

ERA[®]

2012



FREEDOM. FLEXIBILITY. FUN.



TAKE THE SCENIC ROUTE *any*

The Era is the nimble, fuel-efficient, easy-to-drive fun machine other Class B motor homes wish they could be. Leveraging the full capabilities of the Mercedes-Benz® Sprinter 3500 chassis with its Mercedes-Benz turbo-diesel engine and dual rear wheels, the Era takes you on fuel-efficient adventures you never thought were possible in a full-featured motor home. This is our SmartSpace™ philosophy's finest hour. This is the 2012 Era from Winnebago Industries.

WHY ERA?

- Mercedes-Benz diesel engine
- Enhanced storage
- Available exterior accessory package
- 7 belted positions for seating flexibility
- 4 child seat tether anchors
- Powered sofa
- Ultraleather™ Companion seats
- 11,030-lb. GVWR



THE MORE YOU LOOK, THE MORE YOU FIND

The Era offers the freedom and flexibility today's generation of RV enthusiasts demand. Several features are more than they appear, including a powered sofa with three belted positions that expands to create a spacious bed and a 22" LED LCD HDTV that extends and swivels 180° to be seen from the front and rear of the motor home. The cab seats and companion seats also swivel to face each other while you enjoy a nice meal on the removable pedestal table.

Corian countertops set the stage in the in-line galley with a surprising amount of prep space. Contemporary cabinetry with stainless steel hardware adds to the feel and maximizes available storage. Glass covers expand your countertop space when the range and sink are not in use. A microwave oven, refrigerator/freezer and an available cold-water filtration system round out the galley.

Whether you are making dinner, relaxing or cruising down the highway, you will enjoy outstanding sound from the coach stereo system with CD/DVD player. The RV Radio® with incorporated rearview monitor system comes standard and you can add the Sirius® Satellite Radio for even more digital entertainment. Add the Infotainment Center/GPS for a 7" touch screen monitor that will keep you on course no matter where your dreams take you.

Extra storage or an extra seat? The Era comes with a **quick-release companion seat**. Choose the available wardrobe **storage cabinet** and you can customize your Era for every trip.



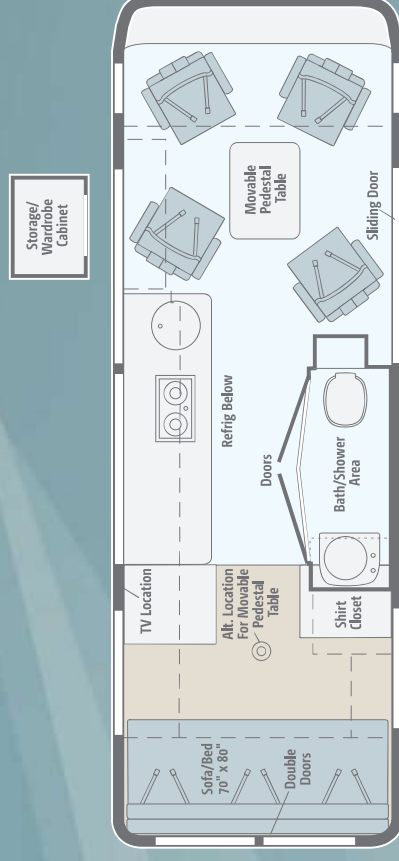
A convenient **three-compartment soap dispenser** built right into the shower is designed with the frequent traveler in mind.



Large rear doors open 270° for loading larger items into storage areas above and below the sofa.



The **powered sofa** is large enough for three belted passengers and folds down into a 70" x 80" bed at the press of a button.



70X FLOORPLAN

ERA SPECIFICATIONS

Weights & Measures

Length	70X
Exterior Height ¹	24'1"
Exterior Width	9'11"
Awning Length	6'4"
Interior Height	1'3"
Interior Width	6'3"
Freshwater Capacity w/Heater ² (gal.)	5'10"
Holding Tank Capacity – Black/Gray ² (gal.)	30
LP Capacity ³ (gal.)	10/22
Fuel Capacity (gal.)	16
GCWR ⁴ (lbs.)	26.4
GVWR (lbs.)	15,250
GAWR – Front (lbs.)	11,030
GAWR – Rear (lbs.)	4,410
Wheelbase	7,720
	1'70"

Mercedes-Benz® Sprinter Chassis

- 3.0L Mercedes-Benz 6-cylinder, 188-hp, turbo-diesel engine
- 5-speed automatic tip-shift transmission
- 4-wheel ABS brakes
- 180-amp. alternator
- Stainless steel wheel liners
- Trailer Hitch⁴: 5,000-lb. drawbar/500-lb. maximum vertical tongue weight
- 7-pin wiring connector

Optional Equipment

Stylized aluminum wheels

Cab Conveniences

RV Radio⁵/Rearview Monitor System: 6.5" LCD touch screen, CD player, weather band, satellite ready, remote, iPod/iMP3 input, rearview color camera

Chassis/coach battery radio power switch

Cab Seats: armrests, adjustable lumbar support, adjustable headrest and slide/swivel/recline

Cruise control

Power steering w/tilt wheel

Bath

- Shower w/wall surround, bath cabinet and 3-compartment soap dispenser
- Flexible showerhead
- Shower curtain
- Stainless steel sink

Exterior

- Porch light
- Running boards, rocker trim w/mud guard
- Rear mud guards

Optional Equipment

Patio awning
Exterior Accessory Package: polished stainless steel grill bar covers, polished stainless steel rocker panel trim

Heating & Cooling System

- 16,000 BTU furnace
- 13,500 BTU high-efficiency roof A/C

Optional Equipment

A/C heat pump

Electrical System

- AC/DC load center/converter
- Auxiliary start circuit
- Group 31 deep-cycle battery (AGM maintenance free)

Coach battery disconnect system

Dual battery charge system

Generator prep kit

45-amp. converter/charger

30-amp. power cord

Exterior TV jack

Exterior AC/DC receptacles

Optional Equipment

2,500-watt Cummins Onan⁶ MicroQuiet[™] LP generator

Plumbing System

- 6-gallon 110V/LP water heater w/Energy Management System (EMS)
- Exterior Service Center: city water hookup/tank diverter valve, drainage valves, 12' sewer hose w/shut-off valve and exterior wash station
- TrueLevel[™] holding-tank monitoring system
- Winterization Package: water heater bypass valve and siphon tube

On-demand water pump

12-volt macerator sewage pump

Permanent-mount LP tank w/gauge

Safety

- Dual airbags
- Seat belts
- Child seat tether anchors (sofa and companion seats)

LP, smoke and carbon monoxide detectors

10 BC fire extinguisher

Ground fault interrupter

Daytime running lamps

Fog lamps

High-mount brake lamps

Warranty⁵

12-month/15,000-mile basic warranty⁶

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 Capacities are based on measurements prior to tank installation. Slight capacity variations can result due to installation applications.

³ Capacities shown are tank manufacturer's listed water capacity (W.C.) device on tank. Actual filled LP capacity is 80% of listing due to overfilling prevention.

⁴ 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.

⁵ See separate chassis warranty.

⁶ See your dealer for complete warranty information.

Nor 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.

EXTERIORS AND DÉCOR

STANDARD DELUXE GRAPHICS



Dark Cherry



Charcoal

AVAILABLE EXTERIOR ACCESSORY PACKAGE

Featuring polished stainless steel grill bar covers and rocker panel trim.



Dark Cherry



Charcoal

FUSION



Woodpecker Ultraleather



Carpet



Vinyl



Matterhorn Corian Countertop



Sunset Cherry

METRO



Cocoa Ultraleather



Carpet



Vinyl



Night Sky Corian Countertop

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 share your enthusiasm for traveling this great nation of ours. It's a great way to make your Era 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

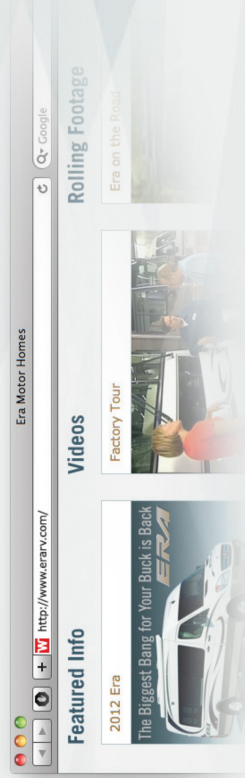
We back our motor homes with best-in-class support both before and after the sale:



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



Visit us on the web for more information on all of our motor homes, the latest product updates and a host of web-exclusive content.



NYSE: WGO
EraRV.com



THE MOST RECOGNIZED NAME IN MOTOR HOMES®

For Sales and Service Information Contact: