wheelbase c/w dual rear wheels
- Spyder multiplex wiring
- 16,000 BTU furnace
- Atwood 13,500 BTU roof air conditioner
- Tankless water heater
- Pleated shade window coverings
- 32" LCD TV c/w Blu-ray player
- 24" LCD TV c/w Blu-ray player
- 11' power awning
- Convection microwave
- Convenient lowered entry
- Spyder digital tank, LP and battery monitoring system
- Thetford china bowl toilet
- 2.8 KW Onan generator
- LP, CO & smoke detector
- Fan-Tastic vent fan
- Baltic birch drawers c/w full extension ball bearing glides
- Jack digital antennae
- One piece moulded fibreglass roof
- One piece moulded fibreglass rear cap
- One piece moulded fibreglass front cap
- Bonded fibreglass - not screwed together



With Pleasure-Way's Five Year Freedom Warranty you can rest easy knowing you are protected for the next five years. Enjoy the freedom, security and reliability you deserve for a long time to come.

Lexor

Features

AT A GLANCE

- Dometic 3 way 3.8 cubic ft. fridge
- 11,000 BTU Cool Cat air conditioner & heat pump
- 11' power awning
- LED interior lights
- Power sofa c/w memory foam and Ultraleather
- 2 burner LP flush mount stove
- Microwave oven
- Corian countertops
- Stainless steel sinks
- 7" rear view mirror backup camera with Bluetooth
- 16,000 BTU LP furnace
- Fan-Tastic vent fan
- Six gallon Suburban water heater
- Water heater bypass system
- Color coded plumbing lines





“ Our Pleasure-Way has allowed us to travel throughout North America, visiting every Province and state, often travelling on roads not recommended for motorhomes. We currently enjoy visiting miniature railroad parks (7 ½ scale ride-on trains). The fuel economy of a Class B allows us to spend more time on the road enjoying our hobby. ”

Robert & Barb M

Discover the freedom and live the dream!

					
Brandy Maple Cabinetry	Ivory Ultraleather™	Savanna Corian® Countertop	Natural Maple Cabinetry	Saddle Ultraleather™	Savanna Corian® Countertop
					
	Carpet	Vinyl		Carpet	Vinyl

feature point

Pleasure-Way

Finishing Options

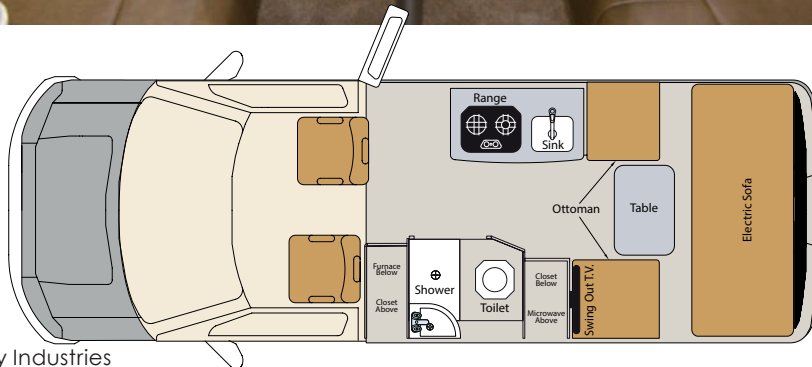
Finish your RV to suit your individual needs and desires.

“ In my experience after 40 years of Rving most RVers don't travel much. Most drive their 36' unit to Florida in the winter or to the mountains in the summer and sit on their big fat axle in some campground for three months. That is not what RVing is all about to me. I love to TRAVEL, explore little towns, take the back roads, talk to people. No schedules, no reservations. My Pleasure-Way allows me to do that. It's all about mobility. I have most of the comforts of home, decent gas mileage, and an RV that will go, and can be parked, just about anywhere. Long live the Class B. ”

Phil Lancaster PA



Great things come in small packages.



- Ultraleather® Fabric
- Linoleum
- Carpet

Pleasure-Way
Lexor
Floorplan



Lexor

Features

AT A GLANCE

- LP, CO and smoke detector
- Monitor panel for holding tanks & battery level
- Slide out coach battery compartment
- Private enclosed bathroom with shower and sink
- Thetford china bowl toilet
- Hand-crafted Maple cabinetry
- Pass through rear storage
- Exterior shower
- Stealthy exterior appearance
- Chevrolet 3500 Express chassis
- 6.0 liter V8 c/w 6 speed transmission
- 323 HP @2300 RPM
- Power windows, door locks and mirrors
- Chassis AC, cruise control and remote keyless entry
- Swivel driver and passenger seats
- 5000 lb. hitch and wiring



With Pleasure-Way's Five Year Freedom Warranty you can rest easy knowing you are protected for the next five years. Enjoy the freedom, security and reliability you deserve for a long time to come.

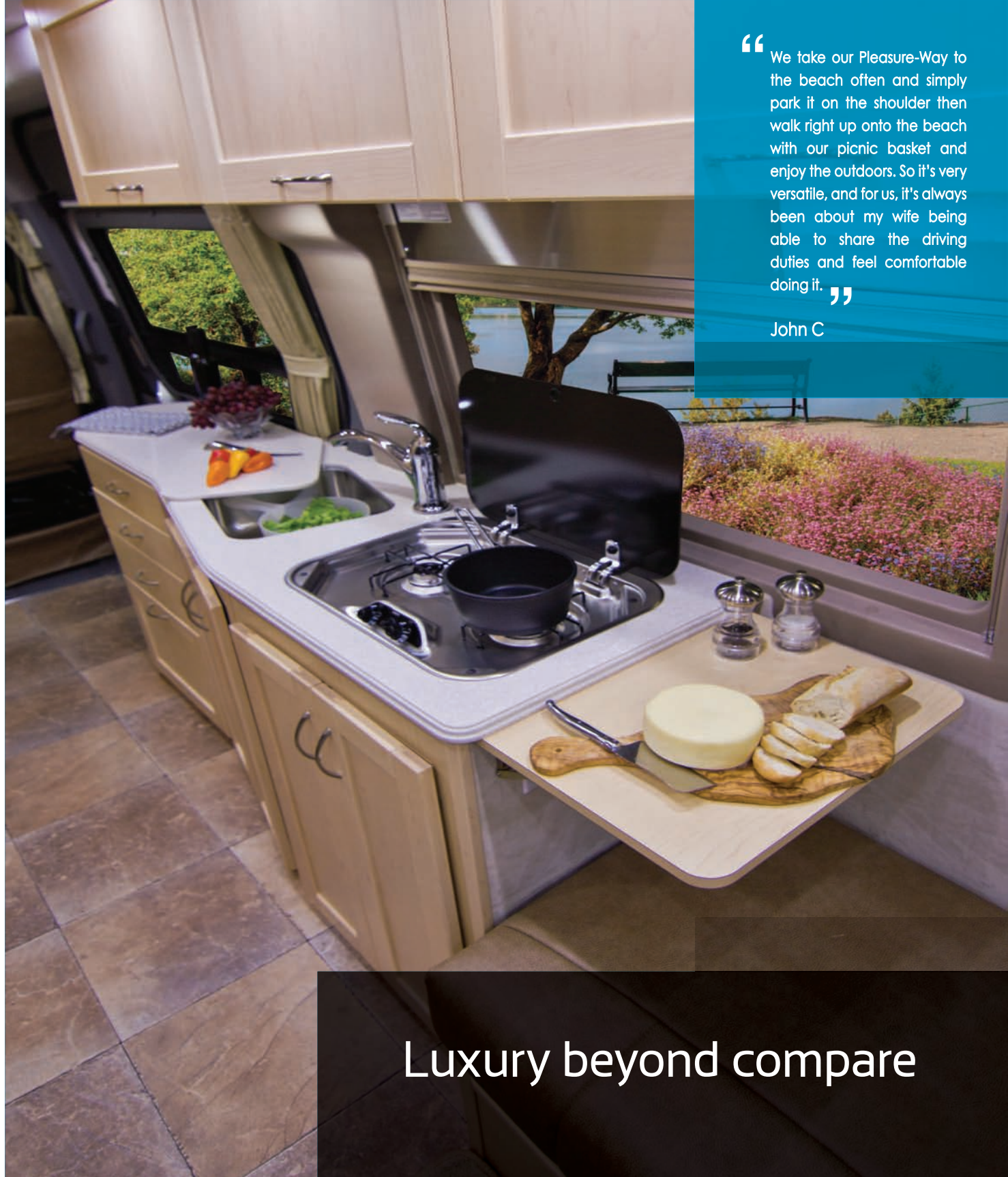
Plateau TS

Features

AT A GLANCE

- Large kitchen, serving area to passenger side door
- Corian countertop
- Power sofa c/w memory foam
- Two-stage sliding door
- 13 ft. power awning
- Large 6 cubic foot 3-way fridge/freezer
- Convection microwave
- 16,000 BTU furnace
- Excellent fuel economy
- Full body paint
- Exterior shower
- 5000 lb. rated hitch and wiring
- Becker in dash navigation system
- Mercedes Benz back up camera
- Ultraleather® upholstery
- Private enclosed bathroom c/w Corian counter top and vanity
- Recessed LED lighting





“ We take our Pleasure-Way to the beach often and simply park it on the shoulder then walk right up onto the beach with our picnic basket and enjoy the outdoors. So it's very versatile, and for us, it's always been about my wife being able to share the driving duties and feel comfortable doing it. ”

John C

Luxury beyond compare



18 -22 est mpg hwy

Pleasure-Way Finishing Options

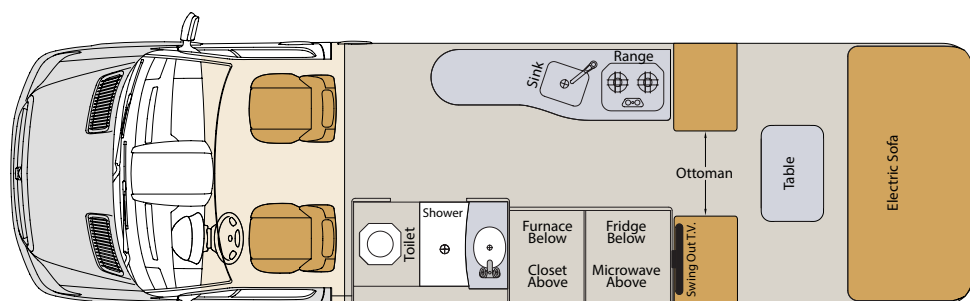
Finish your RV to suit your individual needs and desires.



Corian counter top, rich Ultraleather upholstery, LED lighting and superior hand-crafted maple cabinetry



Pleasure-Way
Plateau TS
Floorplan



- Ultraleather® Fabric
- Linoleum
- Carpet

Plateau TS

More Features

AT A GLANCE

- Hand-crafted maple cabinetry
- Pass through storage under sofa
- 2.5 KW LP generator
- Exterior mount spare tire carrier
- Mercedes Benz 2.1 liter 4 cylinder 7 speed transmission
- Multi-function steering wheel c/w trip calculator
- Blind spot monitoring
- Collision prevention assist
- High beam assist
- Lane keeping assist
- Fog lamps
- LED/LCD TV c/w Blu-ray Player
- 11,000 BTU Penguin roof air
- Thetford china bowl toilet
- Low profile Fan-tastic fan
- A driver's dream
- Water heater bypass setup
- Baltic birch drawers c/w full extension ball bearing glides



With Pleasure-Way's Five Year Freedom Warranty you can rest easy knowing you are protected for the next five years. Enjoy the freedom, security and reliability you deserve for a long time to come.

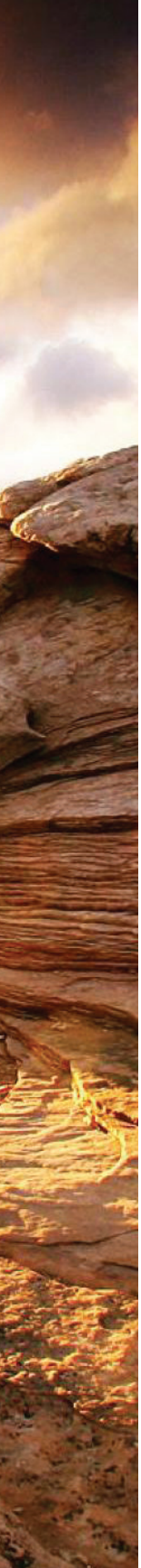
Plateau FL

Features

AT A GLANCE

- Large kitchen, serving area to passenger side door
- Corian countertop
- Power sofa c/w memory foam
- Two-stage sliding door
- 13 ft. power awning
- Large 6 cubic foot 3-way fridge/freezer
- Convection microwave
- 16,000 BTU furnace
- Ultraleather® upholstery
- Excellent fuel economy
- Full body paint
- Exterior shower
- 5000 lb. rated hitch and wiring
- Becker in dash navigation system
- Mercedes Benz back up camera





“ We can eat and rest in the comfort of our 'home away from home' then hike, shop or sightsee at our leisure. Our Pleasure-Way has been the highlight of our retirement years. ”

Rod & Doris W

All the comforts of home.

					
Brandy Maple Cabinetry	Ivory Ultraleather™	Savanna Corian® Countertop	Natural Maple Cabinetry	Saddle Ultraleather™	Savanna Corian® Countertop
					
	Carpet	Vinyl		Carpet	Vinyl

13ft power awning

Pleasure-Way

Finishing Options

Finish your RV to suit your individual needs and desires.

“RV’ing in our Pleasure-Way gives my 98 year old plus Mom freedom and independence when we hit the road enjoying all the National Parks. As soon as she gets into the front seat she states she doesn’t feel 98 anymore!!”

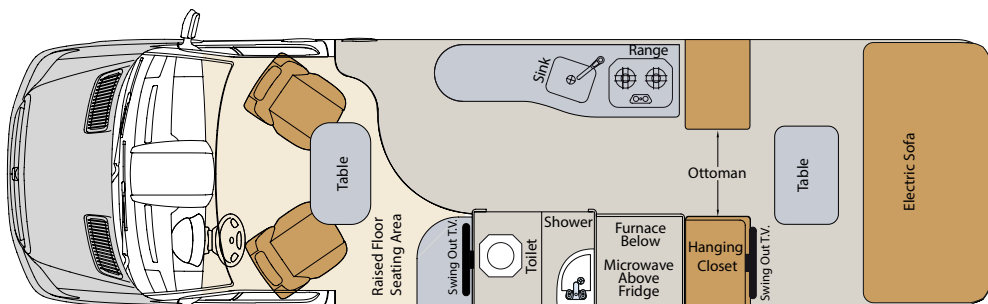
Marcene M



Hand crafted carpentry.



Pleasure-Way
Plateau FL
Floorplan



- Ultraleather® Fabric
- Linoleum
- Carpet



Plateau FL

Features

AT A GLANCE

- Hand crafted Maple cabinetry
- Pass through storage under sofa
- 2.5 KW LP generator
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- Mercedes Benz 2.1 liter 4 cylinder 7 speed transmission
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Ascent

Features

AT A GLANCE

- Outstanding maneuverability, parks and drives like a full size car
- Feature rich interior appointment
- Power awning
- LED lighting
- In dash navigation
- Luxurious Ultraleather® upholstery
- Back up camera
- Memory foam
- 5000 lb. hitch and wiring





“RV’ing as a couple with our Pleasure-Way means Freedom. Freedom to go where we want - when we want. We travel with everything we could possibly need and can access any route or parking space that can accommodate a car, be that in a large city or by a beach, we always have our ‘home’ with us. In 2010 we travelled for approx. 3 months from Ottawa to Alaska. Because the Pleasure-Way is so cost compact we were able to travel by ferry on the Inside Passage for 3 days and 2 nights. The ferry costs were no more than a standard vehicle!”

Roger & Diane L.

Unparalleled design and legendary engineering



144 inch wheel base

Pleasure-Way Finishing Options

Finish your RV to suit your individual needs and desires.

“

We don't like to stay on the main highway and our Pleasure-Way allows us to go into the little towns and take the side roads. We were also able to travel Route 66 and all the mountain roads along the way. ”

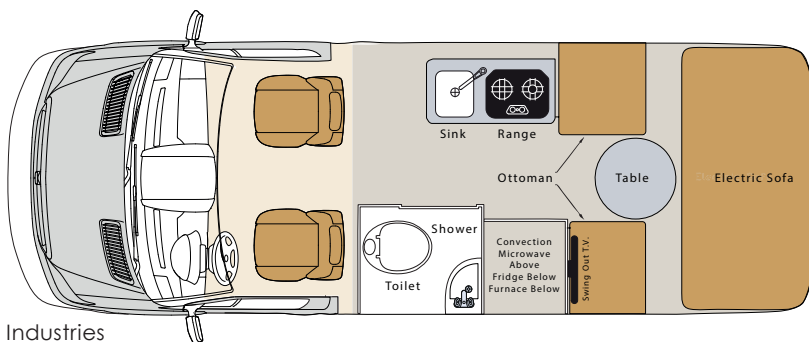
Jackie Delk



A Driver's Dream

A Pleasure-Way to travel and a luxurious home on the road.

Pleasure-Way
Ascent
Floorplan



- Ultraleather® Fabric
- Linoleum
- Carpet

Ascent

Features

AT A GLANCE

- Hand-crafted maple cabinetry
- Storage under sofa
- 2.5 KW LP generator
- Exterior mount spare tire carrier
- Mercedes Benz 2.1 liter 4 cylinder 7 speed transmission
- Multi-function steering wheel c/w trip calculator
- Blind spot monitoring
- Collision prevention assist
- High beam assist
- Lane keeping assist
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Pleasure-Way

Lifestyle

Touring or travelling in a Class B RV affords some unique advantages over traditional RV'ing in a larger Class A, Class C or pull-type trailer. There are the more obvious advantages of stress-free driving, easy and accessible parking, and the ability to get into 'off the beaten track' locations. There are also a host of less obvious advantages and opportunities when travelling in a more compact and versatile Class B motorhome. Consider the ability to visit friends and relatives for family functions, reunions, graduations and weddings. You can pack up and go without making hotel reservations or inconveniencing your host. Imagine that you can show up for a family reunion and leave your Pleasure-Way in the drive, allowing you to enjoy festivities without having to drive to and from a hotel and without any major inconvenience to your host. You are bringing your own bedroom, bathroom, kitchen and lounge area to the party!

Whether you are a seasoned full-timer or a first-time newbie, something has drawn you into the RV lifestyle. Memories will be created, friends will be made and stories will be shared. RVing holds something different to each of us. Pleasure-way is fortunate to have a wonderful group of people who have formed our Pleasure-Way Owner's Clubs. These clubs are based on the east and west coasts of the United States and western Canada. Regardless of where you live, owners from around North America have fallen in love with the Class B motorhome lifestyle and participate in our club rallies.



Here is what a few have had to say...

"We are two empty nesters who have experienced over 40 years of family camping in a tent, pop-up, Class C motor home, and 15' and 27' pull-behind trailers. Our Pleasure Way Plateau gives us the best of each of our previous units plus much more: compact comfort, convenience, flexibility, and the opportunity to enjoy travel and the outdoors. Mostly we love the joy of travelling self-contained yet fuel efficient, with a touch of luxury."

– C Davis

"We've got it to be able to tailgate. We go to Alabama Games and it makes it real easy to get in and get out, and you don't need to worry about driving through traffic"

–Bob M

The Ascent fit us, we like to use it as our second car. Really. We take it to concerts, art shows and wine festivals. Its perfect for wine festivals.

– Harold Delk





"We used to pull a travel trailer. Now we travel in a Pleasure-Way, and we can go or park any place that a pick-up truck can go. We also have the added convenience of having all facilities with us all the time, we love it."

– Tom & Janice McElhaney

"As a single 'mature' lady, my P-W provides opportunity for adventure and independent travel. Reliability and solid performance give me confidence to venture far and wide on my own. Acknowledgment by the RV industry that P-W's are top of the line confirms I made the right decision. When people follow for miles in order to see inside the unit, or stop to ask questions, I know I have a winner!"

– Dolly Persun



"RVing in a class b is ... The freedom to get up and go. The ability to fit anywhere, regardless if you prefer cities or nature ... or sometimes both on the same trip."

– Kris Eldred,

"It means FREEDOM! Our Pleasure-Way is our home away from home while we visit the most beautiful parts of the continent. It brings the most pleasure at this point in our lives!"

– L Watkins



"We, and our dog Zoey, enjoy summers camping with our kids and grandkids. Taking longer trips to see the sites and visit friends and relatives is also great. Nice to be able to stop and fit in anywhere, even if it is stopping to microwave our lunch."

– W. Wilson

"I can hop in my PW any time, go anywhere and park anywhere in comfort and style. It is so economical that I never worry about the expense, so easy to drive so that my wife can drive while I sleep without worry, and such a conversation starter that we are always meeting new people. If my car is ever in the shop, it makes a great 2nd vehicle, and it became a 2nd home during Super Storm Sandy!"

– J. Azzalino



"Our PW is so much fun to travel - we have 178,000 miles - hope to keep going."

– P. Jones

"RVing is short for F-R-E-E-D-O-M! I get to be where I want to be at a moment's notice."

– M. Hesalroad

Pleasure-Way

COACH SPECIFICATIONS

	ASCENT	PLATEAU TS	PLATEAU FL	PURSUIT	PRESTIGE	LEO [®] OR
MEMORY FOAM REAR CUSHIONS	✓	✓	✓	✓	✓	✓
BRANDY OR NATURAL MAPLE HARDWOOD CABINETS	✓	✓	✓	✓	✓	✓
SADDLE OR IVORY ULTRALEATHER	✓	✓	✓	✓	✓	✓
3-WAY FRIDGE/FREEZER 3.8 CU FT	✓		✓			✓
2-WAY LP AND 120V 6 CU FT TWO DOOR FRIDGE/FREEZER		✓		✓	✓	
2.5 KW ONAN LP GENERATOR	✓	✓	✓			
2.8 KW ONAN GAS GENERATOR					✓	✓
4 KW ONAN GAS GENERATOR				✓		
2 BURNER LP FLUSH MOUNT STOVE	✓	✓	✓	✓	✓	✓
MICROWAVE	✓					✓
MICROWAVE/CONVECTION		✓	✓	✓	✓	
11 000 BTU ROOF MOUNT AIR CONDITIONER	✓	✓	✓			
13 500 BTU ROOF MOUNT AIR CONDITIONER				✓	✓	
11 000 BTU COOL CAT AIR CONDITIONER AND HEAT PUMP						✓
16 000 BTU AUTO-IGNITE FURNACE	✓	✓	✓	✓	✓	✓
24 INCH FLATSCREEN TV WITH BLU-RAY PLAYER	✓	✓	✓	✓		✓
32 INCH FLATSCREEN TV WITH BLU-RAY PLAYER					✓	
PRIVATE WET BATHROOM WITH SHOWER AND SINK	✓	✓	✓			✓
PRIVATE DRY BATHROOM WITH SEPARATE ENCLOSED SHOWER				✓	✓	
HITCH AND WIRING	✓	✓	✓	✓	✓	✓
POWER AWNING	✓	✓	✓	✓	✓	✓
REAR POWER SOFA C/W TWO SEATBELTS	✓	✓	✓	✓		✓
LED LIGHTING	✓	✓	✓	✓	✓	✓
MULTIPLE [□] WIRING/DIMABLE LIGHTING				✓	✓	
SHURFLO DEMAND WATER SYSTEM	✓	✓	✓	✓	✓	✓
6 GAL SUBURBAN AUTO IGNITE WATER HEATER	✓	✓	✓	✓		✓
ON DEMAND WATER HEATER					✓	
SINGLE COACH BATTERY	✓	✓	✓			✓
DUAL COACH BATTERY				✓	✓	
COACH BATTERY DISCONNECT	✓	✓	✓	✓	✓	✓
45 AMP CONVERTER WITH CHARGE WIZARD	✓	✓	✓	✓	✓	✓
FLIP UP COUNTER EXTENSION	✓	✓	✓			✓
LOW PROFILE FAN-TASTIC FAN	✓	✓	✓	✓	✓	✓
WATER HEATER BYPASS	✓	✓	✓	✓	✓	✓
LP CO AND SMOKE DETECTOR	✓	✓	✓	✓	✓	✓
5 LB FIRE EXTINGUISHER	✓	✓	✓	✓	✓	✓
MONITOR PANEL FOR HOLDING TANKS LP AND BATTERY	✓	✓	✓	✓	✓	✓
EXTERIOR SHOWER	✓	✓				✓
HEMMED LOOSE LAY CARPET	✓	✓	✓	✓	✓	✓
REAR DOOR PASS THROUGH STORAGE		✓	✓			✓
CABLE TV HOOK UP	✓	✓	✓	✓	✓	✓
JACK DIRECTIONAL DIGITAL ANTENNAE C/W SIGNAL BOOSTER				✓	✓	
WINEGARD DIRECTIONAL ANT. C/W SIGNAL BOOSTER	✓	✓	✓			✓

Pleasure-Way

CHASSIS SPECIFICATIONS

MECEDES BENZ
SPRINTER/SHORT
WHEELBASE
ASCENT

MECEDES BENZ
SPRINTER/LONG
WHEELBASE
PLATEAU SERIES

FORD E-350
CUT AWAY
CHASSIS
PURSUIT SERIES

FORD E-350
CUT AWAY
CHASSIS
PRESTIGE SERIES

CHEVROLET
EXPRESS VAN
CHASSIS
LEXOR SERIES

GVWR	8,550 LB/3,878KG	11,030 LB/5,003KG W DUAL REAR WHEEL	12,500 LB/5,670KG W DUAL REAR WHEEL	12,500 LB/5,670KG W DUAL REAR WHEEL	9,600 LB/4,355KG
CARGO AND OCCUPANCY CARRYING CAPACITY	1387LB / 629KG	2,846LB/1291KG	2,100LB/953KG	2,100 LB/935KG	1,327 LB/602KG
STANDARD ENGINE	2.1L 4 CYL BLUE TEC TURBO DIESEL	2.1L 4 CYL BLUE TEC TURBO DIESEL	6.8L EFI V10	6.8L EFI V10	6.0L V8
OPTIONAL ENGINE	N/A	3.0L V6 BLUE TEC TURBO DIESEL	5.4L V8	N/A	N/A
HP RATING	2.1L 4 CYLINDER-161 HP/3.0L V6-188HP	2.1L 4 CYLINDER-161 HP/3.0L V6-188HP	6.8L IS 305 HP 5.4L IS 255 HP	305 HP @ 4250RPM	342HP @ 5400 RPM
TORQUE RATING	2.1L 4 CYL-265 LB-FT @ 1,400-2,400 RPM	2.1L 4 CYL-265 LB-FT @ 1,400-2,400 RPM	420 FT LBS TORQUE @ 3250 RPM	420 FT LBS TORQUE @ 3250 RPM	373 FT-LBS TORQUE @ 4400 RPM
OPTIONAL ENGINE TORQUE RATING	N/A	3.0L V6-325 LB-FT @ 1,400-2400 RPM	350 FT LBS TORQUE @ 2500 RPM	N/A	N/A
WHEELBASE	144 INCHES	170 INCHES	158 INCHES	176 INCHES	155 INCHES
TRANSMISSION	7G-TRONIC + 7 SP AUTO	7G-TRONIC + 7 SP AUTO	5 SP AUTO W TOW HAUL	5 SP AUTO W TOW HAUL	6 SP AUTOMATIC
OPTIONAL ENGINE TRANSMISSION	N/A	5 SP AUTO			
REAR AXLE RATIO	3:92 RATIO	4:18 RATIO	4:10 RATIO	4:10 RATIO	3:42 RATIO
FUEL TYPE /TANK CAPACITY	DIESEL/26 US GAL	DIESEL/26 US GAL	GAS/40 US GAL	GAS/40 US GAL	GAS/31 US GAL
LOCKING FUEL FILL	YES	YES	YES	YES	YES
CHASSIS AIR CONDITIONING	YES	YES	YES	YES	YES
POWER WINDOW, DOOR LOCKS, MIRRORS	YES	YES	YES	YES	YES
REMOTE KEYLESS ENTRY	YES	YES	YES	YES	YES
STEERING WHEEL POSITIONING	TILT AND TELESCOPIC	TILT AND TELESCOPIC	TILT	TILT	TILT
BRAKING SYSTEM (4 WHEEL)	DISC BRAKES WITH ABS	DISC BRAKES WITH ABS	ANTI-LOCK DISC	ANTI-LOCK DISC	DISC BRAKES WITH ABS
STABILITY AND TRACTION CONTROL	ADAPTIVE ELECTRONIC	ADAPTIVE ELECTRONIC	N/A	N/A	STABILITRAC
TIRE PRESSURE MONITORING	YES	YES	NO	NO	YES
TIRES (ALL SEASON)	LT245/75R/16	LT245/75R/16	LT225/75R/16E BSW	LT225/75R/16E BSW	LT245/75R/16E BSW
ALTERNATOR/CHASSIS BATTERY	14V 200 AMP/12V 100AH	14V 200 AMP/12V 100AH	120 AMP/12V 65AH	120 AMP/12V 65AH	160 AMP/63AH
AIR BAGS (DRIVER AND PASSENGER)	YES	YES	YES	YES	YES
IN-DASH NAVIGATION/AUDIO	BECKER BY HARMON	BECKER BY HARMON	CLARION	CLARION	N/A
REAR VIEW CAMERA SYSTEM	MERCEDES IN-DASH	MERCEDES IN-DASH	CLARION IN-DASH	CLARION IN-DASH	7" REAR VIEW MIRROR
SWIVEL SEATING (DRIVER AND PASSENGER)	YES	YES	YES	YES	YES
SIDE IMPACT DOOR BEAMS	N/A	N/A	YES	YES	N/A
MERCEDES COLLISION PREVENTION ASSIST	STANDARD	STANDARD	N/A	N/A	N/A
MERCEDES HIGH BEAM ASSIST	STANDARD	STANDARD	N/A	N/A	N/A
MERCEDES BLIND SPOT ASSIST	STANDARD	STANDARD	N/A	N/A	N/A
MERCEDES LANE KEEPING ASSIST	STANDARD	STANDARD	N/A	N/A	N/A
MERCEDES SMART WHEEL FUNCTIONS	STANDARD	STANDARD	N/A	N/A	N/A

WEIGHTS AND MEASURES

	ASCENT	PLATEAU TS	PLATEAU FL	PURSUIT	PRESTIGE	LEXOR
LENGTH-BUMPER TO BUMPER	19' 7"/594CM	22' 9"/693CM	22' 9"/693CM	22' 2"/676CM	22' 2"/676 CM	20' 5"/622CM
LENGTH BUMPER TO REAR MOUNT SPARE	20' 9"/692CM	23' 11"/729CM	23' 11"/729CM	22' 9"/692CM	22' 9"/692CM	N/A
WIDTH WITH SIDE MIRRORS EXTENDED	7' 10"/240CM	7' 10"/240CM	7' 10"/240CM	9' 9"/296CM	9' 9"/296CM	7' 9"/236CM
OVERALL HEIGHT	9' 7"/292CM	9' 8"/295CM	9' 8"/295CM	10' 5"/318CM	11'335CM	8' 10"/270CM
INTERIOR STANDING HEIGHT	6' 3"/190CM	6' 3"/190CM	6' 3"/190CM	6' 8"/203CM	6' 8"/203CM	6' 1"/185CM
FRESH WATER TANK CAPACITY	20 US GAL/75L	30 US GAL/113L	30 US GAL/113L	29 US GAL/110L	25.2 US GAL/95L	33 US GAL / 125L
GREY WATER TANK CAPACITY	15 US GAL/57L	35 US GAL/132L	35 US GAL/132L	27 US GAL/102L	21.6 US GAL/81.3L	27 US GAL/97L
BLACK WATER TANK CAPACITY	10 US GAL/38L	12 US GAL/45L	12 US GAL/45L	23 US GAL/87L	15 US GAL/56L	12 US GAL/45L
LP GAS TANK CAPACITY AT 80% FILL	10 US GAL/42LBS/38L	12 US GAL/45LBS/38L	12 US GAL/45LBS/38L	18 US GAL/75LBS/68 L	18 US GAL/75LBS/68 L	10 US GAL/42LBS/38 L
FUEL TYPE	DIESEL	DIESEL	DIESEL	GASOLINE	GASOLINE	GASOLINE
FUEL TANK CAPACITY	26 US GAL/98L	26 US GAL/98L	26 US GAL/98L	40 US GAL/152 L	40 US GAL/152 L	31 US GAL/117 L
TOWING CAPACITY	5,000 LBS	5,000 LBS	5,000 LBS	5,000 LBS	5,000 LBS	5,000 LBS
QUEEN BED SIZE	70"W X 72"L	70"W X 76"L	70"W X 76"L	80"W X 60"L	60"W X 74"L	72"W X 74"L
DRIVERS SINGLE BED	24"W X 70"L	24"W X 76"L	24"W X 76"L	N/A	N/A	26"W X 74"L
PASSENGER SINGLE BED	24"W X 72"L	24"W X 76"L	24"W X 76"L	N/A	N/A	26"W X 69"L

* DUE TO OUR ONGOING COMMITMENT TO IMPROVEMENTS, PLEASURE-WAY RESERVES THE RIGHT TO MAKE PRODUCT CHANGES AT ANY TIME WITHOUT INCURRING OBLIGATIONS. VAN CHASSIS STANDARDS MAY ALSO CHANGE WITHOUT INCURRING ANY OBLIGATION.

Pleasure-Way

WARRANTY

2014 Mercedes Benz Warranty

Bumper to Bumper Warranty coverage 3 years or 36,000 miles / 60,000 kms.
Powertrain coverage for 5 Years or 60,000 miles / 100,000 kms.
Diesel Engine coverage for 5 years or 100,000 miles / 160,000 kms.
Roadside Assistance for 5 years or 60,000 miles / 100,000 kms.

2014 Ford Warranty

Bumper to Bumper Warranty coverage 3 years or 36,000 miles / 60,000 kms.
Powertrain coverage for 5 Years or 60,000 miles / 100,000 kms.
Roadside Assistance for 5 years or 60,000 miles / 100,000 kms.

2014 Chevrolet Warranty

Bumper to Bumper Warranty coverage 3 years or 36,000 miles / 60,000 kms.
Powertrain coverage for 5 Years or 100,000 miles / 160,000 kms.
Roadside Assistance for 5 years or 100,000 miles / 160,000 kms.

Pleasure-Way 5 Year Freedom Warranty

5 year or 60,000 miles / 100,000 kms Limited Warranty

Pleasure-Way Industries Ltd. warrants the specified new 2014 Pleasure-Way Motorhome free from defects in material and craftsmanship, on portions manufactured by Pleasure-Way Industries Ltd. under normal use and service.

Please Note:

Due to our policy of continuous improvements, Pleasure-Way Industries Ltd. reserves the right to make product changes at any time without notice or incurring obligations whatsoever, including but not limited to; prices, styling, design, colors, construction, equipment, materials, and specifications. Some motorhomes depicted in the brochure may be shown with optional equipment. Please see your dealer for additional information or contact Pleasure-Way Industries Ltd. Estimated fuel consumption may vary depending on conditions and driving habits. Estimates are based on consumer feedback.



Pleasure-Way

302 PORTAGE AVENUE, SASKATOON, SASKATCHEWAN CANADA S7J 4C6
TEL: (800)364.0189 FAX: (800)934.7085

WWW.PLEASUREWAY.COM

