

# *Pleasure-Way* Showcase

OUR 2009 LINE-UP

## Charles Renny Road Test

Why the Plateau is fast becoming his favourite

## Putting the Craft into Craftwork

Find how our quality differs from all the others



Bob Greene

**What  
impressed  
me....**

**Spectacular  
New Models to  
Choose From**

**Stories From  
the Road**





# Long Distance Touring in Our Pleasure-Way

In the summer of 2008, my wife Marcia and our 9 year old Maltese dog Casey, enjoyed a 6-month journey touring in our Pleasure-Way. It was a journey of adventure.

After exploring 13,700 miles, 31 states, and 2 Canadian Provinces from California to Nova Scotia, I can truthfully say that long-distance, B-Class RVing is totally do-able and positively enjoyable.

With our 20 foot, 2004 Ford Excel, we could go places the big rigs only fear to tread. We were able to easily maneuver in the largest of metropolitan cities, find easy city street parking, zip through shopping centers, and find secluded out of the way places larger RV's could only dream of accessing.

With fruit stands along the way, weekly Farmer's Markets, and grocery stores readily available, food shopping and storage were of no concern with our ample freezer, fridge, and pantry space. Also, with drinking water easily found at every stop, we never travelled with full water tanks and, thus, were able to save weight to increase the already excellent gas mileage. We averaged approximately 16.4 mpg on our trip.

We even met a few Pleasure-Way rigs along the way. All were enjoying their touring and most were out for a month or more.



Many times along the by-ways, we were asked the very familiar question 'can we see your RV?' Everyone agreed it was like a ship's cabin with all the amenities one needed for comfort.

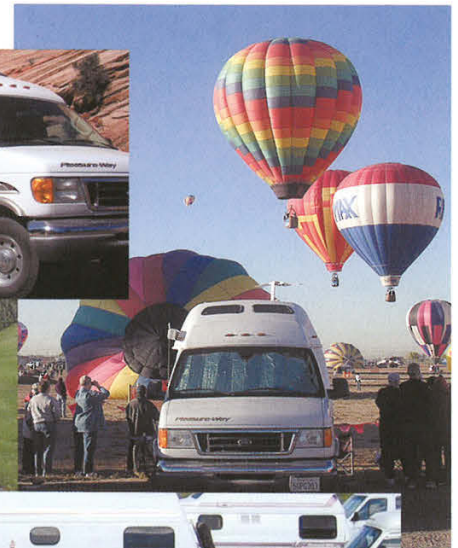
We can't wait until we can once again explore the USA in our Pleasure-Way.

**Rick & Marcia Rotman**  
Fellow Pleasure-Way RV Travellers

**Pleasure-Way**  
**Clubs**

With Pleasure-Way, you are not only purchasing the best built Class B Motorhome, you are joining a family.

Pleasure-Way has established chapters of like minded Pleasure-Way owners all over North America. Each of these chapters warmly invite all Pleasure-Way owners to join and enjoy the camaraderie and friendship.





# Inside

LOOK



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Good things come in small packages.

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Certainly one of the most popular vehicles we produce, this one is a guaranteed winner.

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Pleasure-Way is known in the industry for its unwavering commitment to quality.

### Dodge Plateau 16

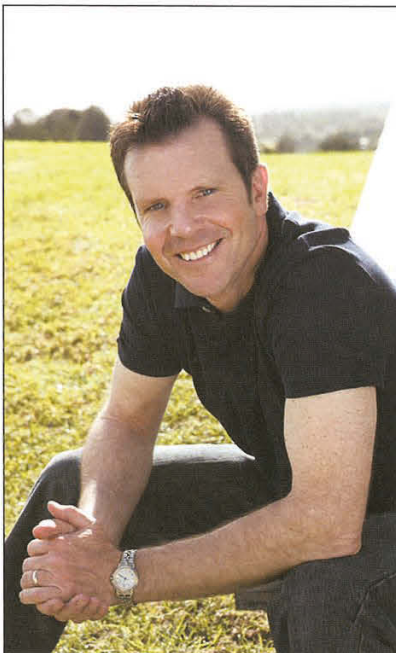
First in class, first in style.

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Sleek and stealthy and a whole lot more.

### Full-time RV Adventure 24

The allure of discovery, of adventure, is human; at least for John & Eileen Bryan.



*"I started researching motorhomes for my book tour to promote my new book - The Best Life Diet Cookbook. In the past, I went on two promotional cross-country bike tours with large motorhome support vehicles and was disappointed with their maneuverability in cities and their poor fuel economy. After months of investigating my options and looking at all classes of motorhomes, I finally decided to go with Pleasure-Way. What really impressed me was the quality of the workmanship and their attention to detail; the combination of materials, design and décor. The excellent fuel efficiency of my van motorhome also means that I will leave a smaller carbon footprint. I found that Pleasure-Way really pays attention to their customers' needs and I also appreciate Pleasure-Way's old-fashioned work ethic and dedication to safety and quality."*

- Bob Greene

Some of you may know Bob Greene from his numerous television appearances and the many books he's written. His first book, published in 1996 and co-authored with Oprah Winfrey, was *Make the Connection: Ten Steps To A Better Body - And A Better Life*. It is about how to live a healthier life and also about how Bob met Oprah and began working with her in her quest to achieve a healthier lifestyle. The book became #1 on The New York Times Best Seller's list.

More recently, you may have seen Bob's articles in *O Magazine* - and hopefully you've seen and read his other books, among them *Keep the Connection: Choices for a Better Body and a Healthier Life*; *Get With the Program!* and *Get With the Program!: Guide to Good Eating*. Both *Get With the Program!* books have been Amazon.com and The New York Times best sellers. Look for Bob's latest book - *The Best Life Diet Cookbook*, in which Bob provides more than 175 healthy recipes and three sets of two-week meal plans, as well as many useful shopping tips and culinary information. Bob believes all of us have the inner strength to make beneficial changes to improve our lives. His goal is to help you find that strength—and to guide you along the way to good health.

# Dodge Ascent

By *Pleasure-Way*

**Imagine** a motorhome built with intensive, meticulous craftsmanship and powered by Mercedes Benz; culminating in the finest diesel Class B Motorhome. Striking a balance between sleek and modern radius cabinetry with the form and function of custom-shaped Corian® countertops and luxurious Ultra Leather® fabrics, the Ascent will redefine your expectations. Reflect your personal style by choosing between a selection of three Ultra Leather® fabrics and maple cabinetry colours. Sink into your rear sofa and relax as the layer of memory foam shapes to your body. You have worked hard, don't compromise, you deserve the best....  
Pleasure-Way Ascent.





## Good Things Come in Small Packages

Proof that good things come in small packages, the Pleasure-Way Ascent is the perfect combination of mobility, versatility and quality. Although the Ascent is the shortest chassis in our Pleasure-Way line-up, there is more than enough room for everything you need, coupled with all of the great features found in our other van motorhomes, including a private bathroom.

Whether you are zipping around town or exploring the national parks, this van motorhome handles like a breeze. Parking is effortless because the Ascent measures a compact 19 feet in length.

The Ascent represents the fusion of inspired design, practicality and economy. By strategically placing the kitchen on the passenger's side of the van, shoulder checking is unobstructed. This floor plan also allows you to be working in your kitchen and still participate in a conversation with your friends who are enjoying the great outdoors under the awning.

The Mercedes 3.0 litre diesel engine achieves an estimated

20 miles per gallon on the highway, making this the most fuel efficient motorhome available, as well as one of the most environmentally friendly van motorhomes on the road.

The rear sofa with two three-point seatbelts neatly opens into a full 70 x 72" bed, which allows you to stretch out with no foot obstructions. The four cubic foot fridge is conveniently located off the floor for easy access and the stove and sink are recessed into the beautiful seamless Corian® countertop.

The Ascent offers the largest private bathroom available on the short Sprinter chassis. With a Thetford flush toilet, shower, convenient permanent sink and the largest capacity holding tanks (25 US gallons, combined gray and black), nothing else compares.

If you are looking for a van motorhome that you can use to cruise around town and still take on an expedition to camp under the stars, the Pleasure-Way Ascent is the one for you. Sit back and enjoy the ride!





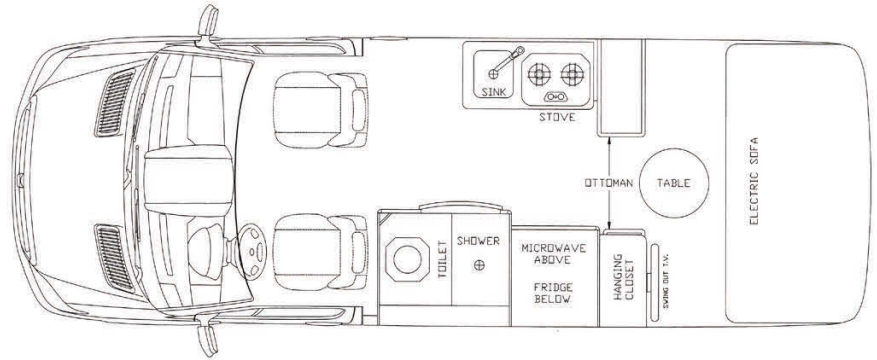
# Technical Specifications

# Model Floor Plans

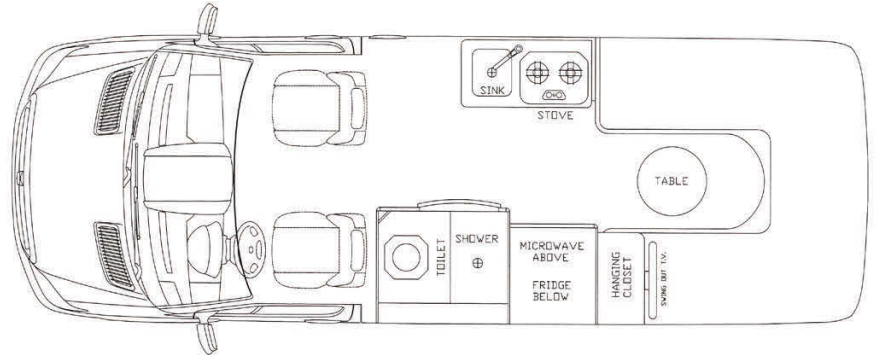
## 2008 DODGE ASCENT CHASSIS SPECIFICATIONS

- 8,550 LB GVWR Sprinter Van Chassis
- 3.0L V6 Mercedes Benz Turbo Diesel
- 154 HP @3400 RPM
- 280 LB/FT Torque @1200-2400 RPM
- Wheelbase 144"
- Power Door Locks
- Power Windows
- Chassis Air Conditioning
- Cruise Control
- Tilt and Telescopic Steering Wheel
- 5 Speed Automatic Transmission
- Fuel Tank Capacity 26 US Gallon
- 4-Wheel Disc Brakes with ABS
- Tires 245/75/R16 BSW All Season Tires
- Adaptive Electronic Stability Control
- Traction Control
- Tire Pressure Monitor System
- Driver and Passenger Air Bags
- AM/FM Radio and CD Player

ASTS



ASRL





## Coach Specifications

### DODGE ASCENT COACH SPECIFICATIONS

- Dometic 3-Way Refrigerator 4 Cu.Ft.
- 2 Burner LP Flush Mount Stove
- Microwave Oven
- Corian® Kitchen Counter Top w/Stainless Steel Sink
- Flip Up Countertop Extension
- 16,000 BTU Auto Ignite Furnace
- Freshwater Tank 20 US Gal/76 L
- Greywater Tank 15 US Gal/57 L
- Blackwater Tank 10 US Gal/38 L
- Propane Tank 10 US Gal/30 L/42 Lbs
- Shurflo Demand Water System
- 6 Gal Suburban Auto Ignite Water Heater
- Water Heater Bypass Valves
- LP, CO & Smoke Detectors
- 5 Lb Fire Extinguisher
- Monitor Panel: Holding Tanks, Battery & LP
- Onan Gen Prep c/w Remote Start
- Low Profile Fan-tastic Fan Vent
- 110V/12V/45 Amp Converter c/w Charge Wizard
- Coach Battery Disconnect Switch
- Deep Cycle RV Coach Battery
- Memory Foam Rear Cushions
- Thetford China Bowl Flush Toilet
- Choice of Natural, Cherry or Sugar Maple Cabinetry
- Choice of Sand, Taupe or Grey Ultra Leather® Fabric
- Interior Height 75"
- Aisle Width 26"
- Queen Size Bed 70" x 72"
- Private Bathroom with Shower & Sink
- 3 Year 36,000 Miles/60,000 Kms Limited Coach Warranty

### OPTIONS

- 13,500 BTU Roof Air Conditioner with Thermostatic Control
- Onan 2.5 KW Microlite Propane Generator
- 10' Awning
- 19" LCD Flat Screen TV with DVD/MP3/CD Player
- Firestone Rear Air Spring Compressor Kit
- Electric Sofa with Seat Belts

### EXTERIOR FEATURES

- Exterior Shower
- Convenient Utility Hook-Up Center
- Frameless Awning Style Windows
- Winegard Directional TV Antenna with Booster
- Porch Light
- External Locking Fresh Water Fill
- Sewer Hose Storage
- Rear Continental Tire Carrier
- Exterior Park Cable TV Hook-Up
- Exterior City Water Hook-Up
- Exterior Shore Power Hook-Up
- Fiberglass Running Boards
- 110V Receptacles
- Hitch and Wiring
- Firestone Rear Air Helper Springs
- External Length 20'-8" Including Rear Tire Carrier
- External Height with Roof Air Conditioner 9'-5"
- External Width with Side Mirrors 7'-10"
- External Locking Fuel Fill

### ON THE ROAD by Charles Renny

The Sprinter may be sold under the Dodge nameplate, but the maker is Mercedes-Benz. As such the Sprinter has a definite European feel. It is the tallest and narrowest of the van body styles. Handling is good, as is resistance to side-winds and passing semis. Ride quality is firm and well-controlled without being stiff or harsh.

The Sprinter is powered by a 3.0 litre diesel and mated to a five-speed electronically controlled automatic transmission. At first glance, the relatively low horsepower rating would make the Sprinter appear underpowered. This is not the case as diesel engines have high torque outputs and it is really torque that gives acceleration. In this case, the Sprinter is aptly named as it can move out with the best. Sprinter is comfortable cruising at all legal speeds.

Standard chassis features include such items as stability control (adaptive so that it "learns" how the vehicle is loaded), tilt and height adjustable steering as well as 10,000 miles (16,000 km) service intervals to name a few. One item that often gets short changed is the mirrors and on the Sprinter, integrated wide-angle mirrors are standard.





# Ford Excel *By **Pleasure-Way***

**Inspired** by old world craftsmanship, the interior of the Excel Wide Body is hand-crafted, piece by piece, showcasing the intricate detail of rich hardwood fluted maple moldings and solid arched maple cabinetry doors that warm the interior of the coach. The elegant design and the luxurious interior of the Excel are highlighted by the beautiful Corian® countertops and opulent Ultra Leather® fabrics. The flush-mounted halogen lights punctuate the streamlined look of this beautiful van motorhome. Sink into the comfortable rear sofa and enjoy your favorite DVD on the LCD TV. With over twenty-two years experience in building only Class B Motorhomes, Pleasure-Way's cornerstone of success is an unwavering commitment to safety and to the highest quality without compromise. You have come to expect no less...





## Features & Benefits

### Handcrafted Built-in Cabinets

From the 3/4" fluted solid maple moldings to the kitchen face frame, each piece of the interior cabinetry is hand-fitted to each specific coach. A unique, non-assembly line process enables Pleasure-Way to provide you with the most "squeak-free and rattle-free" ride possible. Each individual piece, from the wall partition to the end gable, is custom-fit and assembled inside the coach by hand, piece by piece.

### A Model Private Bathroom

Pleasure-Way offers the largest and most complete private bathroom available in a Class B Motorhome. The bathroom features a beautiful Corian® countertop and flush-mounted stainless steel sink vanity, complete with additional drawers and storage – all co-ordinating with the rest of the coach's interior colour scheme. A medicine cabinet, Thetford china bowl residential style toilet (with the largest holding tank (12 gallons) available in a Class B wide body) and wet bath shower perfect this completely private bathroom.



### 1/2" Solid Corian® Counter Tops

Pleasure-Way only uses Dupont Corian® for our counter tops, which creates a beautiful, seamless solid surface that equals the look and feel of marble or granite without all the maintenance. Corian® is easy to clean because it is non-porous and non-staining. With proper cleaning, Corian® also resists the growth of bacteria. In addition, it is heat and scratch resistant and easy to maintain.

### The Science of Sleeping

Pleasure-Way uses a 1 1/2" topper of Visco-Elastic Memory Foam in the rear sleeping area to maximize your comfort. Visco-Elastic Memory Foam conforms to your individual curves and relieves pressure points. Rather than sleeping on your side and feeling pressure on your shoulders, hips, and knees, imagine laying on a perfect mold that supports all parts of your body equally. Pressure points are avoided because pressure is then evenly distributed across your body rather than just on your shoulders, hips and knees.

### Ultra Leather® Fabrics

Ultra Leather®'s innovative strengthening technology makes this luxurious and supple fabric exceptionally durable. It was originally engineered to meet the growing demand for environmental responsibility. In addition, Ultra Leather®:

- exceeds heavy-duty industry abrasion standards by 13 times;
- is scratch, nick and blemish resistant;
- stays cooler than genuine leather in warm climates;
- is void of plasticizers, heavy metals, formaldehyde, and pyroxylin;
- features 100% biodegradable back cloth; and
- cleans effortlessly with soap and water.

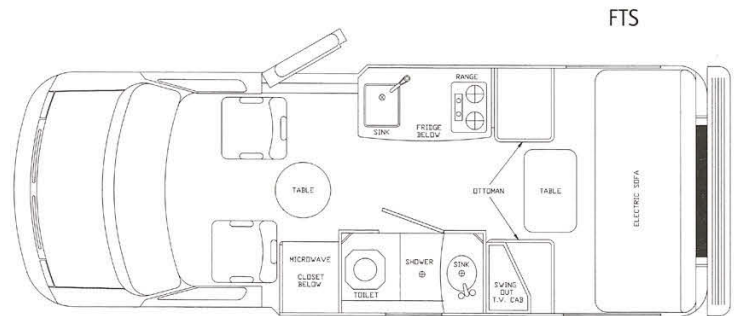
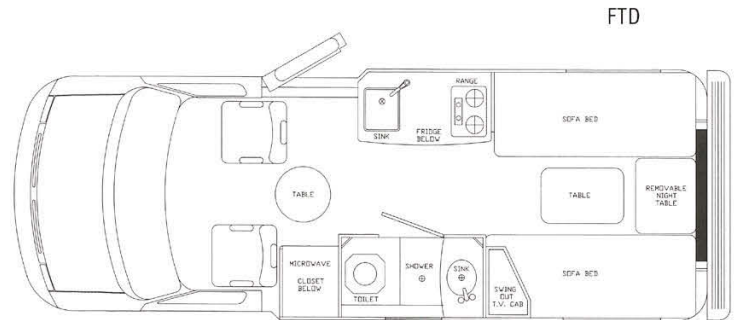
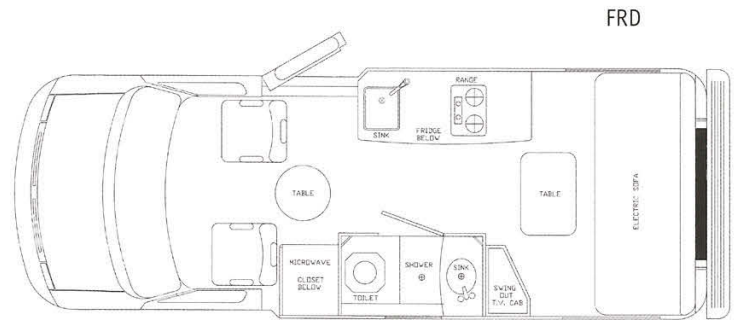


# Technical Specifications

## 2009 FORD EXCEL CHASSIS SPECIFICATIONS

- 9,500 LB GVWR
  - 138 Inch Wheelbase
  - Power Door Locks
  - Chassis Air Conditioning
  - Cruise Control
  - Power Windows
  - Tilt Steering Wheel
  - Power Side Mirrors
  - 4-Wheel Disc Brakes with ABS
  - Aluminum Wheels w/Steel Spare
  - Driver and Passenger Air Bags
  - AM/FM Radio and CD Player
  - LT245/75R/16E BSW All Season Tires
  - Fuel Tank Capacity 35 US Gallon /132 L
  - Auxiliary 12V Outlet
  - Tire Pressure Monitoring System
  - Rear Wheel Spacers
  - 6.8 L Triton SEFI V10 Engine (optional) c/w Torqshift 5 Speed Automatic Overdrive Transmission w/Tow Haul
  - RSC-Roll Stability Control
  - 305 HP @ 4250 RPM
  - 420 FT/LB @ 3250 RPM
  - 3:73 Rear Axel Ratio
  - 5000 Lbs Towing Capacity\*
  - 5.4 L Triton SEFI V8 Engine-FFV (Flex Fuel Capable) C/W 4 Speed Automatic Overdrive Transmission
  - RSC-Roll Stability Control
  - 255 HP @ 4500 RPM
  - 350 FT/LB @ 2500 RPM
  - 3:73 Rear Axel Ratio
  - 3500 Lbs Towing Capacity\*
- \* Towing capacity varies depending on loaded vehicle weight

# Model Floor Plans





## Coach Specifications

### FORD EXCEL COACH SPECIFICATIONS

- Dometic 3-Way Refrigerator 3 Cu.Ft.
- 2 Burner LP Flush Mount Stove
- Microwave Oven
- Corian® Kitchen Counter Top w/Stainless Steel Sink
- Flip Up Countertop Extension
- 16,000 BTU Auto Ignite Furnace
- Freshwater Tank 24 US Gal/91 L
- Greywater Tank 26 US Gal/97 L
- Blackwater Tank 12 US Gal/45 L
- Propane Tank 8 US Gal/30 L/34 Lbs
- Shurflo Demand Water System
- 6 Gal Suburban Auto Ignite Water Heater
- Water Heater By-pass Valves
- LP, CO & Smoke Detectors
- 5 Lb Fire Extinguisher
- Monitor Panel: Holding Tanks & Battery
- Onan Gen Prep c/w Remote Start
- Low Profile Fan-tastic Fan Vent
- 110V/12V/45 Amp Converter c/w Charge Wizard
- Coach Battery Disconnect Switch
- Deep Cycle RV Coach Battery
- Slide Out Coach Battery Tray
- Memory Foam Rear Cushions
- Private Bathroom with Shower and Sink
- Thetford China Bowl Flush Toilet
- Front and Rear Dinette
- Medicine Cabinet with Mirror
- Corian® Bathroom countertop c/w Stainless Steel Sink & Storage
- Swivel Driver & Passenger Front Ultra Leather® Seats
- Choice of Natural, Cherry or Sugar Maple Cabinetry
- Choice of Sand, Taupe or Grey Ultra Leather® Fabric
- Interior Height 74"
- King Size Bed 73" x 81"
- Drivers Single Bed 74" x 29"
- Passenger Single Bed 72" x 29"
- 3 Year 36,000 Miles/60,000 Kms Limited Coach Warranty

### OPTIONS

- 11,000 BTU Roof Air Conditioner with Optional Heat Strip
- Onan 2.8 KW Microlite Gas Generator
- 11' Awning
- 19" LCD Flat Screen TV with DVD/MP3/CD Player
- Firestone Rear Air Spring Compressor Kit
- Electric Sofa with Seat Belts
- Convection Microwave
- Silver or Pueblo Gold body Paint
- Coffee Maker
- Hitch and Wiring

### EXTERIOR FEATURES

- Exterior Shower
- Convenient Utility Hook-Up Center
- Frameless Awning Style Windows
- Winegard Directional TV Antenna with Booster
- Porch Light
- External Locking Fresh Water Fill
- Sewer Hose Storage
- Exterior Storage
- Exterior Park Cable TV Hook-Up
- Exterior City Water Hook-Up
- Exterior Shore Power Hook-Up
- Fibreglass Running Boards
- 110V Receptacles
- Firestone Rear Air Helper Springs
- External Length 20'-4"
- External Height with Roof Air Conditioner 9'
- External Width 7'-10" with Side Mirrors

### ON THE ROAD by Charles Renny

The Ford powered Pleasure-Way Motorhome comes with a customer's choice of 5.4 litre Triton V8 or 6.8 litre SOHC Triton V10 engine. Both engines do a good job but the V10 has the edge with its considerably higher torque output. The transmission is a heavy-duty four-speed electronically controlled automatic with tow/haul mode for heavy work such as steep mountain passes.

Frame construction is a traditional ladder style and utilizes a new suspension system for improved handling. Among the changes are larger sway bars and improvements to suspension geometry. Both brake-rotor and calipers were increased in size to provide better braking. The net effect is a very comfortable ride while giving the confidence that drivers like to have.

Standard chassis items include such items as a tire pressure monitoring system to let you know if a tire is leaking and may cause a problem. RSC Roll Stability Control is dedicated to keeping you upright in the event of emergency evasive moves.







# Plateau a go go

By Charles Renny

If you want the best, you have to start with the best ingredients. Chefs have known this for years and now the crew at Pleasure-Way has done the automotive equivalent.

Their Plateau Class B Motorhome conversion starts with what we call the Dodge Sprinter. The Sprinter is made for Dodge by Mercedes-Benz and you don't get a much better starting place than that. One item to take to the bank is that the Plateau does not ride or drive like a typical van. European based vans, such as the Sprinter, put a different emphasis on ride. North American manufacturers seem to prefer the pillowy soft or floating-in-space type ride. Europeans, and the Mercedes based Plateau is no exception, prefer a much more controlled ride. You don't need to drive far to notice the difference. The Plateau still absorbs all minor road shocks and will bounce over the larger ones. After that, instead of going for another couple of bounces, the Plateau levels you out right away.

Such control of the suspension turns up in unsuspected places. If you go out on windy days, as I did, you will notice that the motorhome doesn't react like many others in its class. I went by semis, roadside bush and other wind breaks on my test. I found that the Plateau did move about, but not nearly as much as the conversions based on North American vans. In addition, the Plateau was easier to control when it did react. Getting on and off the highway or around a cloverleaf interchange in the Plateau was quite comfortable. The first couple of times, I was at or slightly below the posted limits for the corners and had absolutely no trouble. When I tried again at slightly higher speeds, the Plateau did start to lean and feel uncomfortable.



At this point most people would slow down and get back into their comfort range, but if you do keep pushing, don't get too concerned yet. I found that the Plateau has an excellent safety margin. I pushed the van to the point where the tires were howling and there was enough body lean to make me feel like I was going to fall out of the seat and I still made it around. I don't think I would do it again willingly, but it does show that the Plateau's limits are much higher than the average driver's.

Power for all these shenanigans comes from a 3.0 litre Mercedes-Benz diesel engine. This compact power plant puts out 154 horsepower. Many people get concerned with the horsepower numbers when what they should be looking at the torque figures. Torque is what provides the engine's power and 280 lb.ft. of torque is enough to get the Plateau up to road speed in good time. Better yet, you can travel at freeway speeds pretty much effortlessly. Getting up to these speeds is assisted by a heavy-duty five-speed electronically controlled transmission. This transmission does have part throttle kick-down and load activated gear selection in that if you are going up a steep grade, the transmission will select a gear that will get you up that grade with a minimum of loss in speed. Going down the other side, you can manually select a lower gear to help control descent speed, if you choose to.

Another important aspect of any European vehicle is that the brakes need to be top notch and Mercedes has engineered the Plateau to use large vented discs on the front and solid discs on the rear and made four wheel anti-lock brakes standard. Add to that the latest software to control the possibility of a roll over and you get a series of driver aids that really do help to keep you on the road and pointed in the right direction. Going down the road with the stereo on is easier in the Plateau than in some other Class "B" motorhomes simply due to the hand built



nature of the Plateau's interior. When everything is custom-built and custom fit, the opportunity for some part to come loose and vibrate, buzz or rattle is minimal. Add to that feature, insulation that does two jobs (temperature retention and exterior noise elimination) and the vehicle is reasonably quiet inside, on the road and at the campsite. One feature that is gaining in importance is fuel economy and this particular one will get about 30% better fuel economy than the average gas engine, just because it is a diesel. In this case, Plateau owners are on record as obtaining 20 mpg on a regular basis and in some cases even higher.

Contrary to popular myth, diesel engines are not smelly and the fuel has greatly improved so that unless you are a slob at heart, there is no reason for you to wind up smelly every time you fuel up. If you are that concerned, buy a pair of gloves and a big resealable freezer bag. Use the gloves, keep them in the bag and the smell will never get to you. If you are looking for a Class B Motorhome, go straight to your Pleasure-Way dealer and take the Plateau for a drive, you owe it to yourself to try the best.

### Charles Renny Credits

Mr. Renny is a twenty-year member of the Automobile Journalists' Association of Canada. Before becoming an automotive journalist, Mr. Renny held several jobs within the auto industry as well as away from it. Within the industry, Mr. Renny has been a Parts and Service Manager for a BMW/Mercedes-Benz Franchise and a small engines mechanic for motorcycles, snowmobiles and outboard engines. In an average year Mr. Renny will perform 60 road tests of different vehicles from electric concepts to Class 8 semi-trailers. His road tests can now be found on [auto123.com](http://auto123.com) and in many print outlets.



# Putting the craft in craftwork

by Charles Renny

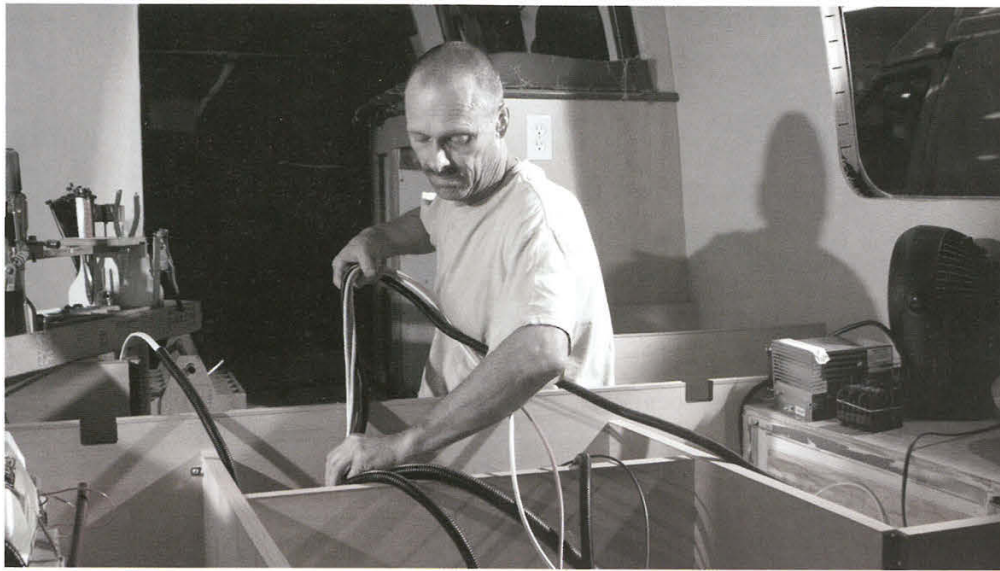


Pleasure-Way's cornerstone of success is an unwavering commitment to the highest quality by world craftsmanship; all the interiors of its coaches are hand-crafted piece by piece.

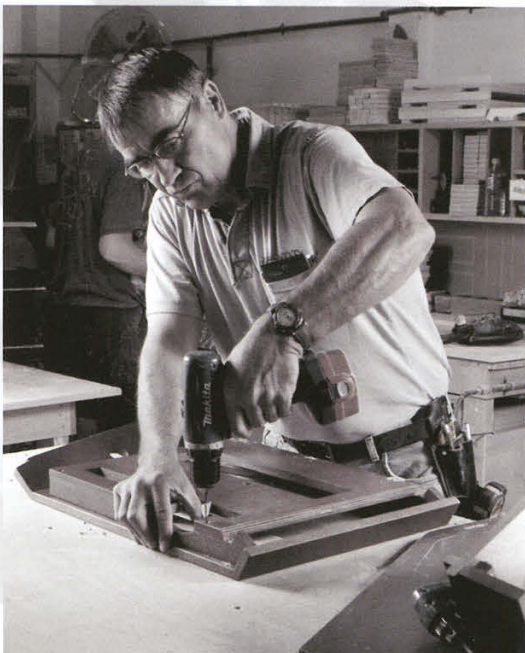
Pleasure-Way Industries never takes the easy way out; the company prefers to do things the right way the first time! Starting when the chassis rolls in from the manufacturer (Pleasure-Way builds their Class B motorhomes on Ford, GM and Dodge chassis). Pleasure-Way uses "work stations" where the chassis move through a series of stalls and teams of skilled craftspeople constructing them in a logical manner. At some of the stations, such as installing the wiring or installing a raised roof, a team of workers is involved in the process. At other stations, like building the interior, one person does all the work.



Moving away from the strict assembly line mentality that permeates the manufacturing industry did not just happen without careful research and development. Pleasure-Way looked at the quality of work that came off of assembly lines and found that quality suffered as a result. Casting farther out and using in-house data, the assembly line concept was re-defined as “construction in a logical order by teams of skilled craftspeople”. As a result of these techniques, quality is improved dramatically over straight assembly line products. Incidentally, Pleasure-Way’s assembly techniques are similar to the ones used by Rolls Royce and Bentley.



All products are tracked internally so that Pleasure-Way can quickly determine whether a problem is internal or external. One internal issue that was uncovered was the inadvertent twisting of fiberglass parts when they came out of the mold. The solution turned out to be a simple idea: to place the bracing for the component on while it was still in the mold and to modify assembly to suit this change. This would not have been possible on a traditional assembly line. External issues revolved around creating perfect interior fittings of items such as cabinets and upholstery. Again, the solution was a simple idea that took a lot of work to integrate. All the manufacturing, assembly and installation work for Pleasure-Way’s Class B van motorhomes, from cabinet-making to cushion upholstery, was brought in house and accomplished on a piece by piece, hand-fitted process. Pleasure-Way runs its own fiberglass, paint and body shop as well. The fiberglass department is responsible for all of the fiberglass body components. The fiberglass team sprays and hand-rolls all the fiberglass to ensure that there are no air pockets and to ensure that the fiberglass maintains its strength and integrity.





The Ford Excel requires the most extensive work to convert because it necessitates a width increase of about 8 inches (20 cm). Once the body work is done, the next step is to seal the metal with primer and paint. After that, it is time to start fitting internal components.

A true old-fashioned work ethic permeates throughout Pleasure-Way's manufacturing philosophy and it's not more apparent than during the cabinet installation. Each individual cabinet component is created for each individual van. This requires the cabinet components to be labeled by the serial number of the chassis so that every cabinet installer knows which pieces are for their specific van. From there, the installer creates a series of templates for each piece so that he can precisely trim the wall partition, for example, to ensure a perfect fit. This template procedure is done for each van and no two templates are ever the same as no two chassis are exactly identical. This style of construction is not found in other recreation vehicles. Most manufacturers prefabricate cabinets; it's definitely more cost effective, but the quality is just not the same.



Until a van rolls out the door, each team down the line checks all previous steps and processes until assembly is complete. Then the motorhome undergoes a final complete inspection to examine all mechanical systems, fit and finish, internal and external paint and so on.

Many people are impressed by companies that have products that advertise they meet ISO (i.e.: ISO 2001) standards. Consumers often do not realize that these standards are "paperwork" standards. All an ISO standard really means is that there is a paper trail that shows the product meets the manufacturing standard that the company has set for it.





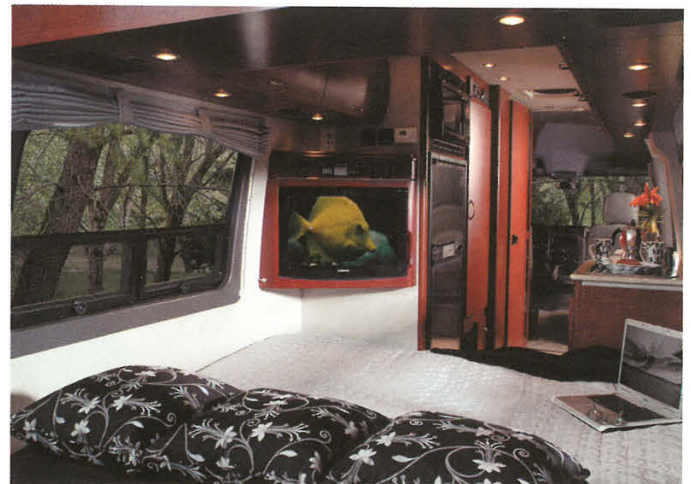
At Pleasure-Way the standard is not only on paper, it is evident in each vehicle that rolls out the door. The company ensures that the structural integrity of each Class B motorhome exceeds the original manufacturer's standard. They know that each piece of maple veneer will not peel and that the solid maple components will fit because they were all made by Pleasure-Way. They know that the toilet will work and that the lights will not short out. They know that the bed will be comfortable and that the flat screen TV is mounted solidly. The list goes on but the highest accolade is when the supplier of the chassis recognizes the manufacturer's craftsmanship. Mercedes-Benz, supplier of the Dodge Sprinter chassis, does not change its chassis warranty as it does with some other coachbuilders, but offers their regular warranty, which is the same as the one Pleasure-Way provides.



# Dodge Plateau By *Pleasure-Way*

## Luxury Beyond Compare

Look and feel like a star in your new 2009 Plateau – the pinnacle of beauty and excellence. With its streamlined exterior and rich, curved wood interior, punctuated with recessed halogen lighting, this van motorhome quenches your desire for luxury and style.





### Sophisticated Style

The sophisticated interior design and stunning décor of the Plateau reinforces your own impeccable sense of style. Whether you choose the rich Cherry wood cabinetry with Daytona Sand interior, or the Natural Maple cabinetry with Tuscany Taupe interior, your taste is beyond reproach.

The Plateau is the only Class B Motorhome to boast a six cubic foot double door fridge with a stainless steel finish. The rich, seamless Corian® countertop is accentuated by the flush-mounted stove and stainless steel sink. The six foot long kitchen cabinet has multiple drawers and shelves for all the necessities plus more. A full bank of windows along the passenger's side creates an open and airy concept that highlights the quality and design of this van motorhome. Dim the lights and view your favourite movies on the 22" LCD, flat-screen TV rear entertainment centre.

### Private Bathroom

The private bathroom with a radius door offers extra elbow room. The residential-sized china bowl toilet, shower, vanity with mirror and storage, flush-mounted sink and seamless Corian® countertop, complete this van motorhome that has it all!

### Stylish Curves

The unique curved cabinetry is custom-fit and installed, piece by piece, and provides the Plateau with a one-of-a-kind, refined appearance. This radius-style cabinetry is the first in the Class B van motorhome industry. We are proud to be on the cutting edge of style and sophistication.



### Comfort and Joy

The driver and passenger seats are covered in sumptuous Ultra Leather® fabric, which is as durable and easy to care for, as it is comfortable. By cleverly notching the bathroom wall behind the driver's seat, you gain the ability to recline the seat further without compromising bathroom space. The rear seating areas are also covered in Ultra Leather® fabric and provide a cozy area to recline and relax or entertain friends. The sofa effortlessly extends into a 70" x 76" bed with the touch of a button. The inch and a half memory foam topper practically guarantee sweet dreams. After a good night's sleep, simply press the button and your bed conforms itself into a rear seating area once again.

### Smooth Ride and Ample Storage

The 2009 Plateau is built on the 3500 Dodge Sprinter produced by Mercedes Benz. This chassis, with dual rear wheels, has an increased carrying capacity of approximately 2500 pounds over the 2500 chassis. The dual rear wheels offer more stability on the highway and still average approximately 18-20 mpg.



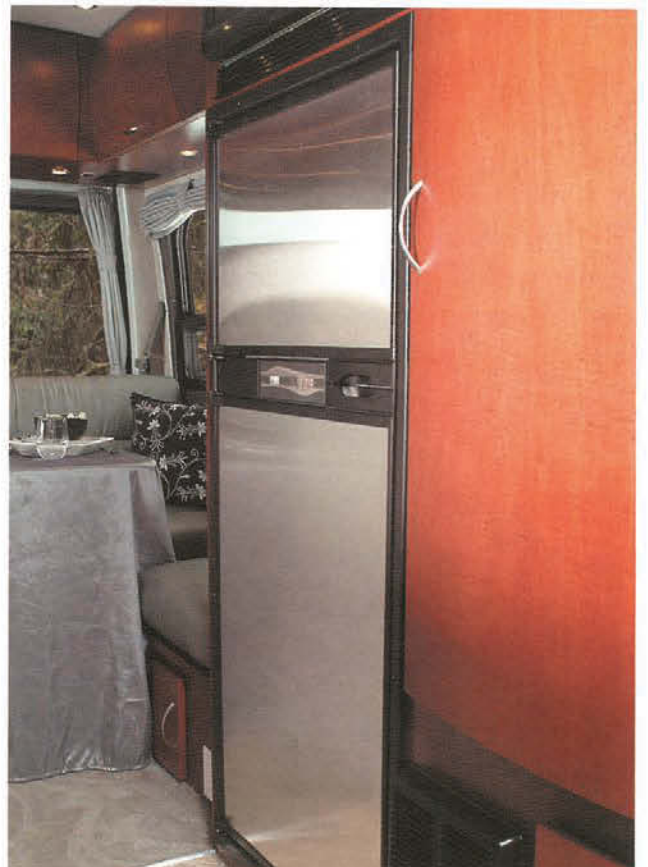
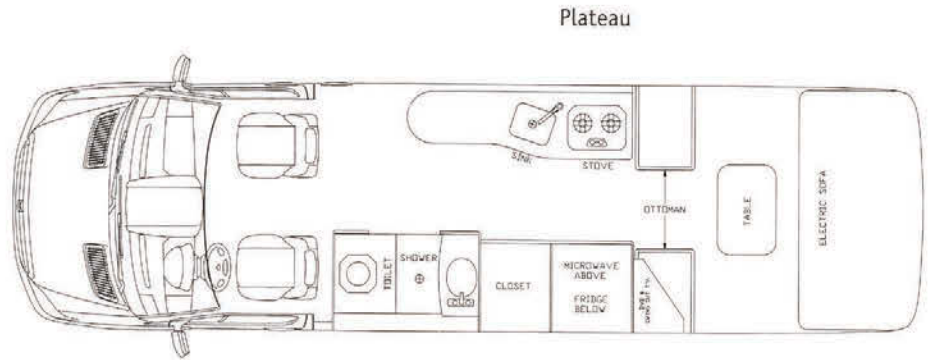


# Technical Specifications

## 2009 DODGE PLATEAU CHASSIS SPECIFICATIONS

- 11,030 LB GVWR Sprinter Van Chassis with Dual Rear Wheels
- 3.0L V6 Mercedes Benz Turbo Diesel
- 154 HP @3400 RPM
- 280 LB/FT @1200-2400 RPM
- Wheelbase 170"
- Power Door Locks
- Power Windows
- Chassis Air Conditioning
- Cruise Control
- Tilt and Telescopic Steering Wheel
- 5 Speed Automatic Transmission
- Fuel Tank Capacity 26 US Gallon
- 4-Wheel Disc Brakes with ABS
- Tires 215/85/R16 BSW All Season Tires
- Adaptive Electronic Stability Control
- Traction Control
- Tire Pressure Monitor System
- Driver and Passenger Air Bags
- AM/FM Radio and CD Player

# Model Floor Plans



## Coach Specifications

### DODGE PLATEAU COACH SPECIFICATIONS

- Norcold 3-Way 2 Door Refrigerator 6 Cu.Ft.
- 2 Burner LP Flush Mount Stove
- Microwave Oven
- Corian® Kitchen Counter Top w/Stainless Steel Sink
- 16,000 BTU Auto Ignite Furnace
- Freshwater Tank 24 US Gal/91 L
- Greywater Tank 35 US Gal/132 L (2 Tanks Combined)
- Blackwater Tank 12 US Gal/45 L
- Propane Tank 12 US Gal/45 L/50 Lbs
- Shurflo Demand Water System
- 6 Gal Suburban Auto Ignite Water Heater
- Water Heater By-pass Valves
- LP, CO & Smoke Detectors
- 5 Lb Fire Extinguisher
- Monitor Panel: Holding Tanks, LP & Battery
- Onan Gen Prep c/w Remote Start
- Low Profile Fan-tastic Fan Vent
- 110V/12V/45 Amp Converter c/w Charge Wizard
- Coach Battery Disconnect Switch
- Deep Cycle RV Coach Battery
- Memory Foam Rear Cushions
- Private Bathroom with Shower and Sink
- Thetford China Bowl Flush Toilet
- Medicine Cabinet with Mirror
- Interior Height 75"
- Flip Up Countertop Extension
- King Size Bed 70" x 76"
- Corian® Bathroom countertop c/w Stainless Steel Sink & Storage
- Choice of Natural, Cherry or Sugar Maple Cabinetry
- Choice of Sand, Taupe or Grey Ultra Leather® Fabric
- 3 Year 36,000 Miles/60,000 Kms Limited Coach Warranty

### OPTIONS

- 13,500 BTU Roof Air Conditioner with Thermostatic Control
- Onan 2.5 KW Microlite Propane Generator
- 13' Awning
- 22" LCD Flat Screen TV with DVD/MP3/CD Player
- Electric Sofa with Seat Belts
- Convection Microwave

### EXTERIOR FEATURES

- Exterior Shower
- Convenient Utility Hook-Up Center
- Frameless Awning Style Windows
- Winegard Directional TV Antenna with Booster
- Porch Light
- Sewer Hose Storage
- Exterior Park Cable TV Hook-Up
- Exterior City Water Hook-Up
- Exterior Shore Power Hook-Up
- Fibreglass Running Boards
- 110V Receptacles
- Hitch and Wiring
- Rear Continental Tire Carrier
- External Length 24'-1" Including Rear Tire Carrier
- External Height with Roof Air Conditioner 9'-6"
- External Width with Side Mirrors 7'-10"
- External Locking Fuel Fill

### ON THE ROAD by Charles Renny

The Sprinter may be sold under the Dodge nameplate, but the maker is Mercedes-Benz. As such the Sprinter has a definite European feel. It is the tallest and narrowest of the van body styles. Handling is good as is resistance to side winds and passing semis. Ride quality is firm and well controlled without being stiff or harsh.

The Sprinter is powered by a 3.0 litre diesel and mated to a five-speed electronically controlled automatic transmission. At first glance, the relatively low horsepower rating would make the Sprinter appear underpowered. This is not the case as diesel engines have high torque outputs and it is really torque that gives acceleration. In this case, the Sprinter is aptly named as it can move out with the best. The Sprinter is comfortable cruising at all legal speeds.

Standard chassis features include such items as stability control (adaptive so that it "learns" how the vehicle is loaded), tilt and height adjustable steering as well as 10,000 mile (16,000 km) service intervals to name a few. One item that often gets short changed is the mirrors and on the Sprinter, integrated wide-angle mirrors are standard.

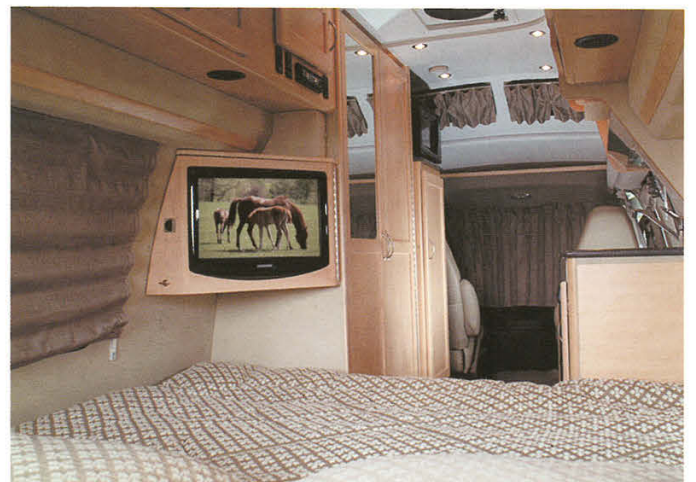




# Chevrolet Lexor

By *Pleasure-Way*

**Adventurers**, hit the scenic highways in the Pleasure-Way Lexor! The attention to detail, inspired design and 155-inch wheelbase make this motorhome feel more like a luxury automobile. Built on the Chevrolet Express chassis, the nimble and responsive handling creates an enjoyable driving experience. Parking is a breeze - even to an apprentice. Whether you are planning a quick weekend get-away or a cross-county excursion, the Lexor is perfect for you.





## Features & Benefits

### Refined Elegance...

Pleasure-Way is committed to quality and it shows – inside and out. The interior of the Lexor is refined and elegant, with its molded wood cabinetry, comfortable Ultra Leather® fabric seating, seamless Corian® countertops, inlaid sinks, stainless steel appliances and recessed halogen lighting. After a full day of exploring, sink into the comfortable Ultra Leather® rear sofa and unwind.

### Flexible Bathroom with More...

Pleasure-Way's flexible bathroom features more standard amenities than any other bathroom of this style, including a beautiful Corian® countertop, stainless steel sink and vanity with additional storage. A medicine cabinet, Thetford china bowl toilet (with the largest holding tank (12 gallon) available in a Class B standard body) complete the package. The bathroom has more shoulder room than most private bathrooms in a Class B standard body. In addition, the unique, stand-up, temporary aisle shower allows you to shower whenever you like and hygienically store the shower pan out of the way when not in use. This eliminates the need for a dropped center floor and the need to walk in the shower pan all day.

### Sleek and Stealthy...

The Pleasure-Way Lexor exterior defines sleek and stealthy. By cleverly concealing the 13,500 BTU exterior roof-top air conditioner, the appearance of the Lexor more closely resembles a high-end, streamlined travel van. Another advantage of the concealed roof-top air conditioner, is that it provides greater headroom over the rear sofa, as well as additional storage.

### Two, Four, Six...

Whether you are carrying six passengers, sleeping four, or it's just the two of you, the Pleasure-Way Lexor has a floor plan for you. The steel-framed second row seats in our RL4 model conveniently lay down to form single beds and all four front seats can swivel to the rear, which offers theatre-style seating for you to watch your favourite movie on the LCD swing-out flat screen TV.





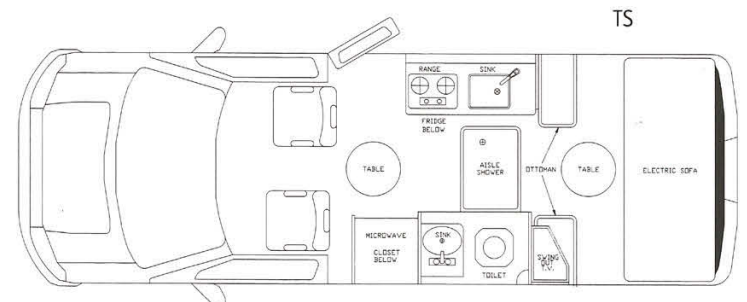
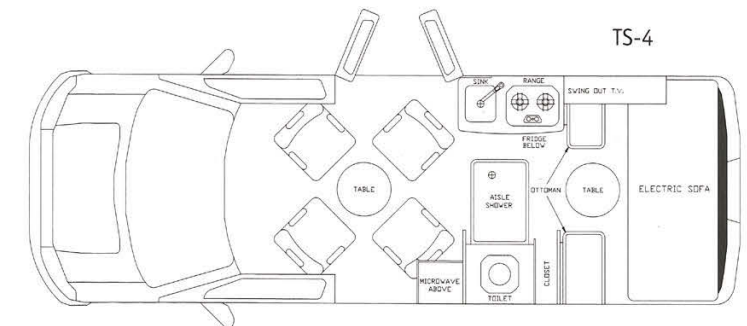
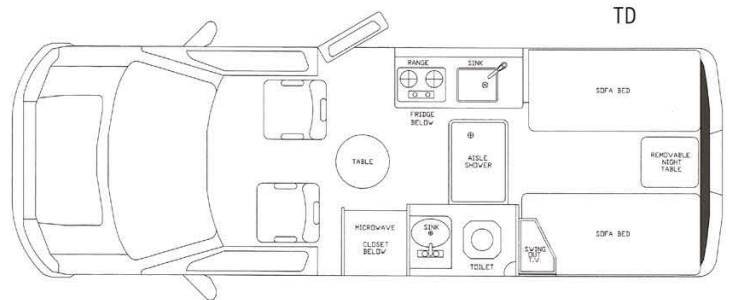
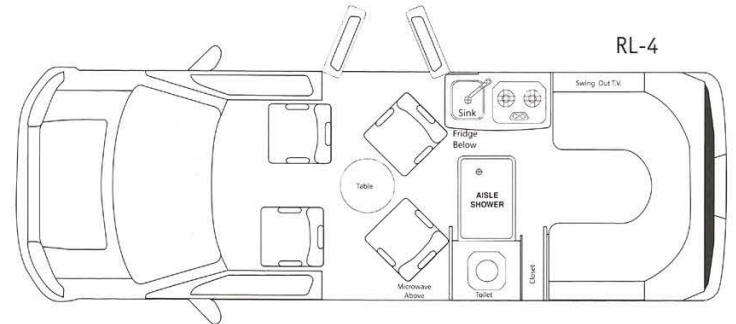
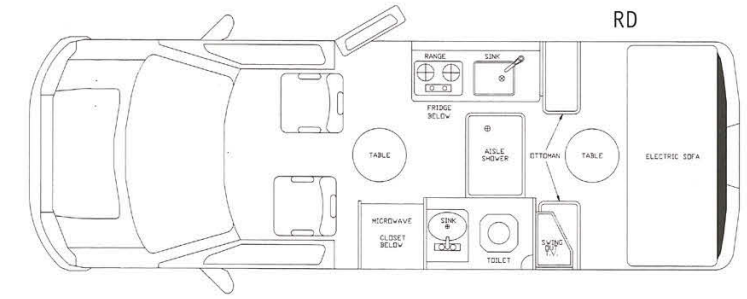
# Technical Specifications

## 2009 CHEVROLET LEXOR CHASSIS SPECIFICATIONS

- 9,600 LB GVWR
- 6.0 L SFI V8 Vortec Engine
- 323 HP @ 4600 RPM
- 373 FT./LB. @ 4400 RPM
- 3:73 Rear Axel Ratio
- 4 Speed Automatic Overdrive Transmission w/Tow Haul
- 155 Inch Wheelbase
- Power Door Locks
- Chassis Air Conditioning
- Cruise Control
- Power Windows
- Tilt Steering Wheel
- Power Side Mirrors
- 4-Wheel Disc Brakes with ABS
- Driver and Passenger Air Bags
- AM/FM Radio and CD Player
- LT245/75R/16E BSW All Season Tires
- Fuel Tank Capacity 31 US Gallon /117 L
- Auxiliary 12V Outlet
- Tire Pressure Monitoring System
- Theft Deterrent System
- D.I.C. Driver Information Center



# Model Floor Plans





# Coach Specifications

## CHEVROLET LEXOR COACH SPECIFICATIONS

- Dometic 3-Way Refrigerator 3 Cu.Ft.
- 2 Burner LP Flush Mount Stove
- Microwave Oven
- Corian® Kitchen Counter Top w/Stainless Steel Sink
- 16,000 BTU Auto Ignite Furnace (TS, TD, RD, RL-4 Models Only)
- Shurflo Demand Water System
- 6 Gal Suburban Auto Ignite Water Heater
- Water Heater By-pass Valves
- Flip Up Countertop Extension
- LP, CO & Smoke Detectors
- 5 Lb Fire Extinguisher
- Monitor Panel: Holding Tanks & Battery
- Onan Gen Prep c/w Remote Start
- Low Profile Fan-tastic Fan Vent
- 110V/12V/45 Amp Converter c/w Charge Wizard
- Coach Battery Disconnect Switch
- Deep Cycle RV Coach Battery
- Memory Foam Rear Cushions
- Thetford China Bowl Flush Toilet
- Medicine Cabinet with Mirror (TS, TD, RD Models Only)
- Front and Rear Dinette
- Interior Height 73"
- Flexible Bathroom Stand-Up Aisle Shower
- Swivel Driver & Passenger Front Ultra Leather® Seats
- Slide Out Coach Battery Tray
- Freshwater Tank 27 US Gal/102 L
- Greywater Tank 27 US Gal/102 L
- Blackwater Tank 11 US Gal/42 L
- Propane Tank 10 US Gal/38 L/42 Lbs
- Choice of Natural, Cherry or Sugar Maple Cabinetry
- Choice of Sand, Taupe or Grey Ultra Leather® Fabric
- Queen Size Bed 72" x 70" (TS Model)
- Driver Single Bed 73" x 26" (TD Model)
- Passenger Single Bed 70" x 26" (TD Model)
- Double Bed 56" x 72" (RD, RL-4, TS-4 Models Only)
- Passenger Second Row Swivel Seating (RL-4, TS-4 Models Only)
- Second Row Seating Converts into 21" x 65" Single Bed (TD Model)
- 3 Year 36,000 Miles/60,000 Kms Limited Coach Warranty



## OPTIONS

- 13,500 BTU Roof Air Conditioner with Thermostatic Control
- Onan 2.8 KW Microlite Gas Generator
- 11' Box Style Awning
- 19" LCD Flat Screen TV with DVD/MP3/CD Player
- Electric Sofa with Seat Belts (TS, RD, TS-4 Models Only)
- Sandstone or Silver Body Paint
- Front Bumper Cover
- Second Row Seating Entertainment Package that Includes 7 Inch LCD TV Screens Located in Passenger and Driver Headrests, two Wireless Headsets and a Front CD/DVD/MP3 Player (RL-4 & TS-4 Models Only)

## EXTERIOR FEATURES

- Exterior Shower (TS, TD, RD Models Only)
- Convenient Utility Hook-Up Centre
- Frameless Awning Style Windows
- Winegard Directional TV Antenna with Booster
- Porch Light
- Sewer Hose Storage
- Rear Continental Tire Carrier
- Exterior Park Cable TV Hook-Up
- Exterior City Water Hook-Up
- Exterior Shore Power Hook-Up
- Fibreglass Running Boards
- Exterior Storage
- 110V Receptacles
- Hitch and Wiring
- External Length 20'-5" Including Rear Tire Carrier
- External Height with Roof Air Conditioner 8'-9"
- External Width with Side Mirrors 7'-10"

## ON THE ROAD by Charles Renny

Power for the GM version of this Class B Motorhome comes from the 6.0 L Vortec V8 and is mated to a four-speed electronically controlled automatic transmission. Frame construction is a typical ladder style with two main, frame rails and various cross members.

The front suspension consists of a short/long arm (A-frame) set up with coil springs and shocks as well as an anti-sway bar. In the rear are semi-elliptical, multi-leaf rear springs with shocks and a semi-floating solid rear axle. All of this provides a cushy ride with a bit of float on the straights while providing decent cornering.

Brakes are rather large discs up front and ones that are only slightly smaller in the rear. ABS is standard. In addition, a tire pressure monitoring system is standard. Flat and convex mirrors, which are standard, provide a great range of visibility around the motorhome.

Service intervals vary depending on the service required. Spark plugs are rated for 100,000 miles while oil changes are slated for every 10,000 miles. This will vary with the type of driving you do and the quality of fuel you use.



## Full-timing RV Adventure in our

# *Pleasure-Way*

The allure of discovery, of adventure, is human — for we are adventurous people. We all share this earth together and it is a very exciting place. Adventure or discovery add a new dimension to our lives. It gives us purpose and ultimately, freedom and pleasure.



So when we kept a picture of a RV on our refrigerator — you know, what you plan or dream, visualize it — little did we know how our dream of adventure would become reality!

We discovered our “vehicle of adventure” while visiting the local McMahon’s RV Center. In less than 3 hours, we had ordered and purchased our 20’ Pleasure-Way Ford TS, Van Conversion Class B. It was manufactured and delivered in just 3 weeks — all the way from the Pleasure-Way factory in Saskatoon, Saskatchewan, Canada. This company is fantastic!

The closer was this: Pleasure-Way’s factory rep, Ted Passic, just happened to be in the show vehicle, doing business on his laptop at the “eating table/work station”! This was the ultimate “show and tell” for full-time RVing.

Thus began our 2-1/2 year adventurous journey in our HOME on wheels... in the “IttyBittyRV”. This was freedom of less; simplified, green living, all perfectly and pleurably packaged! Plus an eating/office area, king bed/lounge, galley, head/shower, seating for 6, and even satellite TV. Fuel efficient, well-built, solid construction and easy to drive or park anywhere, one can’t ask for more!

**Our simplified,  
eco-footprint is not only  
desirable, but achievable.**

What we couldn’t use or keep in a 20’ vehicle went into storage. We stored only what we would use within 6 months, such as seasonal clothing, photos, important papers, etc. The rest, we sold or gave away.

Refining our space for full-timing is an evolution. In the process, all that has been added for comfort and convenience is in keeping with our simple and uncluttered concept. And, “a place for everything... and everything in its place”, is our mantra. We have found space for books, laptops, electronics and cell phones. Originally not thought possible, we even discovered how to configure work stations for two! The latest wireless technology offers our own “hotspots” and is a tremendous asset to the full-timing lifestyle. Adding a generator and additional house power (batteries in tandem) enabled dry-docking anywhere.

The amazing thing we have discovered is that we have freedom from the desire to accumulate the “wants”. Simple living is not deprivation but freedom from accumulation! Our simplified, eco-footprint is not only desirable but achievable.

During this adventure, we are discovering the ultimate enrichment and pleasure of new friendships and opportunities. We encourage others to begin the adventure of less; of simplified, green living. Our license plate holder states: “Simplify... IttyBittyRV”.

John & Eileen Bryan  
Garden Grove, CA

# ***Pleasure-Way*** Finishing options

At Pleasure-Way, we believe in choices because we understand that everyone has different tastes and desires. Therefore we have provided a number of options for you to choose from to finish your vehicle to suit your individual needs and desires.

## **CABINET COLOURS**



Cherry Maple

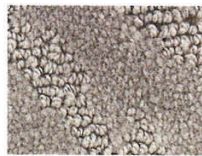


Sugar Maple

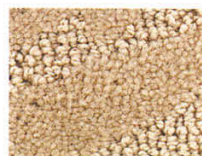


Natural Maple

## **CARPET COLOURS**



Grey



Sand



Taupe

## **UPHOLSTERY COLOURS**



Steel Grey

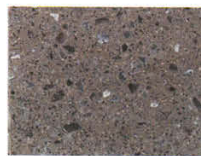


Daytona Sand



Tuscany Taupe

## **COUNTER COLOURS**



Lava Rock Corian®  
Coordinates with  
Natural Maple Cabinets



Beach Corian®  
Coordinates with Cherry  
& Sugar Maple Cabinets



# Pleasure-Way

## WARRANTY

### 2009 Ford Warranty

Bumper to Bumper Warranty coverage 3 years or 60,000 kms\*/36,000 miles\*.  
Roadside Assistance for 5 years or 100,000 kms\*/60,000 miles\*.  
Corrosion coverage for 5 years unlimited mileage.  
Powertrain coverage for 5 years or 100,000 kms\*/60,000 miles\*.

\* Whichever comes first

### 2008 Dodge Warranty

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

\* Whichever comes first

### 2009 Chevrolet Warranty

Bumper to Bumper Coverage 3 years or 60,000 kms\*/36,000 miles\*.  
Roadside Assistance for 5 years or 160,000 kms\*/100,000 miles\*.  
Corrosion coverage for 6 years or 160,000 kms\*/100,000 miles\*.  
Powertrain coverage for 5 years or 160,000 kms\*/100,000 miles\*.

\* Whichever comes first

### 2009 Pleasure-Way Warranty

Pleasure-Way Van Motorhomes offer a 3 year or 60,000 kms/36,000 miles limited warranty. This covers all craftsmanship entailed in the manufacturing of the motorhome only. This does not include the chassis or appliances. All appliances are covered by the individual warranties offered by their respective manufacturers.

#### Please Note:

All Pleasure-Way Van Motorhomes in Canada are C.S.A. certified and may exceed approved installation criteria. All Pleasure-Way Van Motorhomes in the United States bear the R.V.I.A. Seal of Approval and may exceed individual state requirements. Due to our policy of continuous improvements, Pleasure-Way reserves the right to make product changes at any time without prior notice and without incurring obligations. Some motorhomes depicted in this brochure may be shown with optional equipment. Some limitations may apply when deleting or adding certain options. 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 customer feedback.

# Pleasure-Way

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