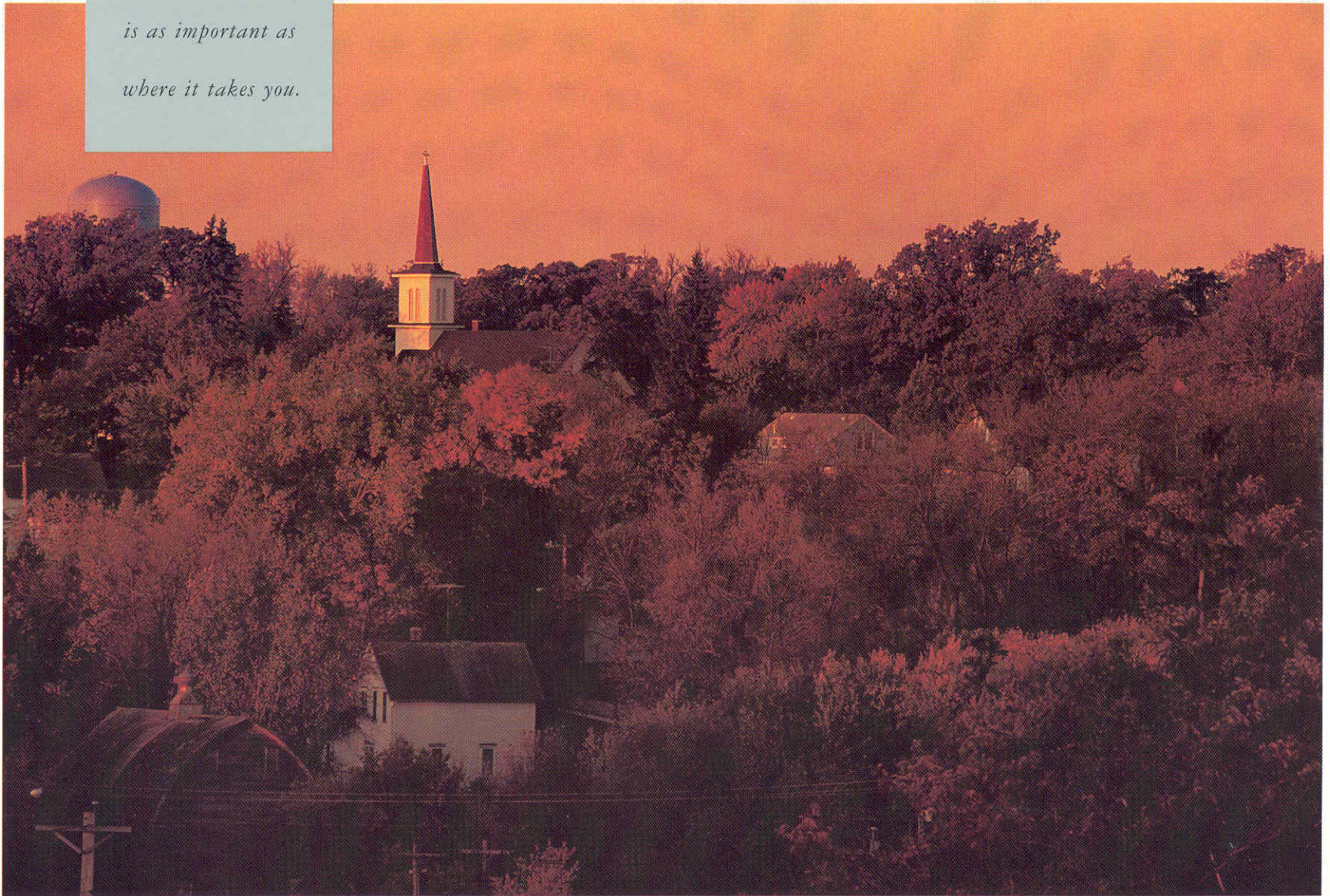


*To us building
motor homes
is more than just
a job. It's a
way of life.*



Winnebago Adventurer 36WQ & 34RQ

*Where your motor
home comes from
is as important as
where it takes you.*



We've always believed you're entitled to know more about the motor home you're going

of things better than other manufacturers. For example, all our exterior steel components are

AROUND HERE, BUILDING THINGS BETTER IS STILL MORE IMPORTANT THAN BUILDING THEM FASTER.

to buy than just the GVWR or the fresh water capacity (although we include those and many other important facts here). We think it's just as important for you to know how well your motor home is built and to know the kind of people who built it.

For instance, you should know every Winnebago® Industries motor home comes from Forest City, Iowa. And we handle virtually every step of the process from prepping the chassis to molding

the water tanks to stuffing the sofa cushions.

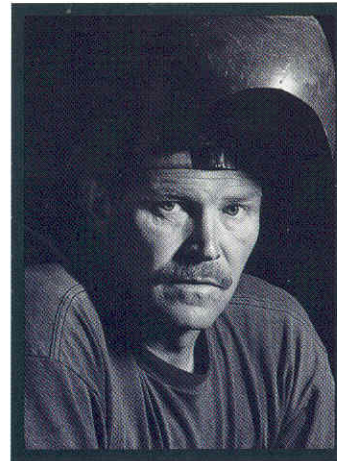
This attention to detail has led us to do a lot

primed to resist corrosion using our exclusive twelve-step automotive electrocoating process. We also water test every unit as it comes off the line to make sure it's watertight. We even

designed our own test track with more bumps and bigger potholes than you'll probably ever encounter.

One by one, all these steps add up to a significant difference in how your motor home rides and handles. And

how it holds its value over time. We think those are the kind of things you'd like to know.



To be certified, our welders not only have to pass an American Welding Society test standard, their sample has to pass our strength and quality tests.



*The best part of
motor homing is that
you're already in your
favorite vacation place.*

Is it possible to build a motor home that not only meets high standards for construction and safety,

when we discovered that the bracing methods some companies rely on creates more stress on

WE KNOW THERE ARE PLENTY OF MOTOR HOMES OUT THERE,
SO WE GIVE YOU MORE REASONS TO BUY OURS.

but also sets a standard for comfort and luxury?

the sidewalls, we designed floor tie-downs instead.

We think that describes the new Winnebago

We also made the support rails six inches deep

Adventurer® right down to its wheel covers. The

rather than the industry standard of four inches,

Adventurer is built to the same exacting standards

so there's no need for auxiliary support props. As

we use for all our motor homes. And

our 1996 models prove that comfort

may be our highest standard of all.

This year we're happy to intro-

duce three Adventurer slideout

models. We not only designed

our slideouts to create a spacious,

open feeling, we also made them

structurally superior. First we used our own special

aluminum extrusions for additional strength. And



An important part of our quality control, the people in our Stitchcraft division fabricate most of our seats, cushions, bedspreads and trim panels.

a result, our Adventurer slideouts provide more living space with years of trouble-free use.

In addition to slideouts, there are several new widebody Adventurer models to choose from. And we've given you a selection of the most popular

features like tall windows, side-by-side refrigerator/freezers and king size beds.



Even in the retracted position, our slideout is an attractive, useful part of the Adventurer's dynamic living space.



Increase your living space by 39 square feet in our slideout models. Generous headroom lets you slide easily into the couch or dinette.

*We're pleased
some people still think
every motor home is
"a Winnebago."*



36WQ



34WK PUSHER

This widebody pusher has a standard driver's side door and plenty of overhead storage space.



34WK

A standard king bed is the ultimate in luxury. Underbed storage can also be accessed from outside.



34WA

This efficient dinette has storage drawers under the seats and an available, built-in coffeemaker.



34WK

A side-by-side refrigerator/freezer is a new feature available in most models.



34WA

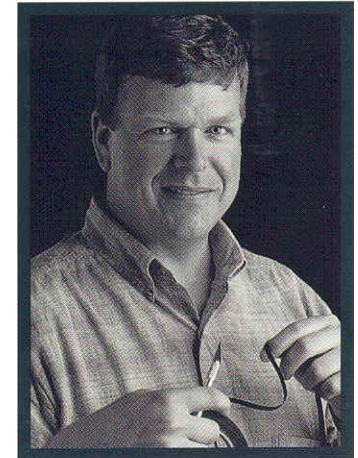
A mirrored, carpeted wardrobe covers the backwall. This bedroom also features a standard walk-around queen bed.



34WK

The private bath has a shower/tub with a pleated shower door, tip-out hamper and linen cabinet.

To understand the extra care we put into our motor homes, look at a new Adventurer from the point of view of the people who build them. For example, where you see a sofa with rich-looking upholstery, we see a custom-built frame and fabric that exceeds industry wear standards. And where you see warm-toned wood cabinets and thick carpeting, we see tongue and groove construction and an all-steel sub-structure. From either perspective, the Adventurer is as solid as it is beautiful. If there's any question whether a motor home can be both beautiful and rugged, the new Adventurer provides the answer.



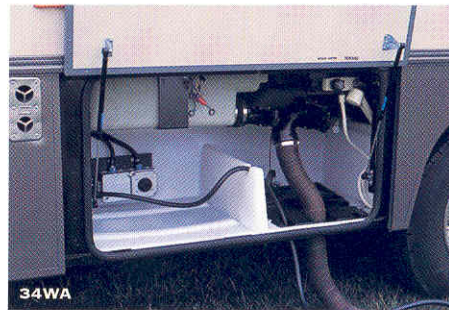
Our exterior design department creates new graphics for each model. All designs are put on full-size mockups before a final decision is made.



Seating is provided by a sofa and lounge chair. The driver's and passenger's seats also swivel to become part of the conversation area. For dining, choose the standard dinette or an available table with chairs.



This new trunk storage compartment is accessible from both inside and outside.



Access the service center quickly through a new full-hinged door.



New this year, an available compact digital satellite system lets you view more than 175 channels with clear pictures and CD-quality sound. (Program activation fees not included. Available in U.S. only.)



Enjoy the clarity of compact discs with an available CD player.

We believe the same high standards we apply to construction should apply to interior design.

THE SAME STANDARDS INSIDE AND OUT.

That's why we design efficient floorplans based on customer input. And why we look for durable fabrics in pleasing colors. We call this Home Comfort Design. To find the most durable fabrics, we follow the furniture industry's wear duty ratings. Then we conduct double rub tests which simulate getting in and out of a seat over 15,000 times. For carpet colors that remain true, we use only materials with color extruded into the fibers, not just dyed on the surface. And unlike other manufacturers who use jute carpet backing, ours is hypoallergenic and stain- and mildew-resistant. Finally, we protect all upholstery and carpeting against stains with Scotchgard™ Brand Soil Repellent.

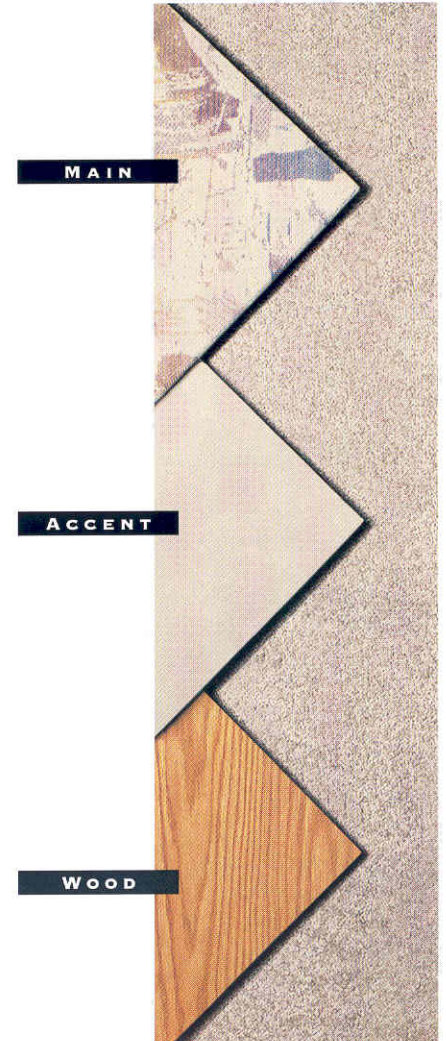
BOTANICAL



COPPER CANYON



THISTLE



Note: Chair shown is for fabric representation only. This chair style is not available.

We manufacture more than 80 percent of everything that goes into our motor homes. And when you figure the average motor home has some 3,000 parts, that's a big job. It's no wonder other motor home companies would rather assemble parts they buy from outside suppliers than make their own.



These plastic pellets will eventually be ground into a powder and then poured into a mold which is heated and rotated in all directions. This method, called rotocasting, forms strong, seamless holding and water tanks.

The reason we do it our way is simple. It lets us keep greater control over the quality of the finished product.



Aluminum arrives at our extrusion facility in 7-, 8- and 9-inch diameter billets. Aluminum used in framework is heat-treated to increase its strength. The result is a framework that achieves maximum strength with minimum weight.

For example, we fabricate our own holding tanks so we can design them to fit the frame, instead of the other

way around. That helps us maintain the structural integrity of the frame and also distribute

Wiring harnesses are built and tested in our wire prep department, and the electrical system is tested throughout the manufacturing process.

The seamless fiberglass roof won't tear like rubber and has a standard 10-year limited parts and labor warranty, a Winnebago Industries exclusive.

An available All Seasons Package includes luxury features like a driver's door, awning, exterior entertainment center, generator, roof air conditioner and more. Ask your dealer for details.

For added safety, upper cabinets are secured to metal plates in the sidewall and roof.

Appliances are secured with steel tie-downs, an exclusive Winnebago Industries safety feature.

Available solar panel/battery charger.

Safety glass windshield is mounted in steel, not wood or fiberglass, with automotive sealants for maximum strength.

Our locks are endurance and corrosion tested.

Windshield wipers are mounted in steel rather than fiberglass for strength and reliability.

All welds are painted to prevent corrosion.

Each unit receives a final inspection in which we check all dash functions as well as the fit and finish of the entire vehicle.

Molded wheel wells are non-corrosive and absorb sound better than metal.

Halogen headlights provide better visibility.

Seamless rotocast holding tanks make the best use of space and improve weight distribution.

Welded framework is strong enough to pass a drop test, yet light to maximize fuel efficiency and weight-carrying capacity.

Every unit is checked by computer for wheel alignment and checked at 75 chassis points.

Gas shocks or die cast props help to open and keep open side storage compartments.

Slideout support rails are 6" deep, instead of the usual 4" on many competitors' models, minimizing deflection and eliminating the need for auxiliary room props.

weight more evenly. Which pays off in a motor home that's built better and handles better.

There can be more than 5,500 feet of wire in a motor home. We letter code ours to make service diagnosis easier and faster. We also use automotive-style plug ins and rubber grommets to protect areas where wire passes through the chassis.



Pick up your favorite stations with an available satellite TV system. (Not available in Canada.)

All units are pre-wired for an available roof air conditioner.

Rooms are constructed with our own aluminum extrusions which provide additional strength, a flush-fitting appearance and reduced wind noise when traveling.

Welded tubular aluminum framework is strong yet lightweight.

Foam sheet insulation prevents energy leaks and gaps in sidewalls.

We invented Thermo-Panel® sidewall construction which combines light weight, structural integrity and durability.

Every unit undergoes a water test simulating a rainfall of 50 inches per hour.

Windows have a non-hardening butyl sealant to prevent leakage.

Exterior compartment doors are laminated with fiberglass skin on both sides and block foam insulation in the center for energy efficiency and sound absorption.

Our exclusive interlocking joint system connects the floor and walls to make a more durable, better-sealed body.

The steel substructure is laser-aligned and welded directly to the chassis frame rails to provide a square foundation.

Only Winnebago Industries subjects every new series to a computerized drop test that simulates dropping the unit upside down. This ensures that appliances and cabinets stay in place and that doors and windows operate.

The HWH® room extension mechanism carries a special extended three-year warranty, exclusive to Winnebago Industries-manufactured room extensions.

Storage compartment steel is electrocoated to prevent corrosion.

Our engineers developed unique floor tie-downs to reduce stress, instead of the simple bracing most of our competition uses.

Smooth, one-piece fiberglass skin is strong, easy to clean, and free of exposed fasteners and bolts.

Full-hinged, lockable valance panels on widebody models.



We handcraft our own cabinets using traditional panel and rail construction. All cabinets are secured with metal hold-downs in the sidewall.

grooves for the framework to slide into. The insulation encloses the frame rail, which eliminates gaps and condensation.

We also make hundreds of vacuum-formed plastic parts. We have our own metal stamping shop. We even make many of our own sofas and chairs and all cabinetry.



We use an advanced computer-aided design system where our designers consider many options before determining a final design.

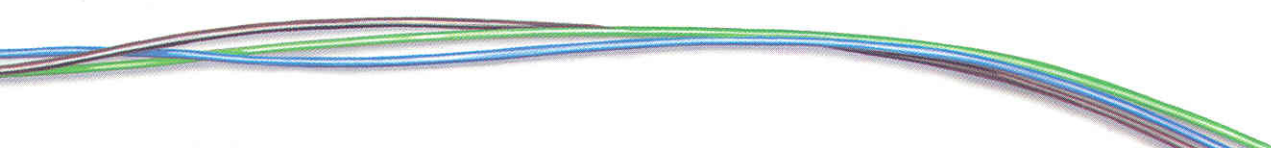
And what about the 20 percent of parts we don't make (like TVs, stereos and appliances)?

You can bet we're just as picky about those.

Our suppliers have proven they are always willing to go back to the drawing board if a change will benefit our customers.

Because we are immersed in the manufacturing process, we often find better ways to do things. Take the way we insulate our sidewalls.

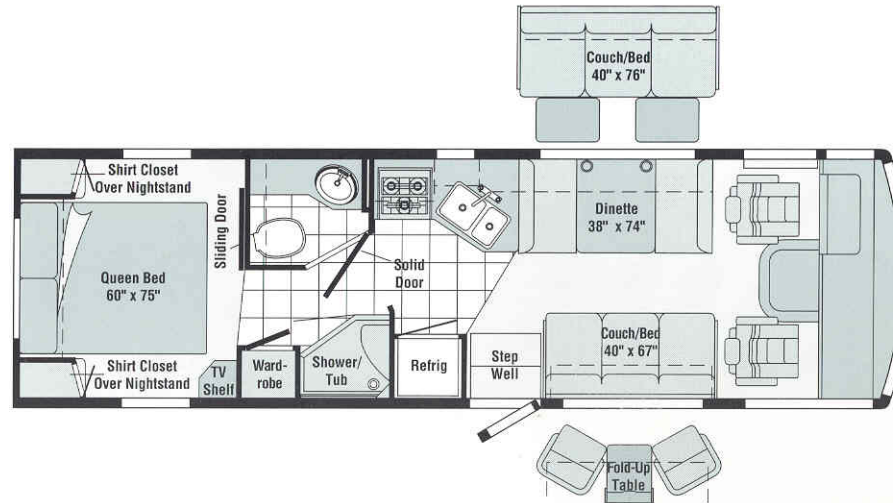
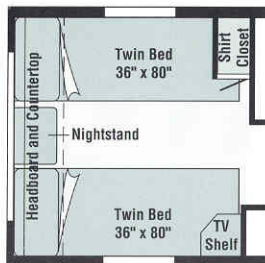
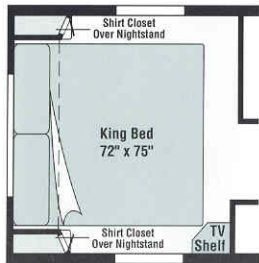
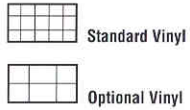
In other motor homes, insulation is cut to fit inside the framework. We form insulation to fill the size of the entire sidewall and carve



EXCEPTIONAL COMFORT IN MORE THAN 75 FLOORPLAN COMBINATIONS.



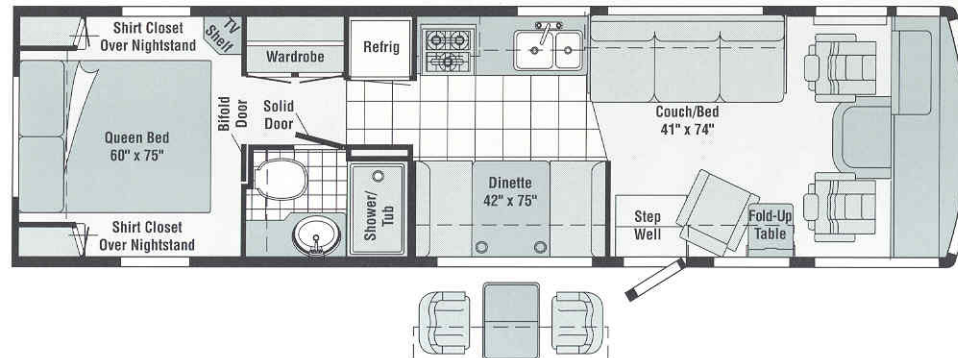
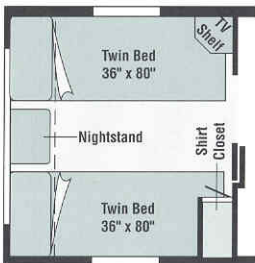
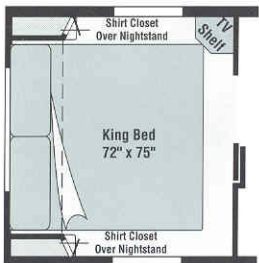
36WQ



30WQ

Choose from a variety of sofa, chair and table combinations. This widebody also has a standard queen bed and available king or twin beds.

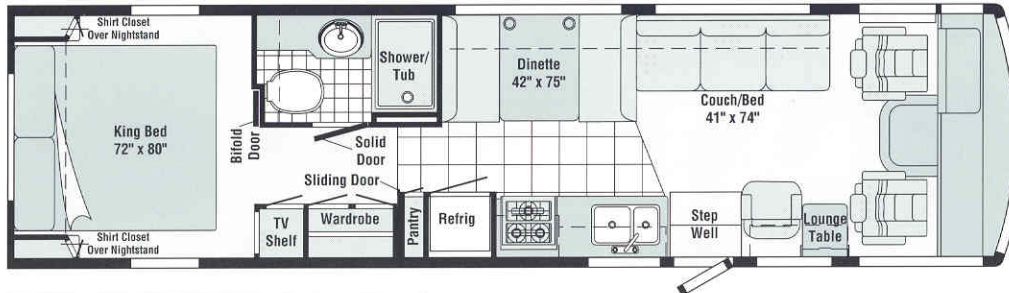
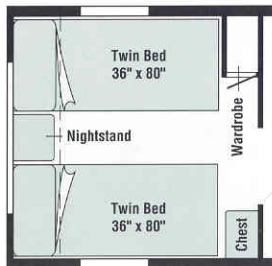
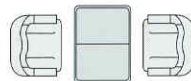
1996 ADVENTURER 30WQ	
Length	30'2"
Exterior Width	8'5.5"
Interior Width	8'
Interior Height	6'8"



32WQ

Choose the standard dinette or available table with chairs in this widebody. The walk-around queen bed is standard. A king bed or 80-inch twin beds are available.

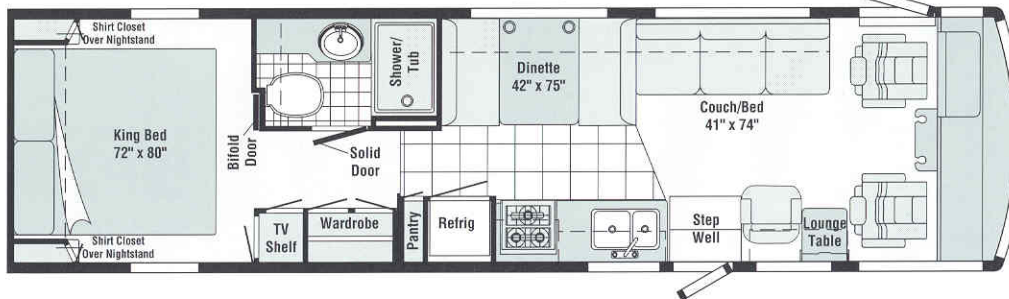
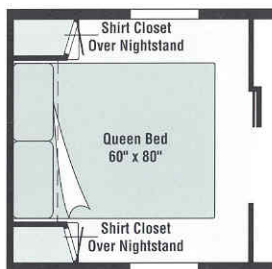
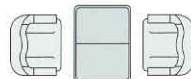
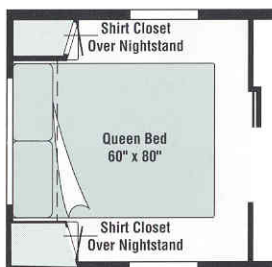
1996 ADVENTURER 32WQ	
Length	32'3"
Exterior Width	8'5.5"
Interior Width	8'
Interior Height	6'8"



34WK

A king size bed is standard in this widebody. A queen or 80-inch twin beds are also available. The dinette is standard, a table and chairs are also available.

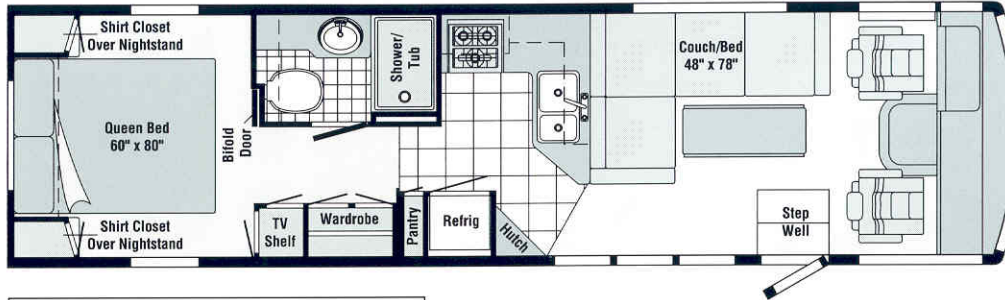
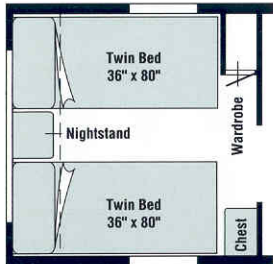
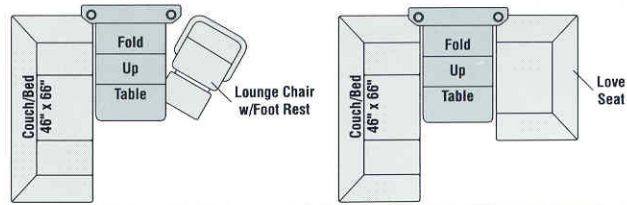
1996 ADVENTURER 34WK	
Length	34'3"
Exterior Width	8'5.5"
Interior Width	8'
Interior Height	6'8"



34WK PUSHER

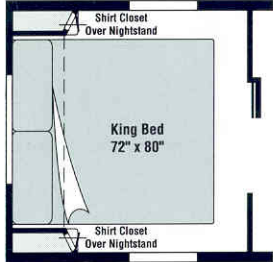
This widebody pusher has a standard king or optional queen bed. There's a sofa and lounge chair up front and a standard dinette or available table with chairs opposite the galley.

1996 ADVENTURER 34WK PUSHER	
Length	34'3"
Exterior Width	8'5.5"
Interior Width	8'
Interior Height	6'8"

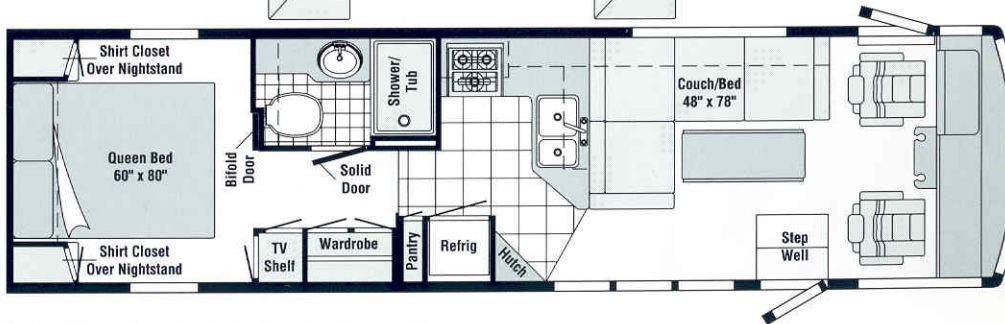
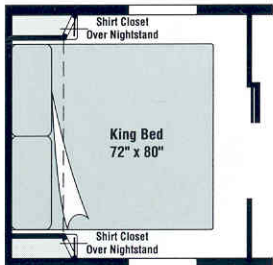
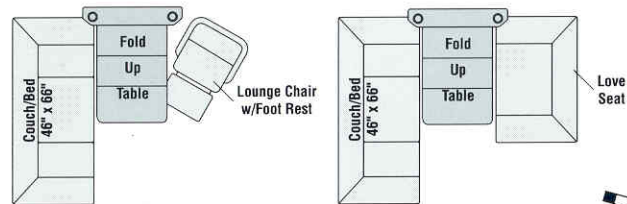


34WQ

The lounge features a large L-shaped sofa or an available forward-facing sofa with a chair or loveseat. This widebody has a queen bed or available king or twin beds.



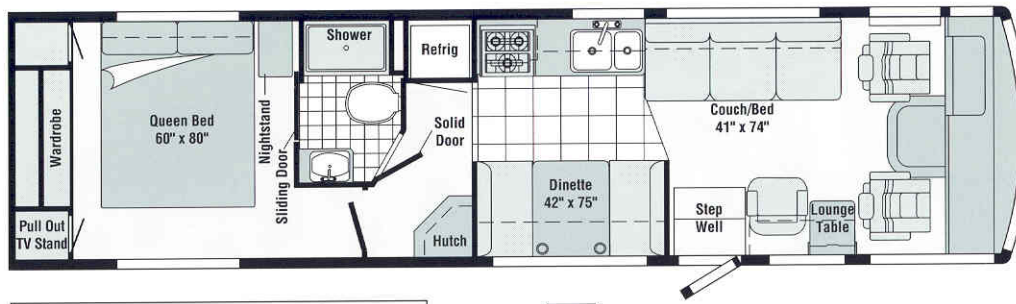
1996 ADVENTURER 34WQ	
Length	34'3"
Exterior Width	8'5.5"
Interior Width	8'
Interior Height	6'8"



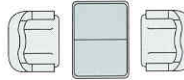
34WQ PUSHER

This widebody pusher has a standard L-shaped sofa or available forward-facing sofa with chair or loveseat. Standard queen or available king bed.

1996 ADVENTURER 34WQ PUSHER	
Length	34'3"
Exterior Width	8'5.5"
Interior Width	8'
Interior Height	6'8"

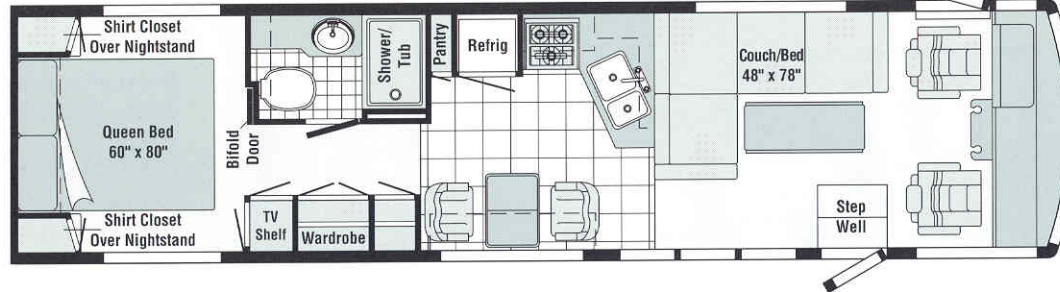
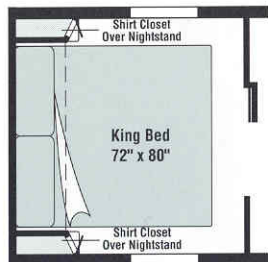


1996 ADVENTURER 34WA	
Length	34'3"
Exterior Width	8'5.5"
Interior Width	8'
Interior Height	6'8"



34WA

The side aisle floorplan has a corner cabinet, a walk-around queen bed and a wardrobe across the entire back wall. This widebody has a standard dinette or available table with chairs.



1996 ADVENTURER 36WQ PUSHER	
Length	36'5"
Exterior Width	8'5.5"
Interior Width	8'
Interior Height	6'8"

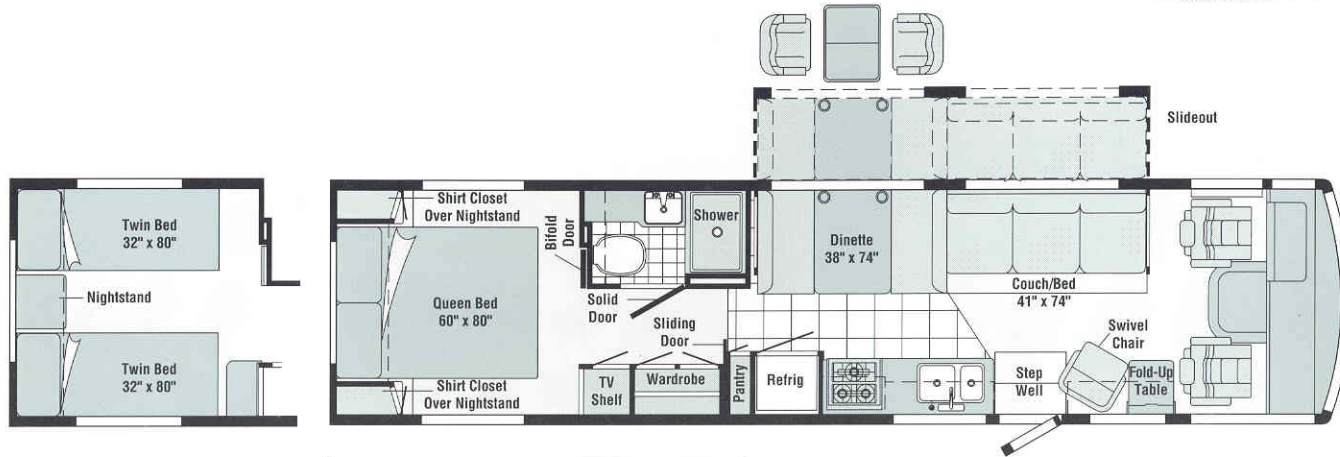
36WQ PUSHER

A widebody pusher, this model has a large wardrobe opposite the bathroom, an all-new dining area and a queen or available king bed. The lounge has a standard L-shaped or available front-facing sofa.

THREE SLIDEOUT MODELS ADD
MORE LIVING SPACE IN SECONDS.



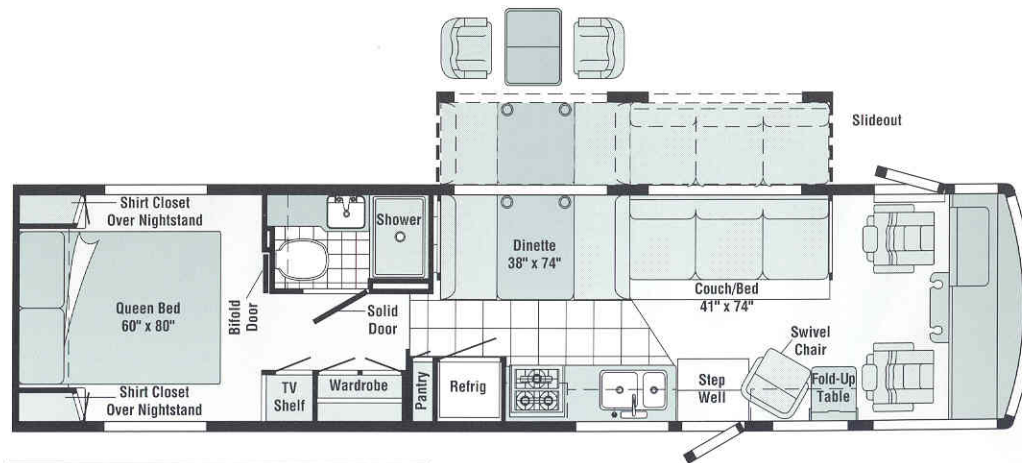
34RQ



1996 ADVENTURER 34RQ	
Length	34'3"
Exterior Width	8'
Interior Width	7'7"
Interior Height	6'8"

34RQ

A slideout gives you 39 square feet of additional living space. Slideout area has a couch and standard dinette or available dining table with chairs.

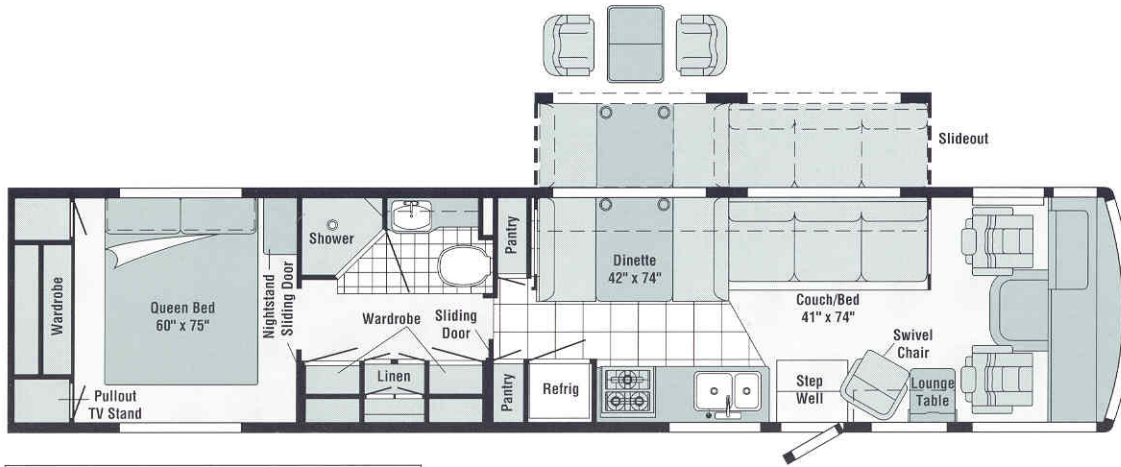


1996 ADVENTURER 34RQ PUSHER	
Length	34'3"
Exterior Width	8'
Interior Width	7'7"
Interior Height	6'8"

34RQ PUSHER

Same floorplan as above in a diesel pusher model. In addition to a slideout, it also has a private bath, queen bed and wardrobe.

Note: Dimensions shown are for sleeping space only and dashed lines denote overhead storage areas.



37RW

This slideout floor-plan also features a walk-around queen bed and abundant storage. A large wardrobe covers the back wall, another wardrobe is across from the bath.

1996 ADVENTURER 37RW	
Length	37'6"
Exterior Width	8'
Interior Width	7'7"
Interior Height	6'8"



The Winnebago-Itasca Travelers (WIT) Club has over 250 chapters across the U.S. and Canada. A highlight of the year is the Grand National Rally held in Forest City each summer.



The Winnebago Motorsports Team is open to all race fans. We are the Official Motor Homes of NASCAR® and are associated with several NHRA® drag racing teams.



Our Preferred Care Program includes 24-hour emergency road service dispatch. With over 20,000 qualified service locations throughout North America, you can be assured of consistent, quality work and technical assistance.



We build commercial vehicles such as mobile command units for fire and police departments and mobile clinics for hospitals. A variety of sizes and models is available and we custom design each unit.

One of the most important features of every Winnebago Industries motor home isn't in the

we install—which gives you the convenience of one-stop service at our nationwide network of

SOME OF THE BENEFITS OF OUR MOTOR HOMES HAVE NOTHING TO DO WITH NUTS AND BOLTS.

specifications. It's the peace of mind that comes with knowing you're protected by the most comprehensive warranty in the industry. You see, in addition to the basic 12-month/15,000-mile protection, we also have a limited warranty on lamination for 36 months/36,000 miles. And only Winnebago Industries has a standard 10-year limited parts and labor warranty on the roof.

The service personnel at our dealerships receive factory training, so they are up to date on all models and equipment. Down the road, it's good to know we have an extensive parts warehousing and distribution system which makes parts readily available, even if you have an older model.

Unlike some motor home manufacturers, our basic warranty covers all appliances and equipment

To find out more about Winnebago Industries motor homes, see one of our outstanding dealers, or visit our headquarters in Forest City, Iowa. Just call us at (515) 582-3535 for a free factory tour.

WINNEBAGO Built proudly by


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