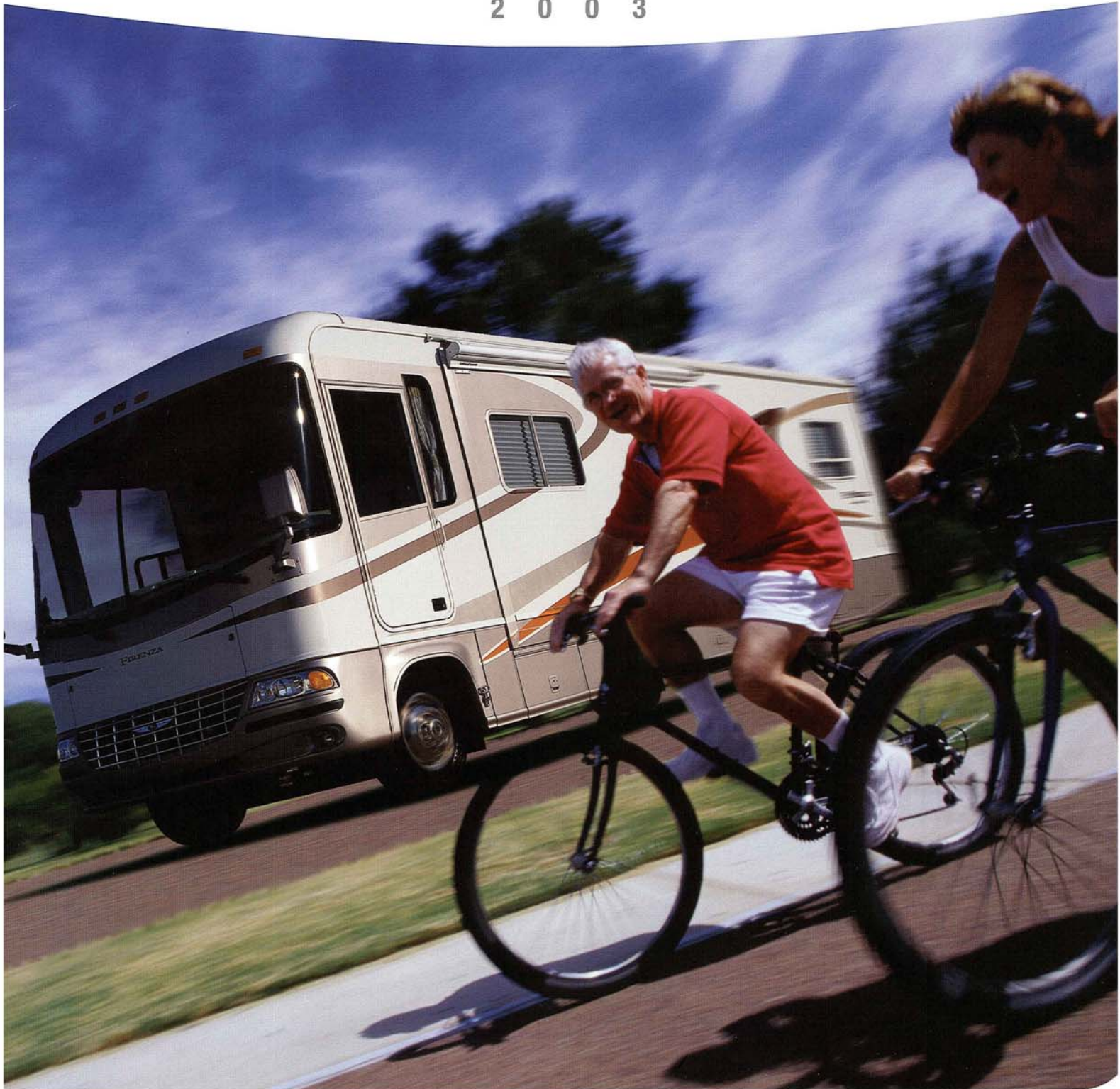


F I R E N Z A™
G A S O L I N E M O T O R H O M E



MOTORHOMES BY JAYCO®

2 0 0 3





W

e took our sweet time coming out with a Class A motorhome. Some of our competitors beat us to market by 30 years. So we couldn't settle for a motorhome just as good as theirs.

Instead, in 2001 we introduced not only a new line of coaches, but a total motorhome experience unlike any other.

We talked to hundreds of veteran motorhome owners and designed Firenze around their wisdom.

We asked them what features meant the most. And made those features standard, at lower cost than the leading competitors' coaches.

Most important, we did the thing we already knew how to do best. Treat our buyers as if they were our own family. (As a private, family-owned business, we've been living that value since 1968.) With the best warranty, standard 24-hour road service, overnight emergency parts shipping, and a client-assistance hot line to answer questions about your coach and great owners.

Once you've compared everything you get to the leading motorhomes in its class, we think you'll agree...Firenze was worth the wait.



Every day, more new Jayco motorhome owners are telling us

FIRENZA™ WAS WORTH THE WAIT.

More than a motorhome. A total experience.



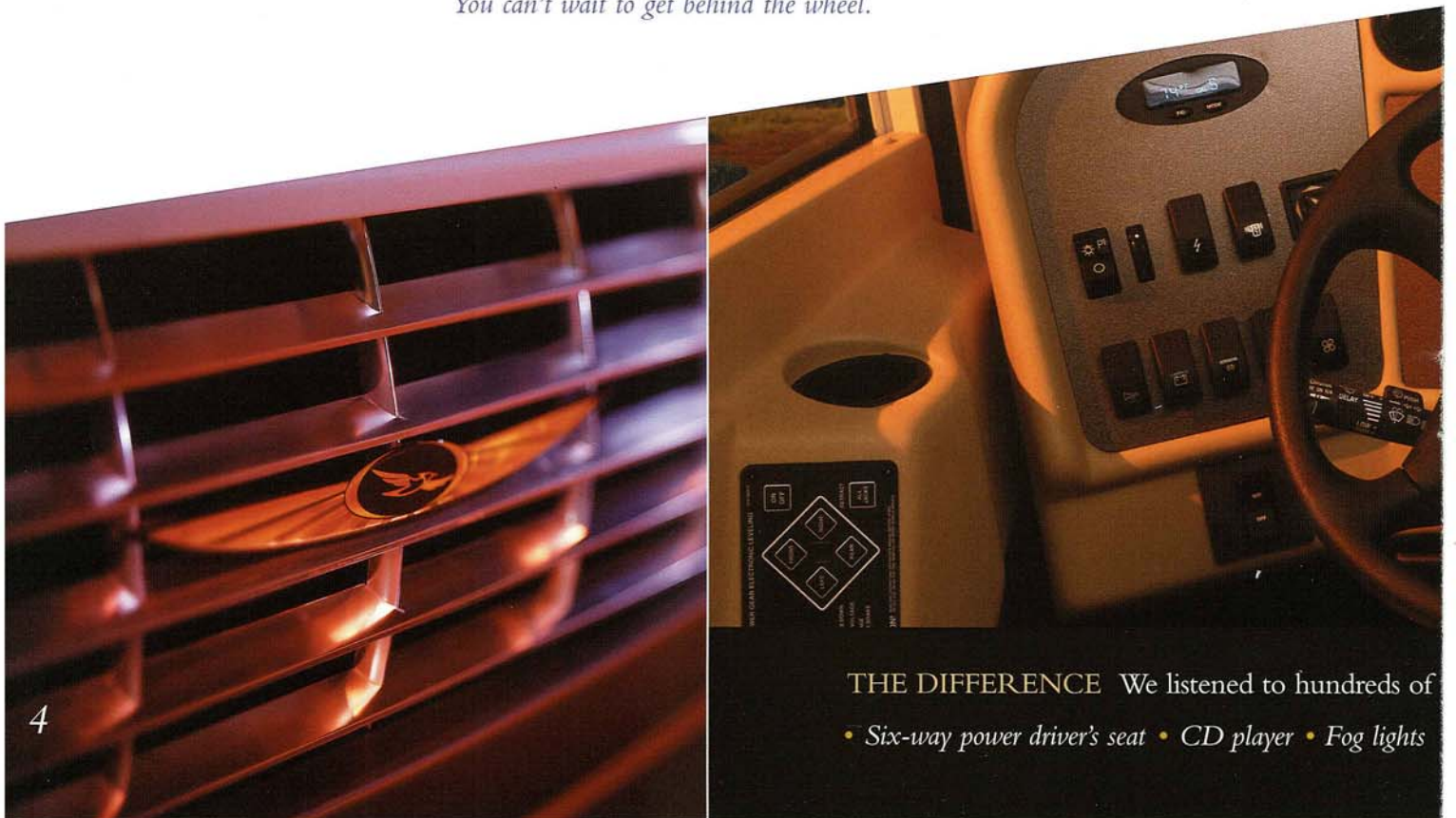
THE DIFFERENCE Full Body Paint Option in Woodland Fern shown above.



Firenza changes the experience of driving a motorhome.

FALL IN LOVE WITH DRIVING.

You can't wait to get behind the wheel.



THE DIFFERENCE We listened to hundreds of

- Six-way power driver's seat
- CD player
- Fog lights

We knew Firenza had to be, before anything else, a great driving experience. If you just want to park in a campground, we have some great travel trailers for you. Firenza is for people who can't wait to see what's around the next bend or over the horizon.

To make your experience as good as it could be, we started with months of research in a cockpit simulator. We put people of all sizes in it. This let us design the cockpit so that almost everybody can easily see and reach all the gauges and controls. And drive hundreds of miles a day in comfort and greater safety. Because motorhome travel is about the thrill of discovery.

We gave you a choice of two chassis in every model, just to make sure you'd be happy. And we engineered the marriage of chassis and coach with perfect balance for excellent ride, handling and stability. We all but eliminated the transfer of road noise from chassis to coach and added automotive sound-deadening materials for an ultra-quiet ride.

We even gave Firenza the racy, automotive look drivers love. With a panoramic low profile windshield that gives you a great view of what's right in front of your coach. Powerful Lincoln Navigator headlamps and taillights. Contoured bumpers. And an automotive grill.

It's a matter of passion: If moonlit beaches are for lovers, Firenza is for drivers.



Motorhome owners about what they want in a coach. And made the most popular features standard.

Rear view video system • 24-hour roadside assistance



We decided to take a stand when we designed Firenza™: We believe people who buy gas-powered coaches deserve luxury and convenience the same as people who buy diesels. So we packed Firenza with features you'd normally only find in diesel coaches, and did it without charging diesel prices.

So you can have the comfort, beauty, storage, electronic goodies, and livability only diesel owners are used to enjoying. At gas coach prices. If you can find a way to hide the engine hump in the cab, no one will ever know the difference.

1 A free-standing dinette with two or four upholstered chairs provides comfort and convenience for you and your guests. 2 The large, luxurious bath includes a roomy, full-height tub or shower stall and a private water closet. 3 A 27-inch television in the living room is standard, as is a 20-inch model in the bedroom. 4 We even included a bedroom seating area for personal grooming or a computer workstation. 5 Experienced motorhome travelers told us what they wanted in a bedroom: A big wardrobe, overhead cabinets, recessed halogen reading lamps, day/night shades for light and privacy, plenty of room to move around the bed, and jalousie windows for better ventilation.



4
5



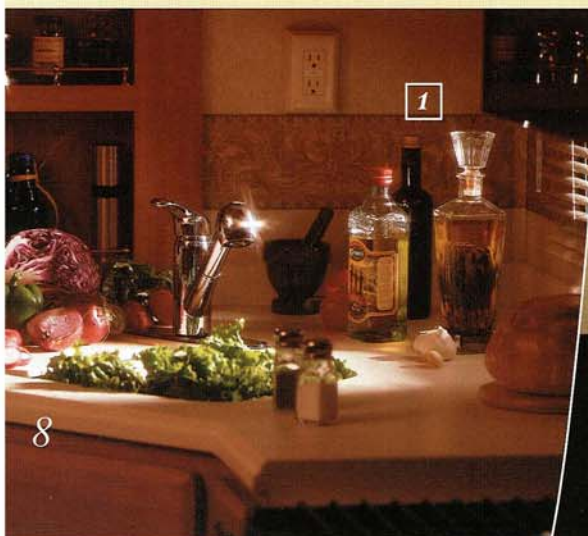
7

The stunning beauty of Firenza's contemporary design isn't just skin deep. We've paid attention to every detail so that Firenza™ is one of the most livable coaches you'll ever see.

Firenza is right in every detail. Oak-edged counters. Hidden cabinet hinges. Standard day/night shades in the living room and bedroom that give you a choice of more privacy or more light. You'll find the right lighting at your fingertips everywhere you need it. A padded vinyl ceiling makes for a quieter ride and easier housekeeping.

Life is

BEAUTIFUL.



THE DIFFERENCE More standard features that set Firenza apart from

• At least two slide-outs in every model • Porcelain toilet • 27-inch TV in the living room,

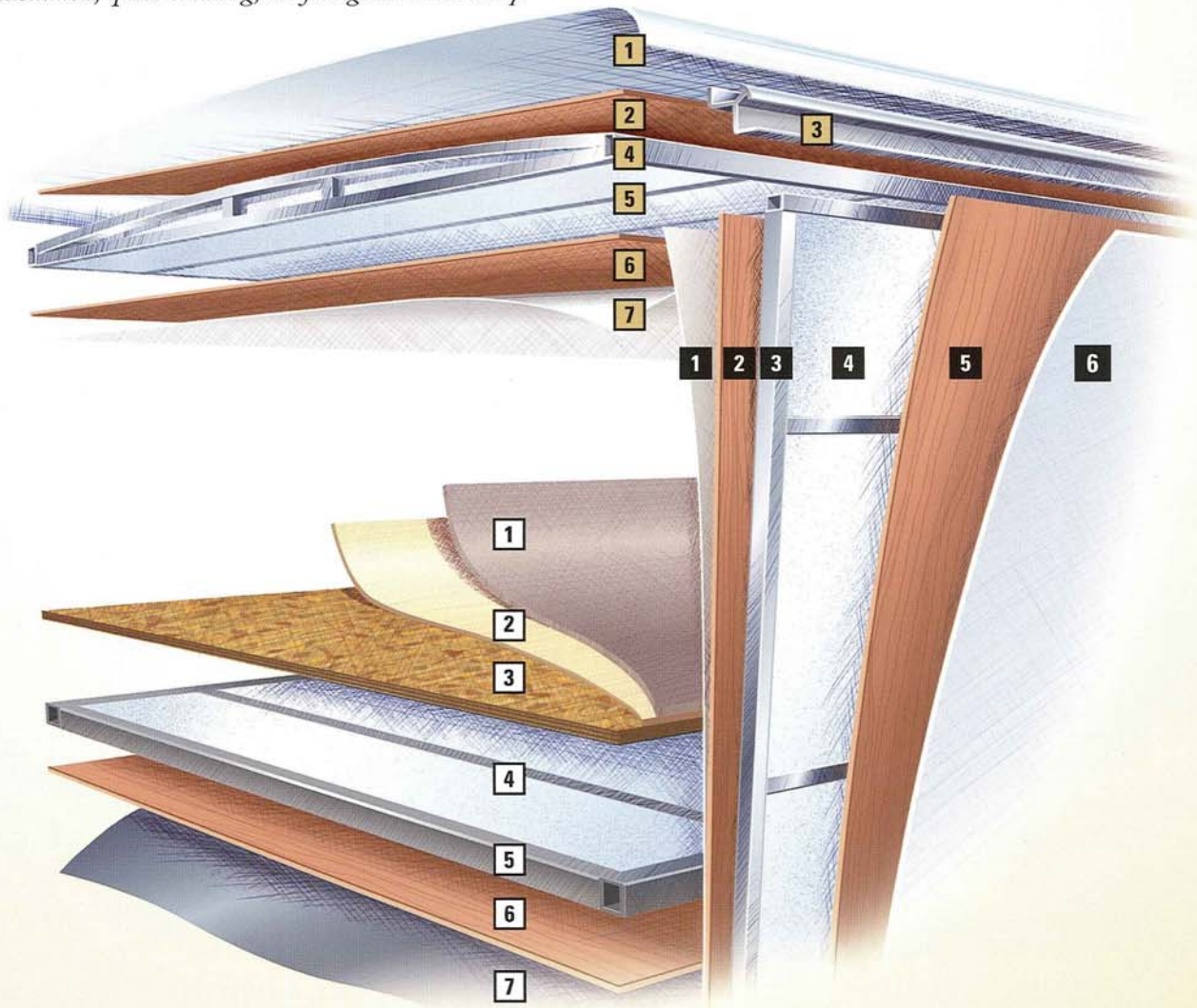


ner gas coaches — and closer to diesel luxury.

4-inch TV in the bedroom • Recliner chair in the living room • Free-standing dinette

THE STRONG, SILENT TYPE.

Firenza's veteran Class A engineering team broke new ground with an ultra-durable, well-insulated, quiet-running, all-fiberglass coach body.



ROOF

- 1 One-Piece Seamless TPO Roof (Fiberglass optional)
- 2 1/8" Luaun
- 3 Aluminum Extrusion Joining Sidewall and Roof
- 4 Aluminum Roof Frame
- 5 Styrofoam Insulation
- 6 1/8" Luaun
- 7 Vinyl Ceiling with 1/2" Padding for Extra Insulation and Sound Deadening

WALLS

- 1 Vinyl Decorative Wall Covering
- 2 1/8" Luaun
- 3 1 1/2" Tubular Aluminum Wall Frame
- 4 Styrofoam Insulation
- 5 1/8" Luaun
- 6 High-Gloss Fiberglass Exterior

FLOOR

- 1 Residential-Quality Carpet
- 2 1/2" Foam Pad
- 3 1/2" Structurwood®
- 4 Styrofoam Insulation
- 5 1 1/2" Tubular Steel Floor Frame
- 6 1/4" Luaun
- 7 Waterproof Underbelly



CHOOSE THE RIDE YOU LIKE BEST.

When we interviewed motorhome owners and dealers about chassis preferences, we found that (surprise) people just didn't agree on which was best. So we decided to offer every Firenza model on both a Ford® and a Workhorse® chassis. The choice is up to you.

FORD®

Power: Ford Triton™ V10 • 6.8 liter, 415 cubic-inch displacement • 310 hp @ 4250 rpm • 425 ft.-lb. of torque @ 3250 rpm • 130-amp alternator

Transmission: 4R100 4-speed automatic with overdrive
• 3-year warranty, 36,000 miles • Park pawl

Suspension: Single-beam front axle • Front stabilizer bar
• Gas pressure shock absorbers • Multi-leaf springs

Wheels and Tires: 19.5-inch 8-lug disc wheels • Goodyear®
Metric Radial XRV 245/70R 19.5F tires

WORKHORSE®

Power: All new GM Vortec™ 8100 • 8.1 liter, 496 cubic-inch displacement • 340 hp @ 4200 rpm • 455 ft.-lb. of torque @ 3200 rpm • 145-amp alternator

Transmission: Allison 1000 Series™ 5-speed electronic automatic
• 3-year warranty, unlimited miles • Park pawl • Electronic diagnostics • Limp-home feature • 32-bit microprocessor

Suspension: Stabil-Ride™ front and rear suspension • Patented integral front stabilizer bar • Custom tuned auxiliary spring
• Custom tuned Monroe shock absorbers • Parabolic springs

Wheels and Tires: 19.5-inch 8-lug disc wheels • Michelin® XRV
245/70R 19.5F tires

THE DIFFERENCE Firenza delivers the best when it comes to the way we build motorhomes, and the way we protect our owners. Compare the Jayco 2+3 Warranty™:

• Two-year bumper-to-bumper warranty • Three-year structural warranty • Warranty transferable for two years

2003 FIRENZA™ Fabric Choices



Rain Forest Moss



Ocean View Blue



Timber Ridge Cream

Wood Choices

North Ridge Maple



Fairfield Oak

2003 FIRENZA SPECIFICATIONS

FORD CHASSIS/ENGINE/SUSPENSION

Standard

6.8 L Electronic Fuel Injection V10 Gasoline Engine: 310 hp
 Cubic Inch Displacement (CID): 415
 Torque 425 Ft.-Lb. @ 3250 rpm
 Automatic Transmission with Overdrive: 4-Speed
 Fuel Tank Capacity: 75 Gal.
 Alternator: 130-amp
 Rear Axle Ratio: 5.28
 Hitch Receiver
 Radial Tires
 Tire Size: LT245/70R 19.5 F

WORKHORSE W20 SERIES CHASSIS/ENGINE/SUSPENSION

Standard

8.1L Electronic Fuel Injection V8 Gasoline Engine: 340 hp
 Cubic Inch Displacement (CID): 496
 Torque 455 Ft.-Lb. @ 3200 rpm
 Automatic Transmission with Overdrive:
 5-Speed Allison 1000 Series™
 Fuel Tank Capacity: 75 Gal.
 Alternator: 130-amp
 Rear Axle Ratio: 4.78
 Hitch Receiver
 Radial Tires
 Wheel and Tire Size: XRV245/70R 19.5 F

Optional

W22 Series Chassis (22,000 Lb.)

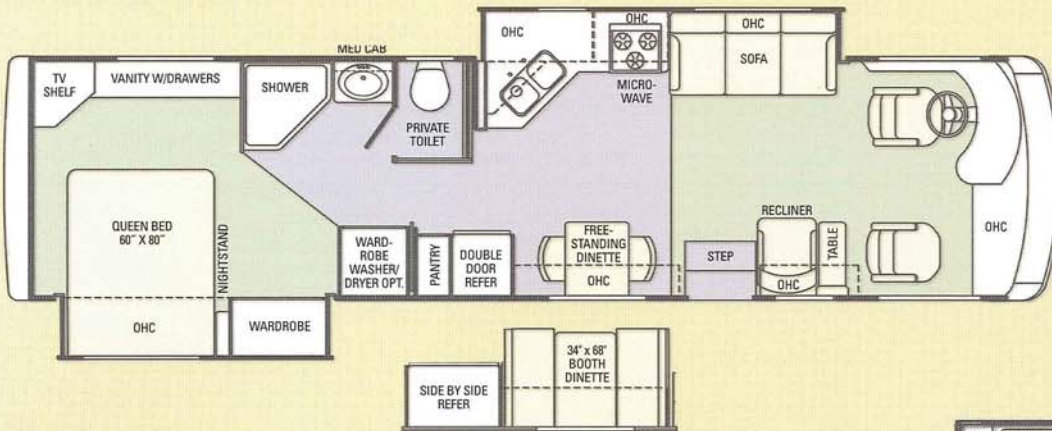
WEIGHTS	Workhorse		
	Ford	W20	W22
Front Gross Axle Weight Rating (Lbs.)	7,000	7,500	8,000
Rear Gross Axle Weight Rating (Lbs.)	13,500	13,500	14,000
GVWR	20,500	20,700	22,000
GCWR	26,000	26,000	26,000
TANK CAPACITIES			
Gray Tank (Gal.)	61	61	61
Black Tank (Gal.)	41	41	41
Water Tank with Water Heater (Gal.)	75	75	75
LP Tank (Lbs.)	106	106	106

2003 FIRENZA™ Floorplans



FIRENZA 33 E

Wheelbase:	228"
Exterior Length:	33' 9"
Exterior Height w/ A/C:	
Ford	11' 9"
Workhorse W20	12' 4"
Interior Height:	80"
Interior Width:	96"
Exterior Width:	102"



FIRENZA 35 F

Wheelbase:	248"
Exterior Length:	35' 11"
Exterior Height w/ A/C:	
Ford	11' 9"
Workhorse W20	12' 4"
Interior Height:	80"
Interior Width:	96"
Exterior Width:	102"



FIRENZA 36 B

Wheelbase:	236"
Exterior Length:	36' 11"
Exterior Height w/ A/C:	
Ford	N/A
Workhorse W22	12' 5"
Interior Height:	80"
Interior Width:	96"
Exterior Width:	102"

- Vinyl Flooring
- Carpet

2003 FIRENZA™ Standard and Optional Features

EXTERIOR FEATURES

Standard

Exterior Buggage Trunks with Lights
Baggage Doors with Automotive Latches
and Gas Struts (Except LP Door)
One Key System for all Exterior Trunks
Rear Wheel Mud Flaps
Rear Ladder
Outside Utility Center with Shower
Towing Hitch
Front and Rear Fiberglass End Caps
High-Gloss Gel-Coat Fiberglass Sidewalls
One-Piece TPO Roof
Driving Lights
Daytime Running Lights
Power, Remote Exterior Mirrors
Undercoating
7-Way Plug, Pre-Wire for Brake Controller
Exterior Vinyl Graphics

Optional

Exterior Entertainment Center
Window Awning(s)
Slide-Out Awning(s)
Patio Awning with Cover
12V Electric Patio Awning with Remote Control and Cover
Thermal Pane Windows
Full Width Deluxe Mud Flap (Dealer Installed)
Hydraulic Leveling Jacks
One-Piece, Seamless Fiberglass Roof
Full Body Paint, Three Choices
Front Cap Protective Film
Exterior BBQ Grill

CAB FEATURES

Standard

6-Way Power Driver Seat
Rear Vision Camera and Monitor System
AM/FM Stereo/CD Player
Automotive-Style ABS and Vinyl-Wrapped Dash
Driver and Passenger Sun Visors
Overhead TV Cabinet
Front Privacy Curtain
Passenger Dash Glove Compartment
3-Way Dash-Mount Generator Switch
Dash Mounted Digital Compass and
Outside Thermometer

CAB FEATURES

Optional

Electric Air Horns
Driver's Door with Power Window
6-Way Power Passenger Seat
Ultraleather™ Driver's and Passenger Seat
CB Radio Prep with Antenna
Built-in Computer Workstation in Dash
GPS Navigation System
Driver and Passenger Sun Shade
AM/FM Stereo with Cassette and CD

INTERIOR/DECOR FEATURES

Standard

Fairfield Oak Cabinetry with Brass Hardware
and Hidden Hinges
Raised Panel Cabinet Doors (Upper and Refrigerator)
Decorative Lighting Package
Pleated Day/Night Shades (Living Area and Bedroom)
High Pressure Laminate Countertops with Oak Edging
Power Drive™ Electric Slide Room System
Padded Vinyl Ceiling Material
Mini Blinds (Kitchen)
Wood Fascia Boards on Slide-Outs

Optional

North Ridge Maple Cabinetry with Burnished Brass Hardware
and Hidden Hinges
Raised Panel Cabinet Doors (Lower Only)
J-Stone™ Solid Surface Countertops and Sink Covers

FLOORING

Standard

Vinyl Flooring (Kitchen and Bathroom)
Color Coordinated Carpet with Pad (Living Area and Bedroom)

Optional

Designer Vinyl Tile Flooring (Kitchen and Bathroom)

APPLIANCES

Standard

General Electric® 30-inch Microwave with Ultra Quiet Fan
Three Burner Range with 21-inch Oven
8-cu.-ft. Refrigerator with Raised Panel Door

APPLIANCES

Optional

General Electric® Convection 30-inch Microwave
Side-by-Side 12-cu.-ft. Refrigerator (35 F and 36 B)
8-cu.-ft. Refrigerator with Ice Maker
10-cu.-ft. Refrigerator with Ice Maker
Accessories Package (Includes Dust Buster
Rechargeable Flashlight, Phone, Hair Dryer)
Spacesaver Coffeemaker
Three Burner Cooktop with Storage Below
Central Vacuum System
Attic Fan (Kitchen)

INTERIOR/GENERAL FEATURES

Standard

Recessed Kitchen Sink and Stove Top
Trash Cans in Kitchen
Pantry (35 F and 36 B)
Phone Jack and 12V Outlet in Living Area

ENTERTAINMENT FEATURES

Standard

Satellite Prep
27-inch Color TV in Living Area
20-inch Color TV in Bedroom

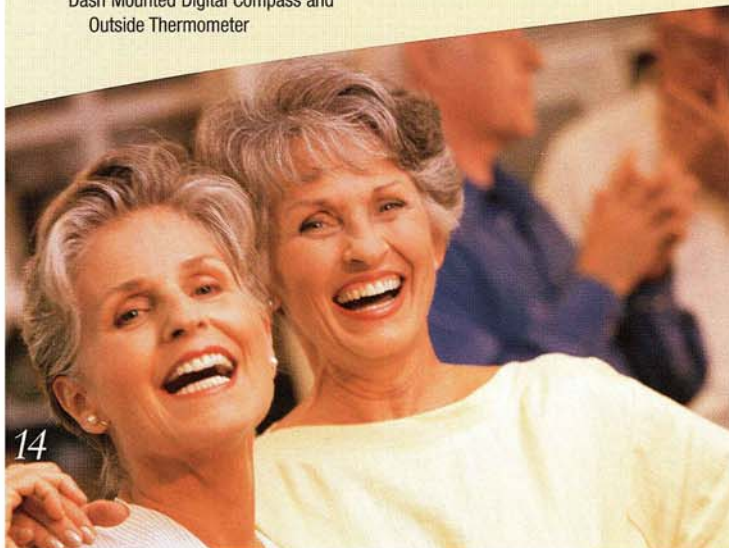
Optional

DVD Player
VCR
Satellite System with Manual Lift
Satellite System with Power Lift

FURNITURE

Standard

Fabric Recliner
Hardwood Free-Standing Dinette
and Two Padded Chairs
Fabric Easy Bed™ Sofa



At Jayco, we offer you
More Than a Motorhome.
We promise you a unique ownership experience.

FULL BODY PAINT OPTIONS

FURNITURE

Optional

Fabric Hide-a-Bed Sofa (33 E)
Ultraleather™ Hide-a-Bed Sofa (33 E)
Ultraleather™ Easy Bed™ Sofa
Ultraleather™ Recliner
Booth Dinette
Two Folding Chairs for Free-Standing Dinette

BATHROOM FEATURES

Standard

Lighted Bath Skylight
SeaLand™ Porcelain Toilet
Medicine Cabinet
Power Ceiling Vent
Molded Fiberglass Full Height Shower Surround with Glass Door
Mini Blinds
Coordinating Wallpaper Border in Bath Area

BEDROOM FEATURES

Standard

Queen Bed (60-inch x 75-inch) (33 E)
Queen Bed (60-inch x 80-inch) (35 F and 36 B)
Easy Lift Under Bed Storage

Optional

Stereo with CD Player and Alarm Clock

HEAT, POWER AND WATER

Standard

50-amp Service with Flexible Power Cord
6 Gal. Gas/Elec. Auto Ignition Water Heater
13.5M BTU Roof Mount Central Air Conditioner
35M BTU Furnace
Generator Prep
Converter
Water Pump (Two Switches Located in Interior Kitchen
and Exterior Utility Center)
Water Purification System
Water Systems Winterization Kit

Optional

Power Cord Reel for 50-amp Service
10 Gal. Gas/Elec. Auto Ignition Water Heater
Washer/Dryer (35 F)
Washer/Dryer Prep (35 F)
Generator – Onan® Marquis Gold Gas – 5.5 KW
Generator – Onan® Marquis Gold Gas – 7.0 KW
400 Watt Inverter
Solar Panel
Bedroom 13.5M BTU Air Conditioner
Second Auxilliary 12V Deep Cycle Battery

SAFETY

Standard

Fire Extinguisher
Deadbolt Lock on Entrance Door
120V GFI Protected Circuit (Kitchen, Bathroom, Exterior)
LP Gas Detector
Smoke Detector
Carbon Monoxide Detector
Pilot and Co-Pilot Three-Point Seat Belts (Lap and Shoulder)
Third Brake Safety Light
Egress Windows



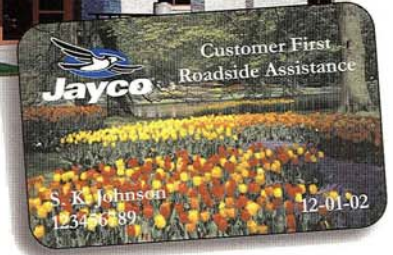
ISLAND BLUE



WOODLAND FERN



AUTUMN PEWTER



A better motorhome. Assuring you dependability and protection wherever you go. That's

THE JAYCO COMMITMENT.



We are pleased to be celebrating 35 years of building family fun. Lloyd Bontrager founded Jayco in 1968, and the Bontrager family is still actively involved in the company today. That's why family is very important to Jayco. We think of Jayco owners,

dealers, employees and suppliers as members of the extended Jayco family. This belief in family is at the heart of Jayco's success and why it is the largest family-owned recreation vehicle manufacturer in the RV industry.

When you purchase a Firenza™, you're in line for first class service and support. That's because we've combined the latest technology, the best warranty program and a well-trained staff and dealer network to create the most responsive after-market service group in the industry.

We've seamlessly consolidated our Warranty, Customer Service and Service Parts division (After Market Services-AMS) into a new, state-of-the-art 91,000-sq.-ft. facility in Middlebury, Ind. AMS representatives can quickly access your motorhome information in response to inquiries from dealers. You can also get your coach serviced in one of our 15 service bays at our Middlebury facility.

Dealers across the country can electronically order parts and check relevant details at any time. In addition, participating dealers can register new Jayco owners 24 hours a day, seven days a week. So when you pull off the dealer's lot, your coach's history is only a few mouse clicks away. You can travel worry-free in your Firenza, thanks to Jayco's new Customer First roadside assistance program. This service, free during

your first year of ownership, provides complete roadside assistance, emergency road service and special support benefits that follow you wherever you travel. This program is offered through Coach Net, the largest RV emergency road service in the country. With a simple phone call, you get immediate access to dependable service when and where you need it.

- Emergency Roadside Assistance. It's available throughout the U.S. and Canada and also covers one additional family car. Benefits — all free — include dispatch of on-site mechanical service in the event of a breakdown, jump starts, tire changes, fuel delivery, lockout service, travelers checks and \$1,000 auto theft or hit-and-run reward.
- 24-hour Toll-Free Emergency Message Service. Stay in touch with family and friends anywhere in the country in case of an emergency.
- \$500 Maximum Trip Interruption Reimbursement. If you're in an accident, you'll be reimbursed for your car rental, meals, lodging — and even your plane ticket home.
- Toll-Free Nationwide Service Appointment Assistance. Simply call us to set up an appointment, and we'll take care of the rest.
- Free Custom Trip Routing and Full Color Map Service. Receive easy-to-follow maps, travel tips, places to see and much more.
- Service Assistance. Get simple directions to the closest of more than 6,800 qualified agencies throughout North America.
- And many other benefits which provide security on the road.

Please Note: All information in this brochure is the latest available at the time of publication approval. Jayco reserves the right to make changes and to discontinue models without notice or obligation. It is important that you review weights and ratings before you purchase a new motorhome. Gross Vehicle Weight Rating (GVWR): GVWR means the maximum permissible weight of the motorhome, including the unloaded vehicle weight plus all cargo, passengers, personal items, fluids, options and dealer-installed accessories. Gross Combined Weight Rating (GCWR): equal to the GVWR of the unit plus the weight of a towed vehicle. It is the maximum allowable loaded weight with a vehicle in tow. Jayco affixes a weight label to each new RV which lists weight information for that vehicle. Pictures in this brochure may show optional equipment. RVs built for sale in Canada may differ to conform to Canadian codes.



As a Jayco owner, you can be part of the Jayco Jafari International Travel Club. Ask your dealer about the Jafari "flight" in your area, write Jayco direct or visit Jayco.com.



Jayco, Inc., P.O. Box 460, Middlebury, IN 46540
www.jayco.com