

The ALFA **See Ya** Diesel Pusher Motorhome

# ALFA Reinvents The Motorhome



*alfa*<sup>™</sup>  
*Gives You More!*

**30<sup>th</sup>**  
**Anniversary**  
1973 - 2003

2002 was fantastic!  
2003 is even better  
with these added  
features!

- Fantastic gourmet galley with super-sized drawers.
- Spacious counter top and exclusive pass-through interior/exterior waste basket system!
- Self-lighting stove.
- Slide-out shelves in lower cabinets. Adjustable shelves in overheads.
- 36" ceiling fan in living area!
- 12 volt dash outlet.
- Passenger window.
- DVD/VCR recorder combo in living area.
- More dash storage for incidentals.
- Overhead rear view mirror for viewing coach interior while driving.
- And more!

# What A Difference A Year Makes!

In 2002, ALFA created one of the finest motorhomes ever made. In 2003, we improved upon it. Now we think it's the best motorhome ever made, at any price!

FROM THE DESK OF JOHNNIE CREAN

Our 2002 See Ya was the result of a yearlong effort to reinvent the motor home. Clearly, motor home buyers love our innovations, such as more effective basement air, tall headroom in the slide out as well as the main body, the openness created by having the coach nearly twelve feet wide inside, thicker walls that enable us to put in more windows than anyone, and a fully equipped unit at a most reasonable price. Demand for the See Ya has far exceeded our expectations. Our rate of production on the See Ya is 300% of our projections.

While we were increasing our rate of production and driving our level of quality to be an industry benchmark, we also continued to develop our See Ya.

My father, John Crean, the founder of the largest RV company there ever was, took a See Ya out on the road for weeks, all the way to New York. He and my mother both made their list of suggested changes.

My wife Linda and I took our See Ya all over the West Coast, and we made a list.

Our customers loved their See Ya's, and they wrote to tell us they did, but of course they had a list of suggestions.

Finally, our dealers told us why some people still chose to buy other units, and what we should do to increase the appeal of the See Ya.

It was a blast and quite satisfying to process and consolidate these lists into the specifications for our 2003 See Ya. It was satisfying because in the end these combined lists were just detail improvements rather than major changes, which meant we had done our homework on the 2002 very well indeed. It was a blast because we were clearly making a great motor home even better.

Usually, when it seems to be too good to be true, it isn't. But it's true. Our See Ya is the best motor home available at any price, for a most reasonable price. It's a GREAT RV, a GREAT HOME, a GREAT DRIVE, and a GREAT VALUE.

*Johnnie R. Crean  
President, founder and designer of ALFA products,*



# Making Dreams A Reality

## Is your dream...

**Maximum floor space in a maneuverable length?**

**Luxury without compromise?**

**Full headroom and a flat floor throughout your home?**

There are no step up areas in the bedroom. Slide-out interior height is 6'2" and the floor is flush.

**A home-like roomy feel?**

The living room is a foot wider. The whole interior is 9" taller, giving the See Ya increased interior volume.

**More interior storage space so you can bring it all along?**

Our 8 container attic storage is all bonus space.

**Massive exterior storage with convenient access from the patio side of your home?**

The mechanical items you don't care about are on the road side, so you can store your belongings on the door side.

**Better visibility to see the great outdoors?**

The See Ya windows are taller so you can see out while standing as well as sitting.

**Great drivability?**

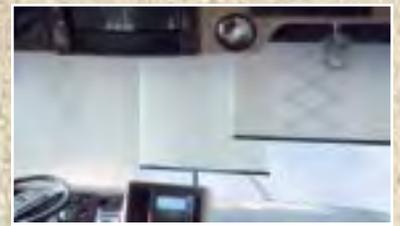
More aerodynamic downforce, and decreased bump steer makes the See Ya a great ride. Our taller front cap enables us to slope the top to create downforce. Our increased torsional rigidity keeps the wheels pointed in the right direction.

**A home that's cool in the summer, and warm in the winter?**

2 3/8" thick R-11 walls, increased duct size, and more insulation produce better thermal efficiency.

**A fully equipped home at a great price?**

We have no expensive options because everything is standard. It's that simple.



*Electric and manual privacy shades*



*Combination washer/dryer*



*2000 watt inverter*



*Aerodynamic automatic satellite system*



*7.5 KW diesel generator*



*27,000 BTU residential style basement air conditioner with head pump*



*Semi-automatic hydraulic leveling jacks*

# ALFA Gives You More!

## Real People - Real Adventures!

"Back in Michigan after 6 weeks in the ALFA and 5,000 miles. Lots of fun and the rig is a dream...

Pat and I were overwhelmed when the salesman walked us into the 36' rig after looking over some 5 other units that just did not fill the desires we had. Number one on our list was big windows and no one fulfilled this want until we looked at your machine. It was a blow away, and we knew in 10 minutes this was our rig.

Then you added icing to the cake, rear Cat engine, 42" slide-out, washer/dryer, endless storage, toys beyond belief (TV, DVD, multi CD, tracking dish and a radio that I still don't know how to run) and beautiful wood work, leather and fabrics..."

Pat & David Vaughn  
Owosso, Michigan



5'11" Ed Bates, ALFA Customer Service Manager, in an ALFA See Ya.



Ed in a competitor's model

## Taller!

7'6" ceilings with 6'2" slide-out ceilings. The tallest ceiling of any motorhome ever built! Tremendous livability, plus extras like abundant attic storage and a ceiling fan.

## Deeper!

42" deep slide-out. This gives you nearly 12 feet of interior width (like other's double slide-outs) while keeping your patio and basement storage accessible.

## Lighter!

Our 40' motorhome is lighter than many similarly equipped 35' models. Because the air conditioning is in the basement, it's easier to drive because the center of gravity is low. The improved aerodynamic design gives you better fuel efficiency.





### Brighter!

Look at all those windows! The view is what it's all about. Taller ceilings mean taller windows. Only with ALFA can you bring the great outdoors inside.

### Beautiful!

Decors that reflect your lifestyle. It's more than a motorhome... it's **your home**.

### Quality!

Simply the highest standard in the industry today. The all new ALFA See Ya has set a new standard that others can only hope to attain.



*Electric main awning with wind sensor slide-out covers and window awnings.*



*Patio party center with fully functioning TV and fridge/freezer, 4 patio chairs and 2 tables.*



*ALFA exclusive pass-through waste basket with interior/exterior access*



*Slide out shelf fishing rod storage*



*Massive vault-like climate controlled basement storage*

# Beauty, Luxury, Comfort

Three decors to choose from

White Gold



Valances



Pillows/Valances



Dinette/Valances

Harvest/White Gold Carpet



Harvest



Dinette



Valances



Pillow/Valances



What you can't see can make a difference.

Carpet may all look alike and "stain resistant" phrases may all sound alike but we know the difference at ALFA. Our carpets come with a factory applied fully saturated stain resistant treatment. This makes your carpet fiber resistant to stains right down to the backing. Other manufacturers offer a stain resistance that's only sprayed across the top. This is a less expensive treatment, allowing them to cut corners where you can't see it. It all pays for itself in the end, when your Alfa carpet looks newer and comes cleaner years down the road.



Dinette booth option



Freestanding computer desk & recliner option



Rosemary



Dinette/Valances/Pillows



Valances

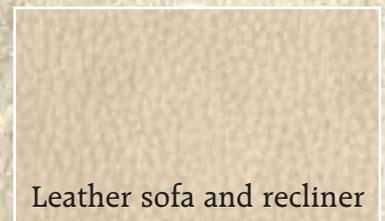


Carpet

Flooring



All Decors



Leather sofa and recliner



12 cu. ft. 4 door refrigerator/freezer  
Our spacious new gourmet galley with self lighting stove and plentiful storage

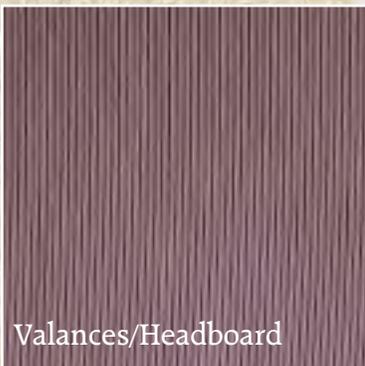


# A Master Suite Fit for a King!

## More Added Features for 2003!

- Shower grab handle for secure footing.
- New sliding shower-head adjusts to all heights.
- Solid oak magazine rack
- TV/DVD combo in bedroom
- Solid oak passage doors
- And even more!

## Bedroom Decor



*Residential sized closet with fabulous storage*



*Porcelain toilet*



*Height adjustable massage shower head*



## Paint your yacht?

Any boating enthusiast can tell you first hand that there is nothing as long lasting or durable as marine grade gel-coated fiberglass. Unlike paint, this sun resistant product will resist fading or yellowing under the harshest conditions. Did you ever see a yellow yacht? Every 2003 See Ya comes with this same high quality gel-coat on the front and rear caps. These superior gel-coated end caps in conjunction with our UV protected Medallion™ gel-coated sidewalls ensure a motor home that will look beautiful for many years to come.

Other manufacturers wow you with fancy paint jobs. And they do look great when you buy them. We don't paint our products because we believe paint is prone to peeling, scratching and fading. A motor home exterior has many different surfaces including aluminum, ABS plastic and fiberglass. All these surfaces react differently to paint. Some parts may peel while others may fade or chip over time. At Alfa, we're interested in preserving your investment, not just while you own it, but at resale as well. We believe that five years down the road, the all gel-coated See Ya is going to look a whole lot nicer than a full body painted coach given the same care and maintenance.

## Mini blinds? Are we crazy?

While day/night shades are popular and abundant throughout the RV industry, Alfa uses mini blinds for several very important reasons. Mini blinds offer excellent ventilation while still providing you with privacy and light control. Day/night shades are either down for privacy with no air flow, or up for ventilation with no privacy. Mini blinds offer better security than day/night shades. When you hear a noise around your RV at night, there is no way to look through a day/night shade. You have to raise them completely up in order to look out. Mini blinds allow you the security of being able to look out without raising the shade.

Our trailers and motor homes are known for their abundance of huge view windows. Day/night shades work okay on smaller windows but are not designed to function well when used with larger windows. They tend to bow in the middle and crumple when you raise them. Raising and lowering them can be a chore. A single pull of the cord places your mini blinds in any position you want them. Twist the wand and you have full control of how much light you allow in. Our coaches come equipped with convenient cord cleats, allowing you to tie up your mini-blinds while traveling for a quiet comfortable ride. Day/night shades often drop down during travel and with no external cord they cannot be tied into place to keep them from banging or moving about. We realize that everyone is different and some people prefer day/night shades. For those who desire them, we offer day/night shades as an option.



*Overhead TV/DVD combo*



*Mirrors, medicine cabinet, solid surface countertop and single lever faucet for a home-like vanity.*



*Magazine Rack*

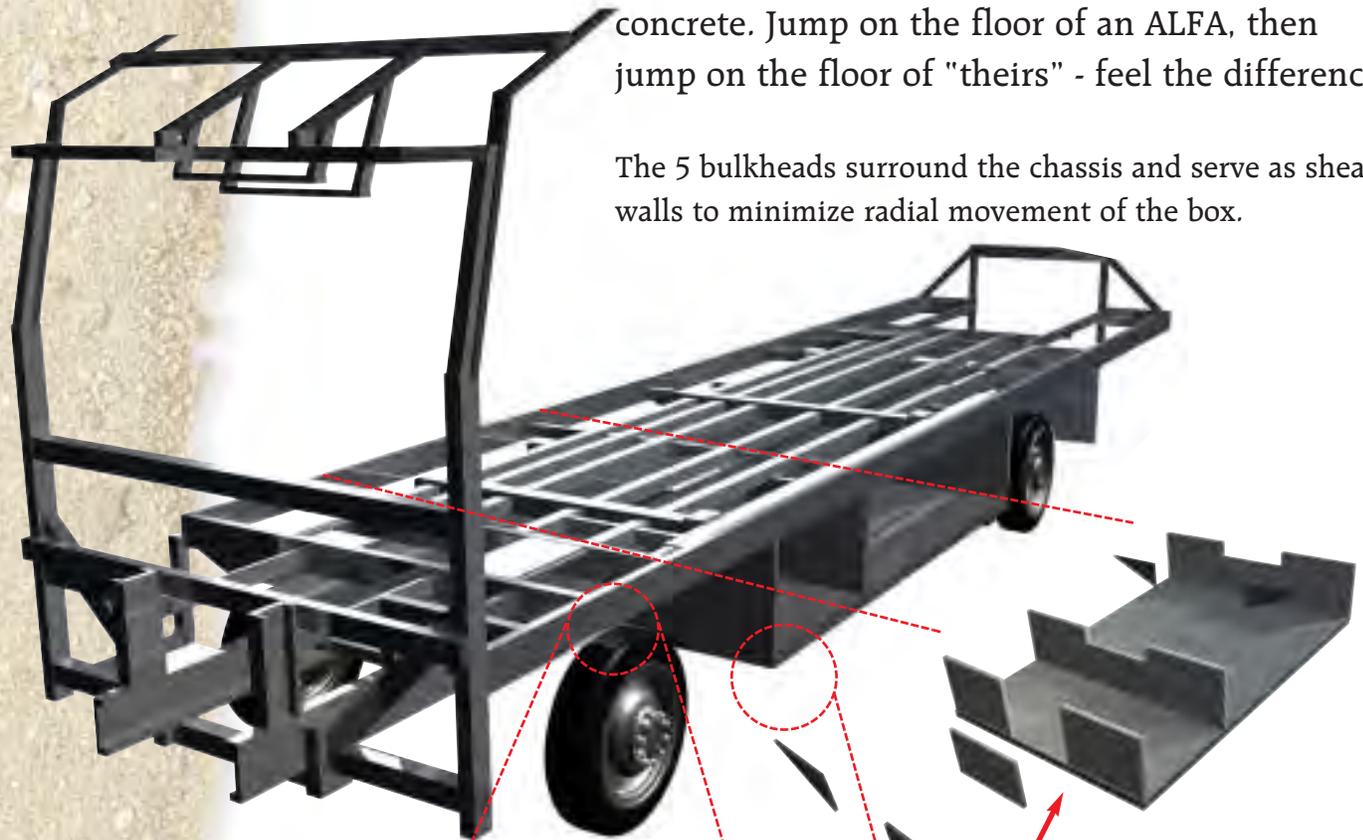
# Strong Floor, Quiet Ride, Easy Drive



## How Did ALFA Do That?

By using 5 steel bulkheads, a 3" steel framed vacuum bonded basement floor, and a 6 3/8" thick perimeter frame to create the ALFA See Ya "Lock-Box™" rigid chassis. This reduces road noise, provides a vault-like basement, and a floor so strong it reduces twisting and feels like concrete. Jump on the floor of an ALFA, then jump on the floor of "theirs" - feel the difference!

The 5 bulkheads surround the chassis and serve as shear walls to minimize radial movement of the box.



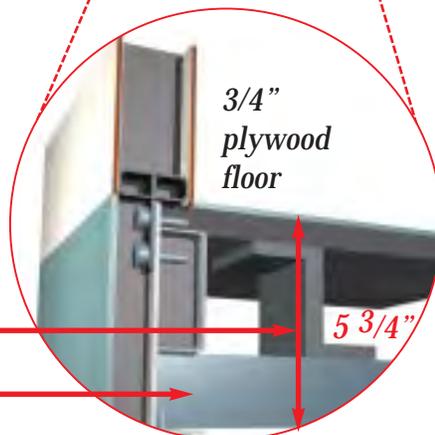
### Quiet Ride

The 6 3/8" floor and the 3" subfloor put sound barriers to help stop road noise.

### Detail of Perimeter Frame

3" Z-bar runs the length of the frame.

2" steel tube



3" steel framed vacuum bonded basement floor

Perimeter frame, main bulkheads, and steel basement floor all welded together creating a high torsional rigidity.

### Torsional Rigidity

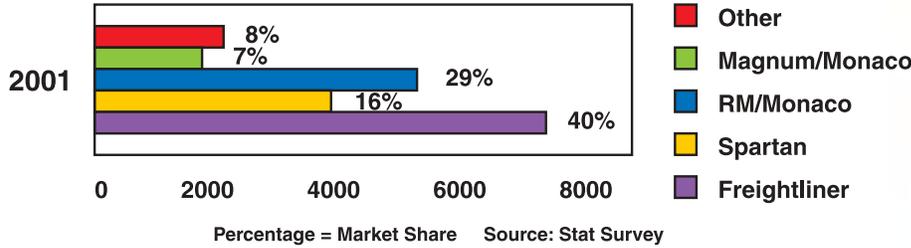
The result of the 5 steel bulkheads, reduced twisting of the frame, decreases rattles, creaks and groans going down the road.

# Start with the best



The Foundation Choice by all  
Major Diesel Motorhome Manufacturers

Diesel Class A Motorhome Retail Sales



The best chassis available!

More volume enables Freightliner® to spend more on engineering and testing. With over 350 service centers nationwide, you're never without support.

## The Best Ride in the Motorhome Industry

Diesel pusher chassis with Holland Neway's steer axle air-ride suspension system. The result is the best ride in the motorhome industry.

### Front & Rear Suspension

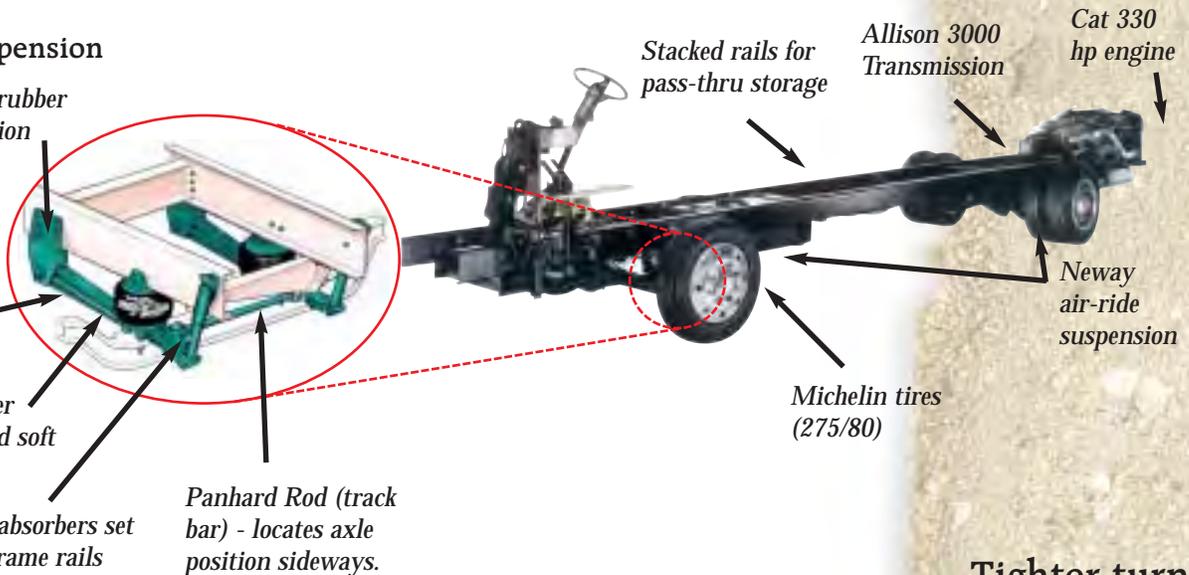
Frame brackets with rubber bushed pivot connection

Flexible equalizer beam controls axle location, drive and brake reaction, and vertical load.

Air springs for greater energy absorption and soft ride.

Sachs shock absorbers set outside the frame rails

Panhard Rod (track bar) - locates axle position sideways.



## Comfort or Safety? Why not both?

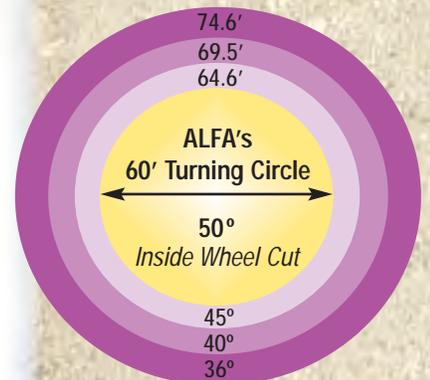
Higher tire pressure increases tire capacity while decreasing ride quality. Included in your See Ya purchase price are the best and largest tires available. A \$1,500 value at no extra cost! Smaller tires would carry the same payload but constant maintenance/air pressure would be critical. The oversized tires on your ALFA allow you to adjust your air pressure according to your coach's weight so you can achieve the optimum ride while having a substantial margin of safety. You are in control!

Load Capacity of Tires at Different Pressures

PSI		75	80	85	90	95	100
lbs per position	S	4825	5090	5365	5625	5920	6175
	D	8700	9175	9665	10140	10670	11350

S=Single D=Dual

Tighter turning radius



Easier to maneuver

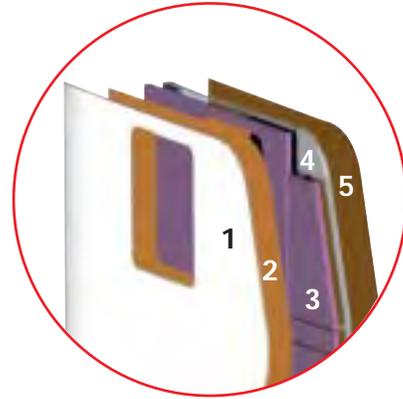
# Quality Construction

## Walls

On the super strong foundation of the ALFA exclusive Lock-Box™ unitized frame and chassis, ALFA installs the thickest, strongest R-11 walls in the industry.\*



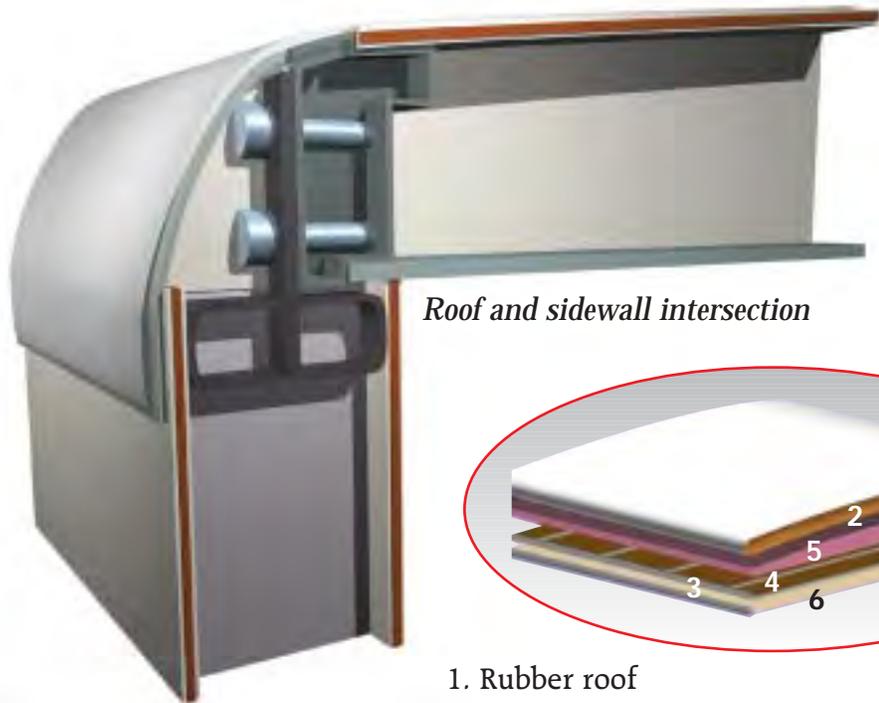
Extremely thick 2 3/8" R11 wall, all vacuum bonded under extreme pressure and cured for 24 hours.



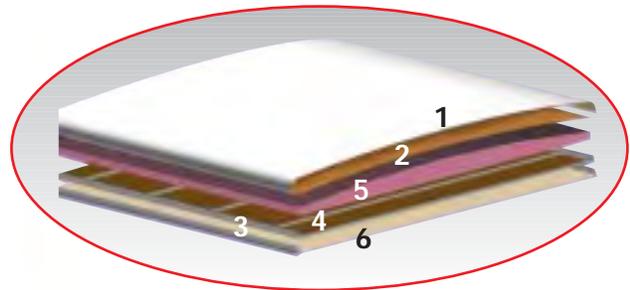
1. High-tech lightweight gel coated Kemlite fiberglass.
2. Phenolic Luan plywood.
3. 2" Block Foam Insulation.
4. Aircraft Type Heliarc Welded Aluminum Frame.
5. Interior Decor Panel.

## Roof

To tie the foundation and walls together you need a strong roof. ALFA makes the strongest, lightest roof available. ALFA's tapered rubber roof design provides for long life and prevents puddling. With a 5.5" crown and R-20 insulation, it is designed to minimize snow and water buildup.



*Roof and sidewall intersection*



1. Rubber roof
2. Luan plywood cap
3. Extruded aluminum welded superstructure
4. Ultra light, high density composite foam core
5. Luan plywood backing
6. One-piece carpeted ceiling

# Longitudinal and Torsional Rigidity



As a direct result of the See Ya's unique Lock-Box™ (patent pending) frame/chassis design, coupled with our super thick walls, ride comfort is improved and driving effort is reduced as torsional and longitudinal rigidity are increased.

There are TWO adverse effects from less than optimum torsional and longitudinal rigidity. One, the coach rides like a boat as it twists and flexes on the springs. Second, the twisting and flexing coach lifts and pushes the axles, thus turning both the rear and front wheels, creating what is called "bump steer", making the coach harder to drive. ALFA's Lock-Box™ frame/chassis design solves this problem.

We sent the ALFA See Ya to the Bosch Proving Grounds. This is what their own test drivers had to say:

*"The vehicle handling characteristics are very good."*

Below is a chart of static measurements of torsional and longitudinal comparisons made between the See Ya and other manufacturers of similar wheelbase and overall length units.

Values shown are amount coaches were lifted at given points until opposite front tire was lifted

	Inches of Deflection on ALFA	Inches of Deflection on Brand X	Percentage of Additional Flexibility Brand X	Inches of Deflection on ALFA	Inches of Deflection on Brand Y	Percentage of Additional Flexibility Brand Y
Roadside Front	11/16"	1"	145%	11/16"	1 1/8"	164%
Roadside Center	7/8"	1"	114%	7/8"	1 3/16"	136%
Roadside Rear	9/16"	1 1/4"	222%	9/16"	1 3/8"	244%
Curbside Front	3/8"	1"	267%	3/8"	3/4"	200%
Curbside Center	5/8"	1 1/4"	200%	5/8"	3/4"	120%
Values shown are amount coaches sagged in middle						
Roadside Middle	11/16"	1"	145%	11/16"	1 1/8"	164%
Curbside Middle	3/8"	1"	267%	3/8"	3/4"	200%

**The bottom line: The See Ya steers straight!**

Tests were performed to measure twist in motorhome boxes. Torsional tests were performed by setting coaches on jacks and lifting at given points until the front tire at opposite side of lift point was lifted off jack. Longitudinal tests were measured performed by setting the 4 corners of coach on jacks and equally lifting it and measuring the sag in the middle

## A Technical Description of How A Flexing Coach Defeats Suspension

Suspension is designed to insulate the coach from the unevenness of the road. Springs placed between the coach and the axles enable the axles to move up and down to keep the tires in contact with the undulating pavement, while the coach can ride smoothly. Springs bend. If they are undampened, they oscillate. when going over a bump, you want the spring to bend just once. The nature of steel is to spring back and forth in decreasing amounts until it returns to its original shape. Shock absorbers are designed to dampen these oscillations, so that the spring returns to its original shape after only very few spring deflections. The ratio of the weight of the coach to the weight of the axle on the spring determines how insulated the motorhome can be from movements of the axles. The weight of the coach overwhelms the weight of the moving axle, returning the axle to its proper position, rather than moving the coach.

This assumes that the coach is rigid. If the coach twists radially and flexes longitudinally as a result of the forces it absorbs when an axle rises as it hits a bump, there is a great deterioration in the effectiveness of the suspension, because the entire weight of the coach is not available to return the axle to its original position. Instead, the flexing and twisting coach effectively becomes a huge spring that oscillates radially and longitudinally, movements which are not dampened by a shock absorber. Once a coach starts to flex and twist, these motions are dissipated over decreasing opposite motions. The greater the torsional and longitudinal rigidity, the less these springing movements occur.

**ALFA's Solid Gold 5 Year Protection Plan Is Included FREE As Standard Equipment**

You don't have to pay an additional \$7,500.00 or more for an extended service contract when you buy an ALFA 2003 motorhome. Every 2003 ALFA comes with ALFA's "Solid Gold 5 Year Protection Plan" included at no additional cost.

**Bumper to Bumper, Inside and Out Coverage**

ALFA Leisure's new "Solid Gold 5 Year Protection Plan" is so comprehensive that it offers bumper to bumper, inside and out coverage for 5 years.

**More Than A Structural Warranty**

ALFA's new protection plan includes towing/ roadside assistance and trip interruption for the full 5 year term!

**Buy With Confidence**

ALFA Leisure is so confident in the quality of their products, and so disappointed in the confusion that other manufacturers have created concerning warranties and extended warranties, that they decided to offer the new "Solid Gold 5 Year Protection Plan" to ensure their customers have the best experience possible with the purchase of their new ALFA motorhome.

# ALFA's Solid Gold 5 It's Inc

## Solid Gold 5 Year Protection Plan

No one else has it!

ALFA is the only company to honor their claim of quality, reliability, durability and performance with a 5 year protection plan. To buy an extended service contract on other motorhomes, you could pay \$7,500.00 or more! With ALFA's 5 year protection plan, a service agreement valued up to \$7,500.00 is included FREE!



**PLUS!**

## **Coach-Net® 24/7** Emergency Roadside Service

Our exclusive 24-hour customer support benefits include:

- Emergency roadside assistance
- 24-hour toll free emergency message service
- \$500.00 trip interruption reimbursement
- Service assistance
- Free jump starts
- Free tire changes
- Free fuel delivery
- Free lock out service
- Renewable after one year for a nominal fee
- And more!



# Year Protection Plan Included!

## Compare ALFA's Coverage And See For Yourself!

Don't be fooled by sometimes misleading manufacturer's warranties or extended service agreements that cover much less.

	ALFA 5 Year Protection Plan	Other Manufacturers After 1-3 Years
Travel expenses, meals and lodging	YES	NO
Towing and road service	YES	NO
Stove	YES	NO
Plumbing	YES	NO
Washer & Dryer	YES	NO
Slide-out operation	YES	NO
Water tanks	YES	NO
Appliances	YES	NO
TV	YES	NO
Air Conditioner	YES	NO
Refrigerator	YES	NO
Landing Jacks	YES	NO
Heater	YES	NO
CoachNet 24/7 Emergency Roadside Service. (Renewable after one year for a nominal fee)	YES & More YES's	NO & More NO's

*ALFA covers all the above,  
plus much more!*

Contact your local ALFA dealer for complete details. Maximum financial obligation is limited to \$100.00 deductible per visit after the first year. Visit us at [www.alfaleisure.com](http://www.alfaleisure.com)

## ALFA Offers More!

- Full five year coverage
- Roadside Assistance and towing insurance up to \$150 per occurrence from 1st day (does not include tires)
- Trip interruption insurance up to \$300 per occurrence (up to \$100 per day for meals & hotel for up to 3 days) from 1st day
- 1st year limited warranty provided by ALFA with \$0 deductible (see back page of this brochure)
- Years 2 to 5 covered by combination of supplier warranties and service contract with maximum deductible of \$100 per visit
- Minimum number of exclusions
- Best protection plan available
- Included in the purchase price of every ALFA!

### What Is Covered:

Virtually all of your motorhome is covered for 5 years. This is not a mere "structural" warranty, but real protection for your valuable investment. How comprehensive this package really is can be best demonstrated by listing the major exclusions.\*

### General Exclusions:

Abuse, owner negligence, neglect or exposure. Specific exclusions include readily accessible and replaceable component parts with a value of less than \$15, such as fuses and light bulbs. Tires, batteries and VCR after their manufacturers' warranties expire. Glass, weatherstrips, trim, moldings and rubber hoses after the expiration of the Alfa one year warranty. Generally, everything else is covered. Contact your local Alfa dealer for complete details. Maximum financial obligation is limited to \$100.00 deductible per visit after the first year.

\*This is not an agreement but an outline of general coverage. Please read the manufacturer's warranty and the Alfa Leisure Solid Gold™ Five Year Protection Plan contract service agreement available at your ALFA dealer for exact coverage terms and conditions.

## More Added Features for 2003!

- Bus-like aluminum vented grill covers for air conditioner, air intake and engine access.
- Battery fill-can storage right next to your batteries.
- Improved handling with aerodynamically enhanced front cap design and re-distribution of heavy chassis components.
- Easy accessibility to batteries, fuses, and generator with our wider hinged front cap access cover.
- Steel framed entry door.
- Improved self-storing step cover design.
- Rear view mirror for interior viewing
- Redesigned armrest and switch layout



# Basement Air Conditioning

## Better Thermal Efficiency

The finest home would not be pleasant to live in without good air conditioning. When you own a See Ya Motorhome you can count on cool and pleasant living because ALFA's floor ducted air conditioning is superior to other roof ducted systems in many ways. The key factor is that the floor ducts on an ALFA Motorhome are not subjected to the heat generated

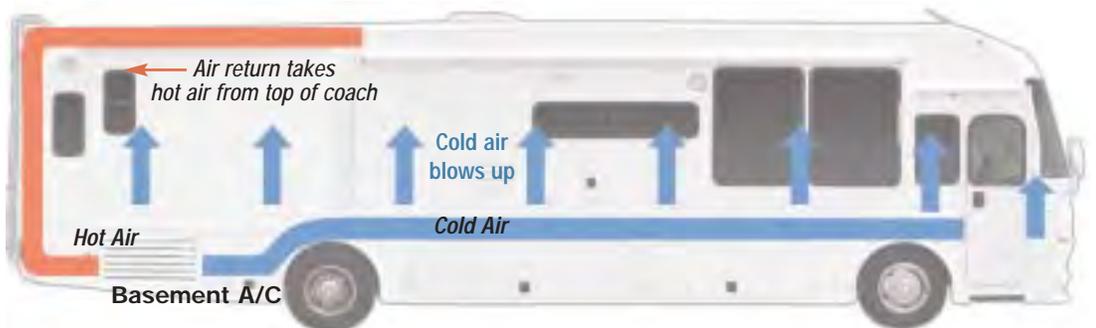
by the sun beating down on the roof. All of our ducting runs through the cool dry basement of the coach. The air conditioner only has to cool the coach, not the hot roof ducts and the coach. Independent testing has shown that ALFA's floor ducted system performs up to 40% better than a roof ducted system because of this simple design factor.

### Whisper-Quiet™ System

The air conditioner is installed in the chassis, keeping the noise and vibration often associated with air conditioners outside the unit, which leaves the interior quiet and cool.

### Easy to Operate

Just set the combination cooling/heating thermostat like you would on your residential system at home. Set it... and forget it! It's that easy to perfect temperature control in an ALFA Motorhome.



### How ALFA's Basement Air Conditioning System Works

Hot air is drawn into the upper air return duct, through the return line, and into the basement air conditioner. It is then converted into refrigerated air and blown into the main 3" x 17" in-floor duct line. From there it is distributed throughout the coach.

# Aerodynamic

By placing the air conditioner, heater, and ducting in the basement, we free up the valuable interior space for headroom and overhead storage.



Do you want a brick...



Conventional motorhome of the past...  
Only 6'6" of headroom



or do you want a bullet?



ALFA See Ya Motorhome of the future...  
A full 7'6" of headroom!

**Unitized basement air**  
An underfloor, integrated air conditioner system blows into one end of a 3" by 16" straight duct, fully protected from radiant heat and incredibly insulated.

**Deepest & Tallest Slideouts**  
6'2" headroom and 42" deeper, the slideouts enable us to provide you up to 2 feet more passage in our spacious living room.

**More headroom**  
the tops of the windows are above standing eye level, and the two foot wider living room, vastly increases interior volume, producing a home-like feel, and virtually unlimited views of the great outdoors.

**Increased thermal efficiency**  
by 40% allows us to offer the most thermally efficient coach, able to be cooled solely by park-powered air conditioning.

# The ALFA Family

Real People -  
Real Adventures!

"We took factory delivery of our new 40' ALFA See Ya. Our experience was great. It is evident that everyone takes pride in their job.

We are seasoned RVers and the ALFA is not our first coach. We... are thrilled with it. We even put a sign in the window that says, "We'd love for you to see our new ALFA. Please ask for a tour."

Wilmer & Nancie  
Swerdfeger  
Bakersfield, CA

Join the fun, cherish the memories. *Your first year's membership in the ALFA Owners Club is included with the purchase of your ALFA 5th Wheel.* Travel to exciting destinations with quality minded people like yourself. Numerous activities are hosted by local chapters, leading up to the annual national rally. Your adventure of a lifetime may be just beginning with your ALFA purchase. For Johnnie R. Crean, ALFA's founder and president, it has been a lifetime of adventure since childhood. He has dreamed up functional and innovative RV's and great ways to use them.



## From The Desk of Johnnie Crean

"While there are many owners who have purchased as many as seven ALFAs, I'm most proud of the lifetime of durability provided to those one-time buyers who are still enjoying their investment. Whether you intend to keep your ALFA home two years or two decades, our reputation for durability and value will show in resale value at trade-in time."



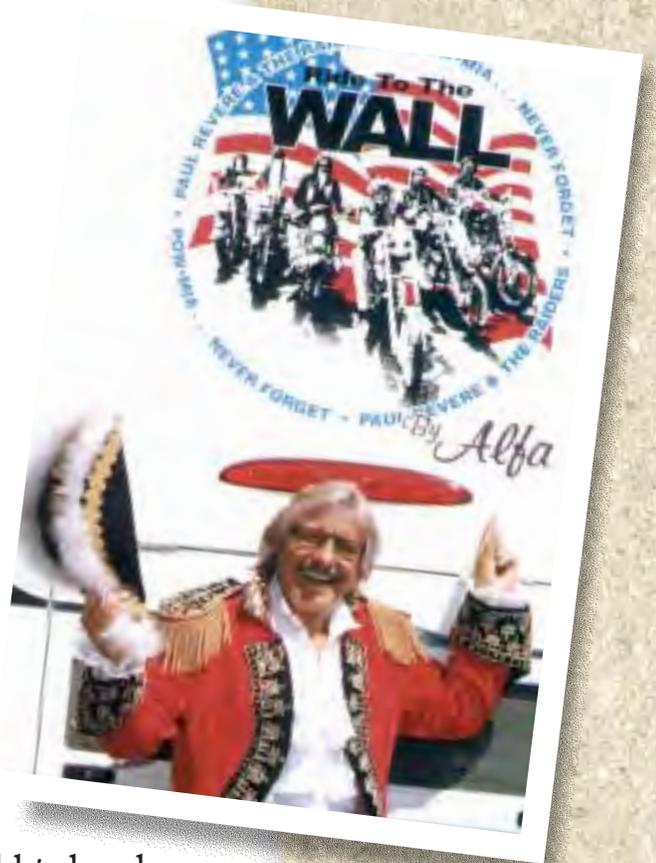
# Ride to the Wall

For 15 years, hundreds of thousands of motorcyclists from all over the world have joined Rolling Thunder in Washington, D.C. on Memorial Day weekend to honor the men and women who served in the Vietnam War - especially those who gave their lives for their country.

Since 2001, Paul Revere & the Raiders have joined this observance. On April 20, 2002, Revere and his band launched their second Ride to the Wall. It began in his hometown of Boise, Idaho, traveled to Las Vegas and ended up at the Vietnam Veterans Memorial in Washington, D.C. on Memorial Day weekend. There, they held a free concert which will become an annual event to benefit America's veterans.

ALFA's See Ya motorhome was there too. Paul Revere and his band traveled in the See Ya for their entire tour. Our spacious headroom, extra deep slide-outs and easy maneuverability made the See Ya a perfect choice for this dedicated band as they traveled from state to state.

We at ALFA are proud of our country and are proud to be a part of this tribute to the many men and women who served in its wars and gave their lives for it.



# ALFA includes the features that you want most, at no charge

	ALFA	BRAND A OPTION PRICE	TYPICAL OPTION PRICE
Solid Gold 5 Year Warranty	STANDARD		\$7,500.00
7.5 KW diesel generator	STANDARD		\$4,340.00
Raised rail Freightliner® chassis	STANDARD		\$2,562.00
Leather recliners	STANDARD		\$2,100.00
12 cu.ft. 4 door refrigerator/freezer with ice maker	STANDARD		\$2,100.00
Combination slide-out covers/window awnings	STANDARD		\$2,100.00
2000 watt inverter	STANDARD		\$1,800.00
Electric main awning with wind sensor	STANDARD		\$1,680.00
Satellite TV system with roof mounted dish	STANDARD		\$1,610.00
Patio party center with TV and refrigerator/freezer	STANDARD		\$1,610.00
Washer/dryer package	STANDARD		\$1,603.00
Leather sofa	STANDARD		\$1,540.00
Freight delivery charges to dealer	STANDARD		\$1,500.00
Leather J lounge	STANDARD		\$1,400.00
Leather faced driver and passenger seats	STANDARD		\$1,400.00
Gel coat marine grade UV protected front cap	STANDARD		\$1,330.00
EZ Store™ slide-out trunk tray	STANDARD		\$1,120.00
Rear vision system	STANDARD		\$1,120.00
Ceramic tile in kitchen and bath	STANDARD		\$1,071.00
Electric front and rear leveling jacks	STANDARD		\$900.00
Granite-like counter tops	STANDARD		\$750.00
10 disc CD changer	STANDARD		\$735.00
Oversized 275/80 R22.5 tires	STANDARD		\$700.00
Oak dinette table with four chairs	STANDARD		\$693.00
27,000 BTU residential style air conditioner with heat pump	STANDARD		\$679.00
Smart steering wheel	STANDARD		\$665.00
Entertainment center w/combo VHS/DVD	STANDARD		\$651.00
Electric sun visors	STANDARD		\$525.00
Electric dump valves	STANDARD		\$500.00
12V attic fan in bathroom	STANDARD		\$490.00
Six-way powered driver's seat	STANDARD		\$455.00
Space saver convection microwave	STANDARD		\$364.00
Satellite receiver/access card	STANDARD		\$343.00
27" stereo TV with remote	STANDARD		\$322.00
50 amp service	STANDARD		\$315.00
13" TV/DVD combo in bedroom	STANDARD		\$300.00
Stereo amplifier and speakers	STANDARD		\$300.00
Patio chairs and table	STANDARD		\$252.00
Dash fans	STANDARD		\$225.00
Powered vent in living room	STANDARD		\$329.00
13" galley slave TV	STANDARD		\$150.00
10 gal. lp gas/electric water heater	STANDARD		\$147.00
Oak raised panel refrigerator doors	STANDARD		\$140.00
Self-lighting range with 21" oven	STANDARD		\$133.00
Exterior scare lights	STANDARD		\$107.00
Porcelain toilet	STANDARD		\$105.00
Portable 18" satellite	STANDARD		\$100.00
CB radio ready	STANDARD		\$70.00
Coachnet 24/7 Roadside Assistance	STANDARD		\$99.50
<b>Your Total Cost with ALFA</b>	<b>0!</b>		<b>\$51,030.50</b>

# Additional Standard Features

These Standard Features are INCLUDED in the purchase price of your ALFA See Ya Motorhome...

## LIVABILITY

- Solid oak raised panel cabinet doors
- Soft touch carpeted ceiling
- Ceramic tile in kitchen and bathroom
- Best grade nylon carpeting and pad in living area and bedroom
- 84" leather sleeper sofa bed
- Booth dinette with drawers or optional free standing dinette
- Aromatic cedar in main wardrobe
- Full length dressing mirror
- Ultra firm soft-top deluxe mattress

## GALLEY

- **NEW** Oak paper towel rack with travel lock
- **NEW** 21" oven with 3 burner range and self-lighting high output burners
- **NEW** Exclusive interior/exterior pass through waste basket system
- Counter flush knife rack
- Abundant storage thru-out
- 12 cu. ft. Norcold® refrigerator with pantry
- Solid Oak raised panel refrigerator doors
- Convection microwave
- Granite-like counter top with integral sink
- Deluxe single lever faucet
- Chopping block sink cover

## BATH

- **NEW** Height adjustable residential style massage shower head
- **NEW** Assist handle in shower
- One piece shower or garden tub
- High dome dual pane skylight with shade
- Large medicine cabinet with mirror
- Seamless one-piece sink and countertop
- Glass shower door with gold tone frame and towel bar
- Porcelain toilet

## EXTERIOR AMENITIES

- Electric entry step
- Rear ladder
- Exterior assist handle
- Under-hood utility lights front & rear
- Exterior shower
- Slideout covers and window awnings
- One touch electric main awning

## ENTERTAINMENT

- **NEW** 13" color TV with remote control and DVD (bedroom)
- **NEW** Stereo DVD/VCR
- Video switching box with TV antenna booster
- TV antenna
- Patio party center with fully functioning 19" TV with remote and fridge/freezer, 4 chairs and 2 folding tables
- 27" stereo color TV with remote control (living area)
- 13" Slave TV with remote (living area)
- Cable TV hookup and telephone jacks
- Kenwood® double DIN in dash stereo system with CD and cassette
- Kenwood® 10 disc CD changer
- Kenwood® 500-watt auxiliary amplifier
- Kenwood® 8 speakers with 3 volume controls
- Fully automatic digital satellite system

## CHASSIS/ENGINE/SUSPENSION

- Freightliner® XC Series chassis
- Caterpillar® 330 HP turbocharged, after cooled diesel engine
- Torque: 860 ft/lbs. at 1440 rpm
- Cubic inch displacement: 439 (7.2 liters)
- Allison® 3000 MH 6-speed transmission with electronic push button shifter
- Cast spider cam rear brakes
- Manual dump valve for air suspension
- ABS airbrake system
- Fuel tank capacity: 100 gal.
- Rear axle ratio: 4.63:1
- Full Neway® air ride suspension
- Front anti-sway bar
- Sachs® shock package
- Power steering
- Radial tires
- Tire size: Michelin® XRV 275/80R22.5
- Tire load range: G6
- Full air brakes (drums) with automatic slack adjusters
- Air dryer with electric heater
- Extarder exhaust brake
- Engine block heater
- Air cleaner restriction indicator
- 5,000 lb. hitch receiver

## DRIVER'S COCKPIT

- **NEW** Air horns
- **NEW** Manual & electric shades
- **NEW** VIP smart wheel
- **NEW** 12v outlet
- **NEW** redesigned armrest and switch layout
- **NEW** rear view mirror for interior viewing
- Automotive ergonomic design and styling with generous storage provisions
- Pilot and co-pilot map lights
- Fog lights/driving lights
- Power steering/cruise control
- Tilt and telescopic steering wheel column
- Cockpit fans (2)
- Backup camera with monitor and speaker
- Power controlled heated exterior mirrors
- Deluxe gauge package
- Cigarette lighter
- Cup holders
- Leather 6-way power pilot seat
- Four-point semi-automatic hydraulic leveling jacks

## BODY CONSTRUCTION

- Welded aluminum framed upper superstructure with steel reinforcements
- Ultra-light high density 5.5" thick composite roof, with R-20 insulation value
- Steel framed cockpit & entry door frame
- High-tech lightweight gel coated Medallion fiberglass exterior walls
- Thickest, strongest walls in the business, 2 3/8" thick, R-11 insulation value
- Super stiff unitized steel floor frame with inter-locking cross-members
- 3/4" tongue and groove plywood floor decking

- Huge climate controlled basement
- Ultra-flat™ flush floor electric slideout in living room
- Wardrobe slide-out in bedroom
- 2 3/8" thick vault like, extra large posi-seal baggage doors with single handle latches
- Undercoated where required

## ELECTRICAL SYSTEMS & LIGHTS

- Systems monitor panel
- 50 amp 120V/240V power distribution panel
- 7.5 KW diesel generator
- 2000 watt inverter with 100 amp charge
- Eight batteries (4 inverter, 2 engine, 2 coach)
- Scare lights (3)
- Power cord with quick disconnect
- Battery disconnect switches
- Porch light
- Patio receptacle
- Decorative dining light
- Cosmetic lights in bathroom
- Decorative lights in bedroom and living area
- 12V ABS trimmed fluorescent lights in ceiling
- Battery isolator bypass switches
- Interior located fuses for easier changes
- Reading lights over sofa

## PLUMBING AND LP SYSTEMS

- Electric dump valves
- 38 gallon LP tank (80% usable liquid fill area)
- Vented combination washer/dryer
- Demand water system with pump
- Water filter
- No-fuss flush black holding tank rinsing system
- 10 gallon LP gas/electric water heater with electronic ignition
- Water heater by-pass valve
- Gravity and pressurized water fill

## HEATING, VENTS AND AIR CONDITIONING

- Residential style basement 27,000 BTU air with heat pump
- Electronic controlled dash heating and a/c system with defroster
- 40,000 BTU furnace
- In-floor ducted heating and air distribution system
- 2 high velocity reversible attic fans with wall control in living room and bedroom, and (1) 12 volt exhaust fan in bathroom
- Ceiling fan

# 2003 See Ya Floorplans

36'

## WEIGHTS

Unloaded vehicle weight UVW (lbs)	26,277
Gross vehicle weight rating GVWR (lbs)	32,000
Gross combined weight rating GCWR (lbs)	37,000
Front gross axle weight rating (lbs)	12,000
Rear gross axle weight rating (lbs)	20,000

## MEASUREMENTS

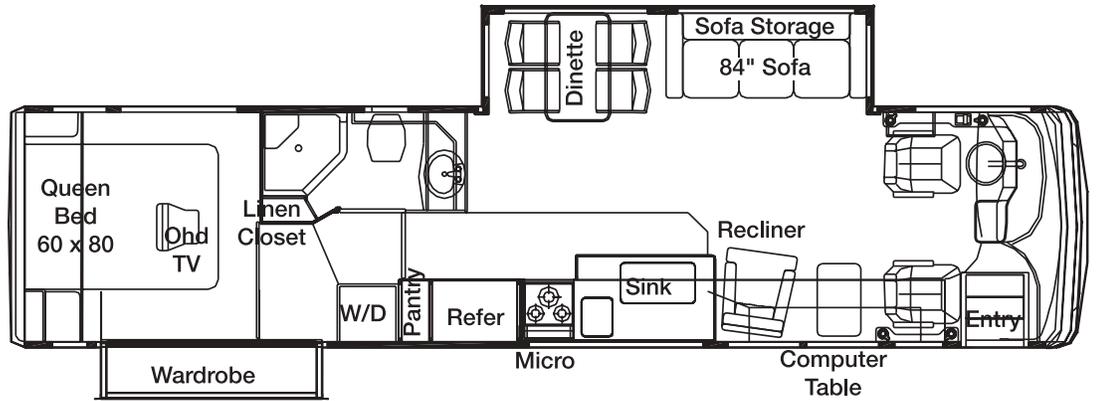
Wheelbase	228"
Overall length	37'9"
Overall height*	12'5"
Interior height	7'6"
Interior width	95"
Exterior width	102"

## TANK CAPACITIES\*\*

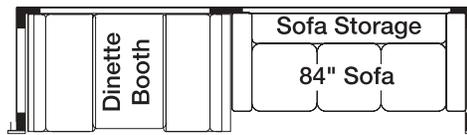
Water heater (gal)	10
Gray tank (gal)	75
Black tank (gal)	40
Fresh water capacity (gal)	101
Fuel tank (gal)	100
L.P. tank (gal)	38

\* Heights may vary due to vehicle loading

\*\* Tank manufacturer's listed water capacity (WC). Actual filled LP capacity is 80% of listing due to safety shut off required on tank.



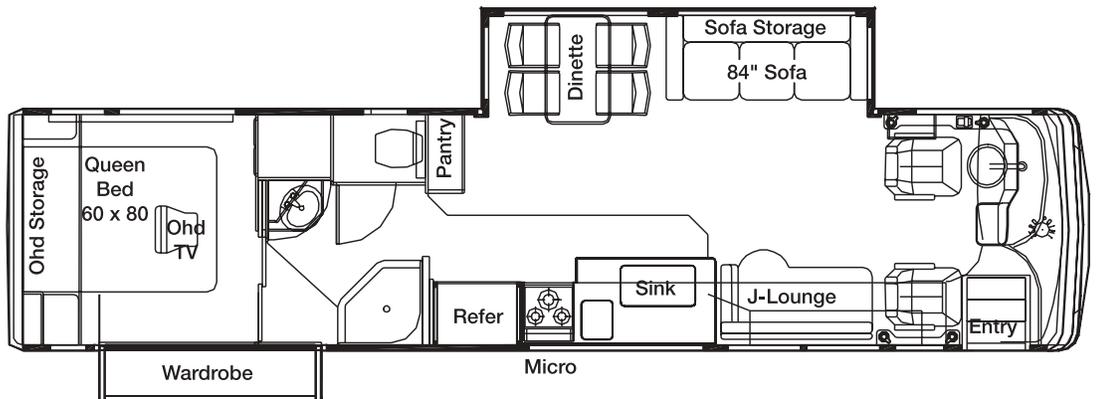
36' Model #1001 with Private Bath, Living Room Option #2  
356.04 sq. ft.



Dinette Booth Option



Living Room Option #1  
Coffee Table in lieu of Computer Table



36' Model #1001 with Walk Through Bath, Living Room Option #3  
356.04 sq. ft.

## ALFA's Solid Gold 5 Year Protection Plan

ALFA is the only company to honor their claim of quality, reliability, durability and performance with a 5 year protection plan. To buy an extended service contract on other motorhomes, you could pay \$7,500 or more! With ALFA's 5 year protection plan, a service agreement valued up to \$7,500 is included FREE!

- Full five year coverage
- Roadside Assistance and towing insurance up to \$150 per occurrence from 1st day (does not include tires)
- Trip interruption insurance up to \$300 per occurrence (up to \$100 per day for meals & hotel for up to 3 days) from 1st day
- 1st year limited warranty provided by ALFA with \$0 deductible
- Years 2 to 5 covered by combination of supplier warranties and service contract with maximum deductible of \$100 per visit
- Minimum number of exclusions
- Best protection plan available
- Included in the purchase price of every ALFA!



# 2003 See Ya Floorplans

40'

## WEIGHTS

Unloaded vehicle weight UVW (lbs)	27,233
Gross vehicle weight rating GVWR (lbs)	32,000
Gross combined weight rating GCWR (lbs)	37,000
Front gross axle weight rating (lbs)	12,000
Rear gross axle weight rating (lbs)	20,000

## MEASUREMENTS

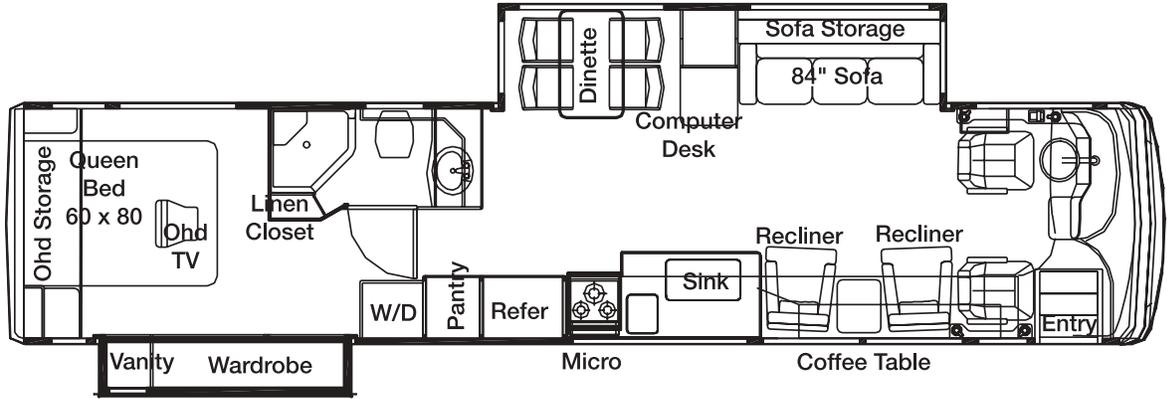
Wheelbase	252"
Overall length	39'11"
Overall height*	12'5"
Interior height	7'6"
Interior width	95"
Exterior width	102"

## TANK CAPACITIES\*\*

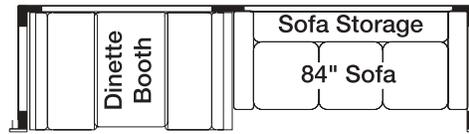
Water heater (gal)	10
Gray tank (gal)	75
Black tank (gal)	40
Fresh water capacity (gal)	101
Fuel tank (gal)	100
L.P. tank (gal)	38

\* Heights may vary due to vehicle loading

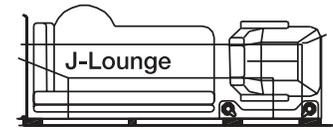
\*\* Tank manufacturer's listed water capacity (WC). Actual filled LP capacity is 80% of listing due to safety shut off required on tank.



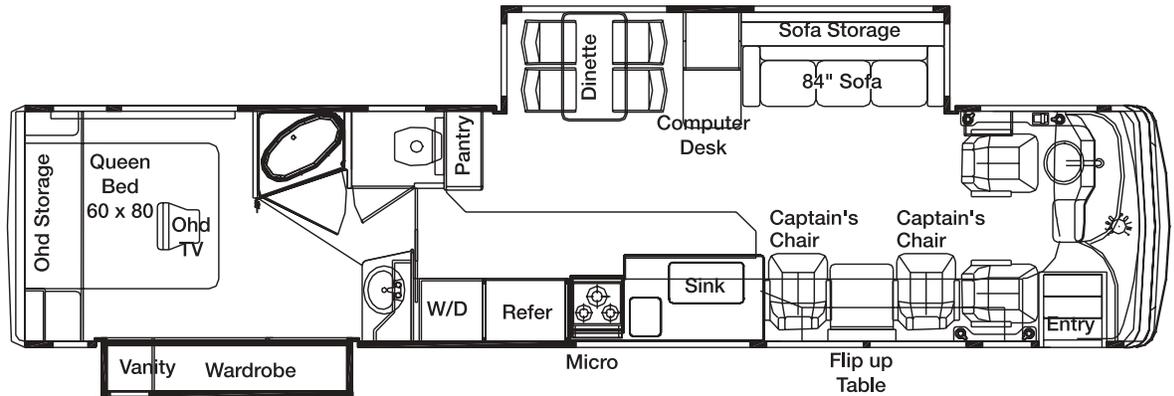
40' Model #1004 with Private Bath, Living Room Option #1  
(Living Room Option #2: Computer table in lieu of coffee table)  
396.81 sq. ft.



Dinette Booth Option



Living Room Option #3



40' Model #1004 with Walk Through Bath, Living Room Option #5  
396.81 sq. ft.

is included FREE as standard equipment.

### What Is Covered:

Virtually all of your motorhome is covered for 5 years. This is not a mere "structural" warranty, but real protection for your valuable investment. How comprehensive this package really is can be best demonstrated by listing the major exclusions.\*

### General Exclusions:

Abuse, owner negligence, neglect or exposure. Specific exclusions include readily accessible and replaceable component parts with a value of less than \$15, such as fuses and light bulbs. Tires, batteries and VCR after their manufacturers' warranties expire. Glass, weatherstrips, trim, moldings and rubber hoses after the expiration of the ALFA one year warranty. Generally, everything else is covered. Contact your local ALFA dealer for complete details. Maximum financial obligation is limited to \$100.00 deductible per visit after the first year.

\*This is not an agreement but an outline of general coverage. Please read the manufacturer's warranty and the ALFA Leisure Solid Gold™ Five Year Protection Plan contract service agreement available at your ALFA dealer for exact coverage terms and conditions.



Splendide

Kwik-ee

Dometic

FKUSTOM FIT

RBW

THE FORD

# You're covered in an ALFA

## Limited One-Year Warranty

### I. Coverage

ALFA LEISURE, Inc warrants to YOU, the FIRST CONSUMER PURCHASER, that your new motorhome to be free from defects in material and workmanship, under conditions of normal use and subject to reasonable and necessary care and maintenance as set forth below.

Provided the procedures in Part IV of this warranty are followed, and provided further that you make every effort immediately upon discovery of the defect to prevent further damage, ALFA Leisure will correct defects in material or workmanship by repair or replacement of any necessary parts, at our election, free of charge. ALFA Leisure will not, however, replace or repurchase the motorhome from you.

This warranty is not intended to replace valid warranties on appliances and equipment manufactured by third parties and installed by ALFA Leisure, but we will assist you in enforcing these valid third party warranties (except for tires and batteries) throughout the term of this warranty, upon presentation of proof of compliance with the warranty procedures of the appropriate appliance or equipment third party manufacturer. If you cannot obtain satisfactory results from such third party manufacturers due to no fault of your own, ALFA Leisure may, at its election, consider such appliances and equipment as covered by this warranty.

Reasonable and necessary maintenance means following the procedures for care and maintenance according to the schedules in the Owner's Manual and further requires return of the unit to the SELLING DEALER (or other authorized travel, service or repair facility in the manner set forth in Part IV below) for necessary periodic service, adjustments, and repair. Minor adjustments (such as adjustments to the interior or exterior doors, LP regulator pressure, cabinet latches, etc.) will be performed by the dealer during the first 90 days of warranty coverage. Thereafter, such adjustments are the responsibility of the owner as normal maintenance unless required as a direct result of repair or replacement of a defective part under this warranty.

### II. Duration

This warranty begins on the date of delivery to you, the first consumer purchaser, when the motorhome is first placed into service as a rental, commercial or demonstrator unit (whichever comes first) and extends for a period of one year from that date or until the unit has received 15,000 total miles of usage as determined by the mileage shown on the odometer (whichever comes first).

This warranty covers only those defects in material and workmanship which become evident during the one year period. Written notice of any defects must be given to the Selling Dealer or ALFA Leisure, no later than one (1) year and ten (10) days after the delivery date to you.

Any implied warranties of merchantability and fitness for a particular purpose are limited in duration to the one year period stated above. Some states do not allow limitations on how long an implied warranty lasts, so the above limitation may not apply to you.

### III. Exclusions

- A. The motorhome chassis system, including the chassis drivetrain, are separately warranted by the chassis and drivetrain manufacturers.
- B. Tires, which are separately warranted by the tire manufacturer.
- C. Batteries, which are separately warranted by the battery manufacturer.
- D. VCR, which is separately warranted by the VCR manufacturer.
- E. Any motorhome subjected to abuse, misuse, negligence, or accident.
- F. Defects resulting from failure to comply with instructions contained in the Owner's Manual.
- G. Defects caused, in whole or in part, by alteration or modification of the motorhome.
- H. Consequential and incidental damages, including but not limited to transportation to and from dealer and manufacturer locations; loss of time, including time lost from work; inconvenience; commercial loss; loss of use; towing charges; transportation fare; car rentals; telephone calls; hotel bills; and loss or damage to other personal property. Some states do not allow exclusions or limitations of consequential or incidental damages, so the above limitation may not apply to you.
- I. Deterioration due to normal wear or exposure.
- J. Readily accessible and replaceable component parts such as light bulbs, fuses, screws, etc. in which the total value of such defective parts is fifteen dollars (\$15.00) or less.

- K. Any undertaking, representation, or warranty made by dealers or other third parties selling ALFA Leisure products beyond these expressly set forth in this warranty.
- L. Any warranty repair work performed without prior authorization from the Selling Dealer or ALFA Leisure, as required by Part IV, below.
- M. Minor cosmetic flaws or damages customary in the manufacture and display of motorhomes.
- N. Problems with or stemming from the installation of components or accessories not originally installed by ALFA.
- O. Squeaks, creaks, pops, wind noise or other such subjective noises, which are normal for motorhomes.

### IV. Warranty Claim Procedures

If a problem arises which you believe is covered by this warranty, you must first contact the SELLING DEALER or other repair or service facility authorized by ALFA Leisure, and communicate sufficient information to enable him to resolve the matter.

To obtain normal warranty service, you must return the motorhome to the Selling Dealer unless the motorhome is not in reasonable proximity to the Selling Dealer's geographic location. In this case, you must contact ALFA Leisure for identification of an authorized service or repair facility to perform the warranted work. In the event that a failure has rendered the unit unusable and you are not in reasonable proximity to the Selling Dealer or authorized service facility, you must obtain prior telephonic authorization from the Selling Dealer or ALFA Leisure to have the unit serviced by another motorhome repair facility, and you will be reimbursed for only that portion of such repairs that are covered by this warranty. No coverage will be afforded for repairs made without prior authorization from the Selling Dealer or ALFA Leisure or for work performed beyond the scope of this limited warranty.

ALFA Leisure, at its discretion, may be willing to authorize warranty service work to be performed by any entity in the business of repairing recreational vehicles if requested to do so by the buyer.

*If you are unable to resolve any particular claim in one visit to a service center, and must return the unit for a second attempt, you must notify ALFA Leisure at 1-888-590-4485, to enable ALFA Leisure to assist with the successful resolution of the claim.*

### I. State Law

This warranty gives you specific legal rights, and you may have other rights that vary from state to state.

YOUR ALFA DEALER IS:



ALFA™  
Gives You More!

ALFA Leisure, Inc., 1612 S. Cucamonga, Ontario, CA 91761 • (909) 628-5574 • [www.alfaleisure.com](http://www.alfaleisure.com)

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ALFA Leisure reserves the right to make product changes without notice and without incorporating them in similar models on another date. Every effort has been made to avoid printing errors, however, if there are any specification or printing errors, we must disclaim responsibility.

ALFA 08/02