

Pleasure-Way

...The Pleasure-Way to Travel



Introducing...

THE **EXCEL** DIFFERENCE

The Evolution of Comfort...

Since 1986, Pleasure-Way Industries has been committed to the evolution of the Van Motorhome.

Innovations in design, comfort and economy has led to the development of an exciting new line, the Excel Wide Body.

This latest model builds on the already popular original body floorplans, making it a truly revolutionary adventure in driving comfort. Sit back, relax and enjoy the ride!

Room to Spare...

There's plenty of room to manoeuvre in the new Excel Wide Body.



A full six inches wider than the original body, this latest design offers ample aisle space so passengers can move with ease and comfort, and all models boast the advantage of larger bed sizes and greater storage space than ever before!

Pleasure-Way has achieved this cutting-edge design by welding a three-inch spacer to each side of the motorhome, incorporating additional bracing to maintain the structural integrity of the steel side walls.

It's all part of Pleasure-Way Industries' ongoing commitment to continually improve and evolve the Van Motorhome.

Pleasure-Way EXCEL-RL & SRL

Luxurious Living Space...

Experience the ultimate in contemporary living space with Excel's unique L-shaped rear living room.

Ideal for entertaining and relaxing, the Excel-RL & SRL models offer a functional floorplan while incorporating all the comforts and conveniences of home.

After a long day on the road, the built-in Pleasure-Way entertainment centre is the perfect way to unwind. Featuring a high

The installation of two seatbelts in the sofa makes it easy to accommodate extra passengers – ideal for those one-day outings or when using it as a second vehicle.

With Pleasure-Way, life on the road has never been easier!

A Home Away From Home...

Perfect for weekend getaways, vacations or extended tours, the versatile Pleasure-Way Van Motorhome is the affordable way to travel.

All models come with a fully-equipped kitchen centre, allowing travellers to enjoy the convenience and economy of home-



quality nine-inch TV/VCR, the entertainment centre has been conveniently built-in to the rear cabinet so there's more room to stretch out and relax.

When it's time to turn in, the sofa effortlessly converts into a comfortable 54" X 79" double bed in the Wide Body model and a convenient 54" X 73" double bed in the original body.

cooked meals while on the road. Among the high quality standard features are: a Dometic 3-way 3 cubic ft. refrigerator, a Sanyo microwave oven, 2-burner LP stove, a stainless steel sink and a Shur Flo demand water system.

A convenient slide-out pantry with an



arborite top maximizes all available counterspace, making meal preparation a snap.

By placing a table in the stand and swivelling the front captain's seats, you can enjoy a roomy dining area in the front. This is especially handy when you want to leave the sofa bed made up in the back.

Whether setting out for that long-anticipated cross-country adventure or a simple weekend getaway, the spacious Pleasure-Way kitchen centre puts convenience on the road.

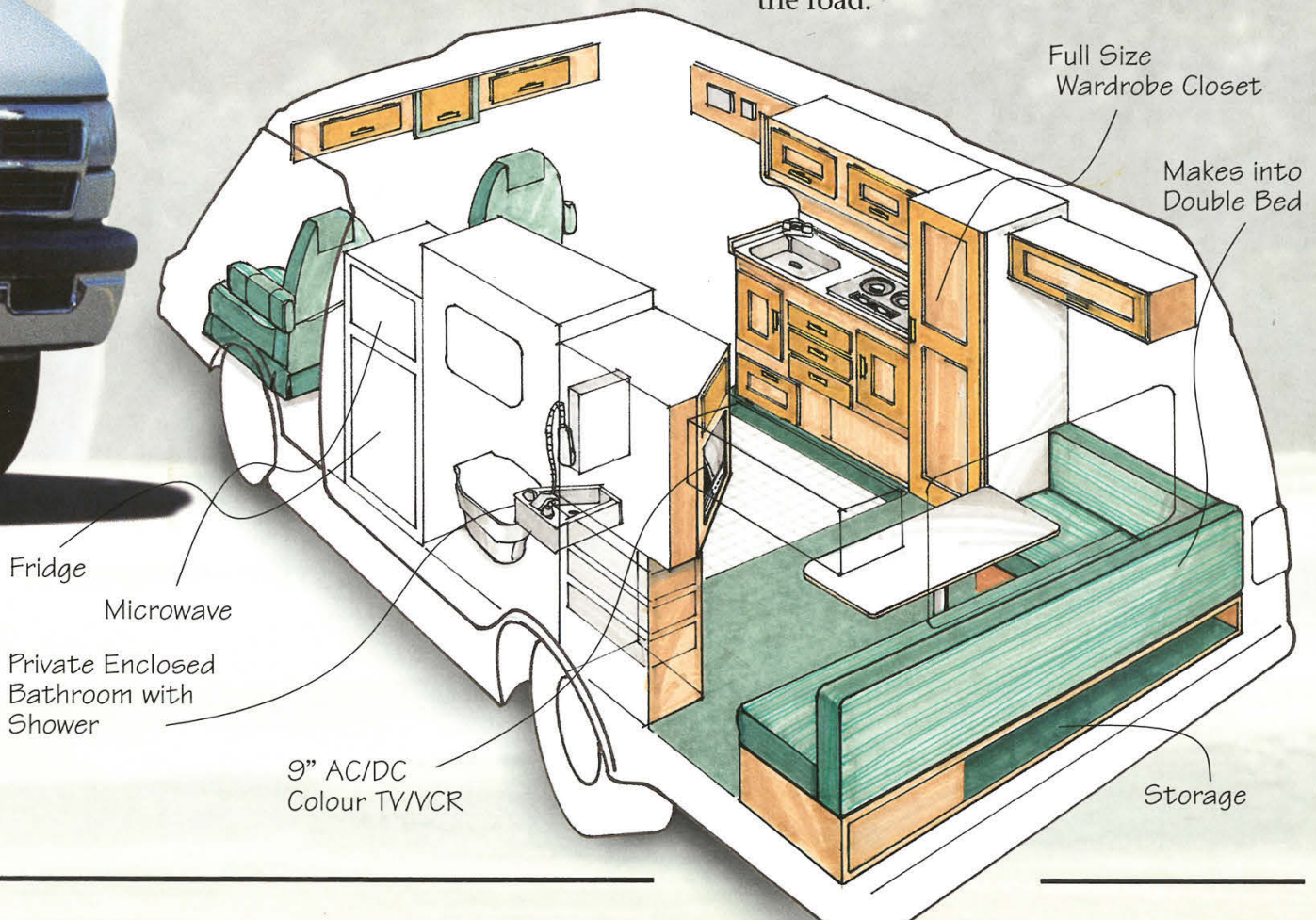
Privacy on Wheels...

One of the more outstanding features of this fully self-contained motorhome is the roomy private bathroom.

Designed with more shoulder space for added comfort, the spacious, self-contained bathroom comes complete with a Thetford flush toilet, a second sink, a medicine cabinet and refreshing shower.

An auto-ignition furnace and water heater are standard features, along with a monitor panel to conveniently inform you of the levels in your fresh, grey and black water holding tanks.

It's these practical additions, combined with innovations in design and comfort, that make the Pleasure-Way Van Motorhome a true pleasure on the road.



What People Say:

My wife and I are ever so pleased with our Pleasure-Way van STW model. Workmanship is 100%... no corners wasted.

E.N. Cann
Sardis, British Columbia

Our Pleasure-Way "Wide Body" van is the greatest invention ever! The wider aisle is a big plus... as well as the bed that measures 54" by 79" made down.

Ted & Ethel West
Santa Rosa, California

I lost my heart to a Pleasure-Way Excel... My "Baby" handled great in all road conditions, including Atlanta traffic during the Olympics.

Betty Evenson
Boerne, Texas

We've taken our Pleasure-Way throughout much of North America now, and it remains the quality leader in its class. You folks are doing it right, and it shows.

Robert A. Brown
Thunder Bay, Ontario

Sleeping beauty . . .

For the early riser, Pleasure-Way's twin-bed model is the perfect fit.

Ideal for the traveling couple, the twin beds eliminate the early morning "crawl-overs", and you no longer need to bother making up the bed at night.

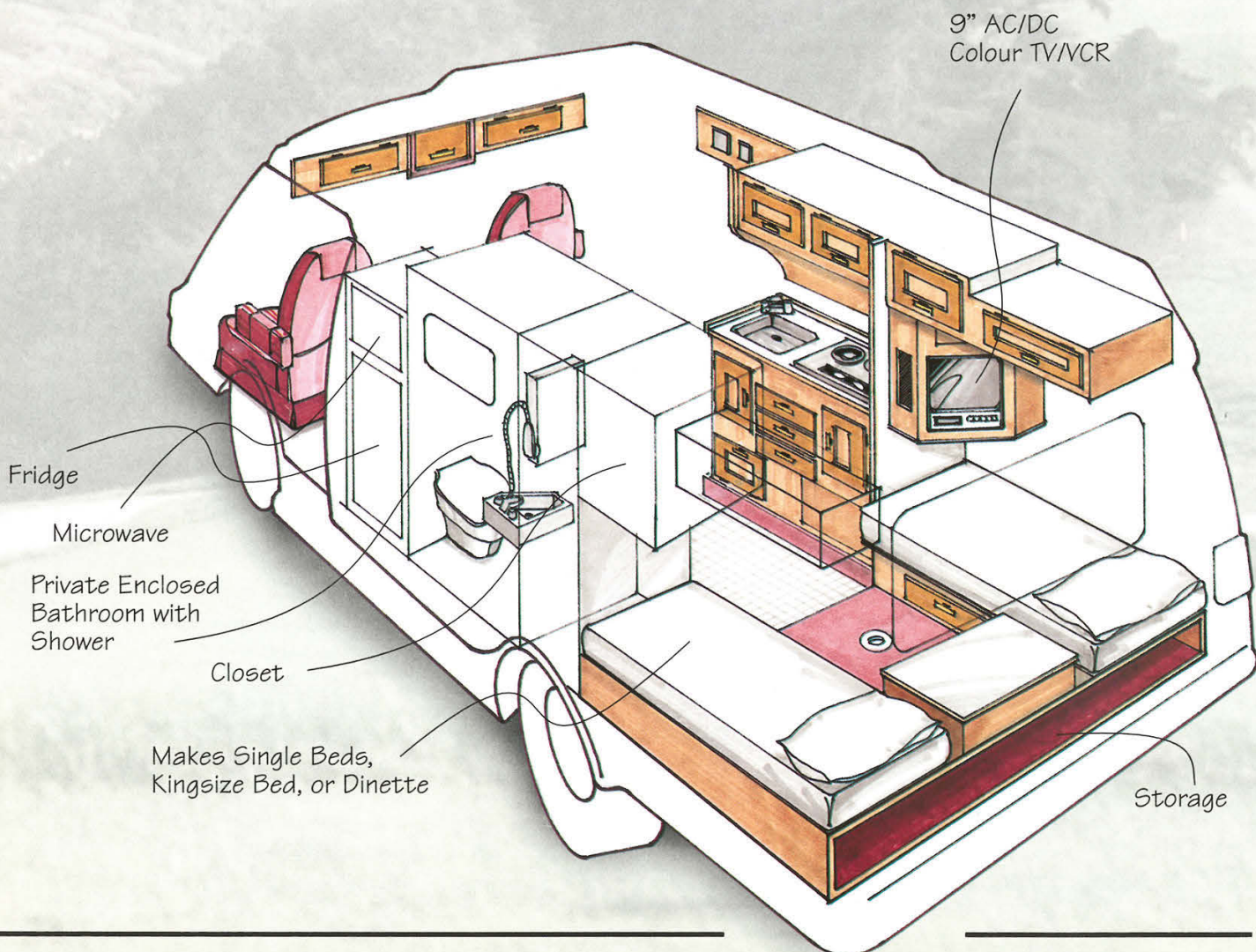
Choose the convenience of two single beds or, by easily removing the night table, the luxury of a king-size bed. The twin beds are an inch-and-a-half wider in the Wide Body model, and, to maximize storage space, a pull-out drawer is located beneath each bed.



Pleasure-Way EXCEL-TW & STW

The Excel-TW & STW also come equipped with all the same great standard features in the kitchen and bathroom, right down to the built-in TV/VCR in the back.

With Pleasure-Way, it's easy to enjoy all the comforts and conveniences of home while on the road to adventure!



Versatility on the road...

From day trips to the excursion of a lifetime, the MPL model is the most versatile getaway vehicle in the Pleasure-Way lineup.

Ideal for touring, this flexible floorplan has space for six, including four roomy seats up front. Constructed from a premium steel frame, the two sleeper seats behind the captain's chairs easily convert into two single beds. In the rear, the L-shaped sofa makes into a double bed so you can sleep four, or choose the rear dinette set in lieu of the sofa.



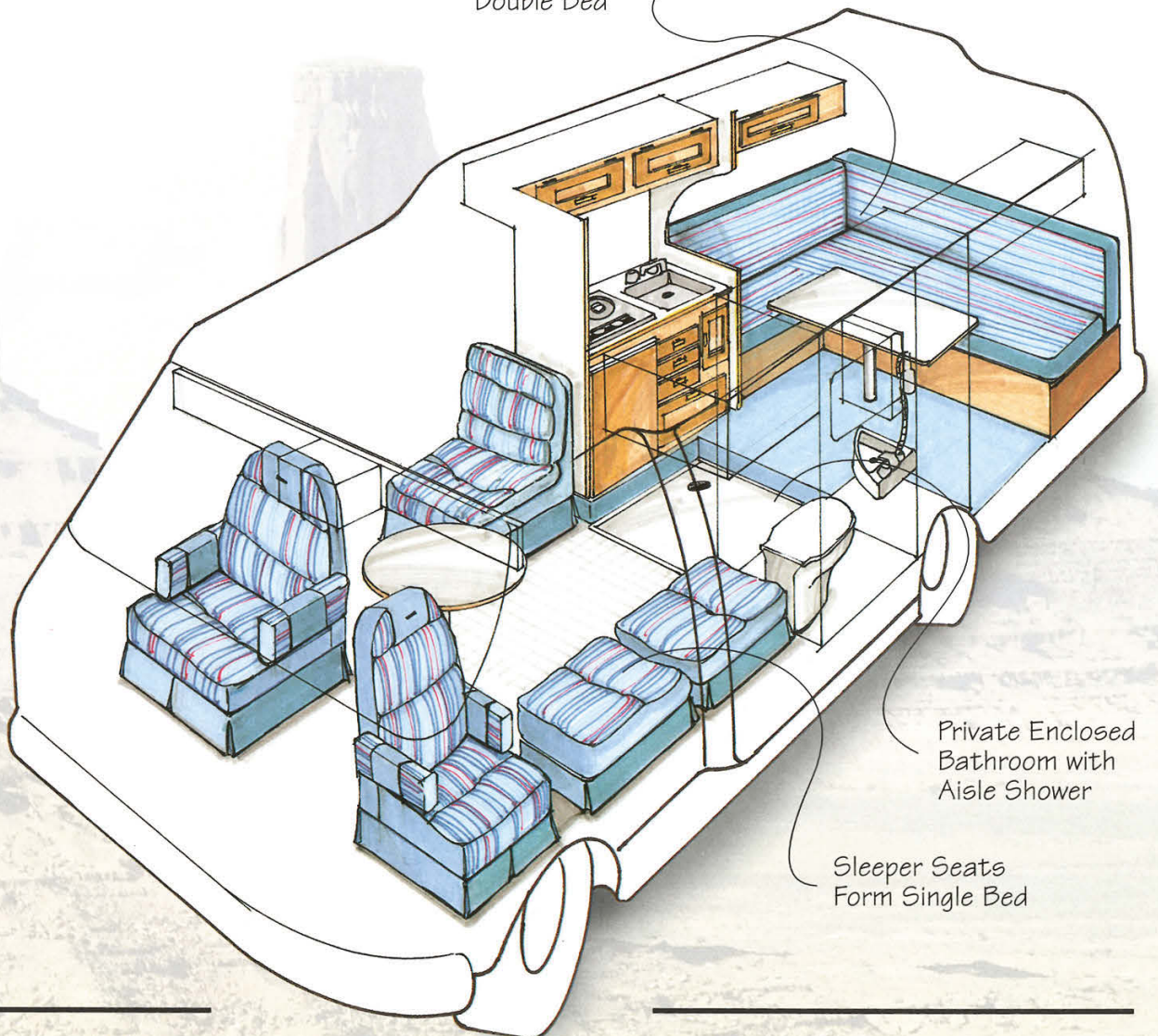
Pleasure-Way EXCEL-MP & MPL



New to the floorplan is the private bathroom with second sink, flush toilet and medicine cabinet – completely freeing up the aisle way. Also enjoy the convenience of an aisle shower, kitchen centre and a built-in TV and VCP located in the front overhead cabinet.

Whatever your destination, Pleasure-Way gives you plenty of options to experience the fun and excitement of the open road!

Makes Down into Double Bed



Private Enclosed Bathroom with Aisle Shower

Sleeper Seats Form Single Bed

THE *Pleasure-Way* ADVANTAGE

An uncompromising commitment to quality...

The driving force behind the success of Pleasure-Way Industries Ltd. has been its ongoing commitment to quality.

A leading innovator in the evolution of the Van Motorhome, Pleasure-Way vehicles are noted for their superior performance, safety features and exceptional fuel economy, not to mention all those little extras that make a big difference on the road. From the enclosed private bathroom and plenty of interior storage space to the exceptionally smooth ride, Pleasure-Way Industries has made sure every comfort and convenience is at your fingertips.

Safety is another top consideration. In Canada, all Pleasure-Way motorhomes meet or exceed strict C.S.A. certification guidelines, and all motorhomes in the United States bear the R.I.V.A. seal of approval.

It's that commitment to the highest standards of quality, safety and fine craftsmanship that makes the Pleasure-Way Van Motorhome stand above the rest.

Built-in privacy...

The Pleasure-Way Van Motorhome boasts one of the most complete private bathrooms available on the marketplace today.

Featuring a water-tight design, the spacious Pleasure-Way private bathroom offers all the amenities that you've come to expect in a full-size motorhome, including such outstanding features as a Thetford flush toilet, second sink, medicine cabinet and convenient shower.

Best of all, privacy is assured. The Pleasure-Way bathroom is a separate, fully-enclosed room – a welcome addition when you're on the road for an extended period of time, or travelling with family and friends.

Since it's separate from other living spaces, all areas of the coach remain fully accessible when the bathroom is in use.

Built-in privacy, convenience and comfort . . . it doesn't get any better than this.



***Pleasure-Way* SAFETY AND
CONVENIENCE FEATURES**



Storage plus...

Whether you're hitting the open highway with no time table in mind or packing up for a relaxing weekend getaway for two, you need to bring along all those necessities and little luxuries that make the journey more enjoyable.

That's why Pleasure-Way Industries has always made storage space a top design priority.

By mounting the fresh, grey and black water holding tanks as well as the optional generator underneath the floor of the van, Pleasure-Way optimizes all interior space to give you more room to stretch out and enjoy the ride.

Inside, you'll find as many as 25 spacious cupboards and drawers, all designed with convenience in mind. Pleasure-Way's centrally-located propane tank creates extra room for a special golf club storage compartment tucked safely inside the coach (MP & MPL N/A).

A roomy locking exterior storage trunk can be

found in the rear, ideal for carrying tools, tackle boxes and other valuable necessities.

With Pleasure-Way, travellers will discover there's always room for more.

A pleasure to drive...

Superior engineering, performance and handling continue to fuel the popularity of the Pleasure-Way Van Motorhome.

The innovative Pleasure-Way design achieves greater interior headroom space as well as the ultimate in fuel economy and smooth road handling by lowering the centre floor and adding an aerodynamic low profile roof.

Wind resistance is further minimized by recessing the optional Coleman roof air conditioner into the roof line, and makes access for servicing easier.

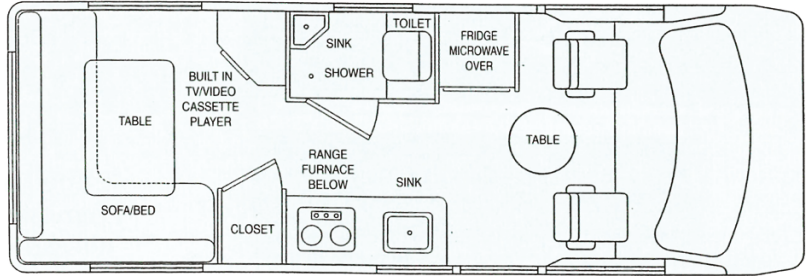
As part of Pleasure-Way's commitment to providing the most comfortable ride and best handling possible, rear air ride suspension is included as a standard feature in all models.

A definite advantage is the motorhome's overall length. At just over 19 feet, easing into parking stalls or manoeuvring in bumper-to-bumper traffic is a breeze.

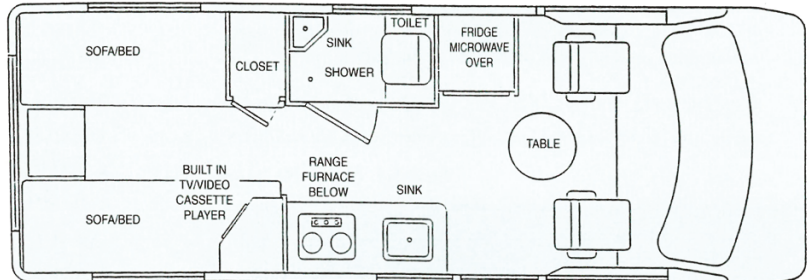
Whether heading to isolated northern climes or venturing into the more congested urban wilds, Pleasure-Way's compact size, sleek aerodynamic profile and superior handling makes the drive stress-free.



Whether you want to carry six passengers, sleep four or just have a relaxing vacation for two, **PLEASURE-WAY** has a model to suit everyone's needs. Three co-ordinated interior colour schemes with matching exterior graphics finishes off the over-all appearance which has distinctly made this the flagship of the Class B industry. All models showcase the **PLEASURE-WAY** dedication to intricate finishing and craftsmanship that has become their trademark.

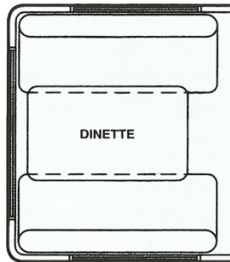


SRL

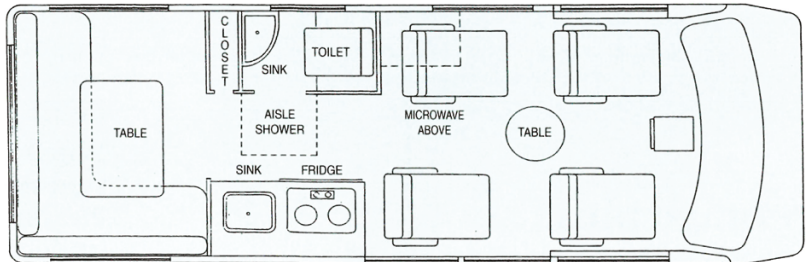


STW

Rear dinette may be substituted for the rear livingroom. (MPL only. Rear seatbelts N/A with rear dinette)



REAR DINETTE



MPL

DODGE B 3500 CHASSIS SPECIFICATION

Gross Vehicle Weight 8510 Lbs. 3861 Kgs. ~ Length Bumper to Bumper 19' 2" 5872 mm ~ Wheel Base 127" 3241 mm ~ Width 6' 6" 2032 mm Original Body ~ Width 7' 1" 2160 mm Wide Body ~ Height 8' 5" 2565 mm ~ Fuel Tank Capacity 35 U.S. Gal. 132 L ~ 318(5.2L) Magnum V8 MPI engine ~ Power 220 HP @ 4,400 RPM ~ Torque 295 lb-ft @ 3,200 RPM ~ 360 (5.9L) Magnum V8 ~ Power 230 HP @ 4000 RPM ~ Torque 330 lb-ft @ 3200 RPM ~ Axle Ratio 3.92 ~ Automatic Transmission with Electronic Overdrive ~ Towing Capacity (no passengers, no cargo) 4,000 lbs ~ 16" Steel Belted Radial Tires ~ Front Stabilizer Bar ~ Rear Anti Lock Brakes ~ Factory Air ~ Tilt Steering ~ Cruise Control ~ Power Door Locks ~ Power Windows ~ AM/FM Stereo Cassette ~ Power Remote Mirrors ~ Matching Spare Tire ~ Drivers Side Air Bag.

OPTIONAL EQUIPMENT

Awning ~ 9" Colour AC/DC TV/VCR (RL, SRL, TW & STW only) ~ 9" Audiovox Colour DC TV (MP & MPL only) ~ Coleman 7,100 BTU Roof Air Conditioner ~ Screen Package ~ Generator ~ Generator Ready ~ Exterior Shower ~ Hitch Receiver ~ Bug Deflector ~ Coffee Maker ~ White Cabinetry ~ Audiovox VCP (MP & MPL only).

COACH SPECIFICATIONS & FEATURES

	Model Excel-RL	Model Excel-TW	Model Excel-MP	Model SRL	Model STW	Model MPL
Dometic 3-way Refrigerator (3 cu ft.)	x	x	x	x	x	x
Sanyo Microwave Oven	x	x	x	x	x	x
2 Burner LP Stove	x	x	x	x	x	x
Suburban 16,000 BTU Auto Ign Furnace	x	x	N/A	x	x	N/A
Hydro Flame 16,000 BTU Auto Ign Furnace	N/A	N/A	x	N/A	N/A	x
Thetford Flush Toilet	x	x	x	x	x	x
Black Water Tank 64 L 17 U.S. Gal	N/A	N/A	N/A	x	x	x
Shurflo Demand Water System	x	x	x	x	x	x
Suburban 6 Gal. Auto Ign Water Heater	x	x	x	x	x	x
Interior Height 6'	x	x	x	x	x	x
Medicine Cabinet	x	x	x	x	x	x
Large 2nd Sink	x	x	x	x	x	x
Shower	x	x	x	x	x	x
Smoke Detector	x	x	x	x	x	x
CO Detector (with Generator or Gen Ready only)	x	x	x	x	x	x
Fire Extinguisher	x	x	x	x	x	x
LP Detector	x	x	x	x	x	x
Fan Tastic Fan	x	x	x	x	x	x
Auxiliary Battery	x	x	x	x	x	x
110 V/12V 30 Amp Converter	x	x	x	x	x	x
Monitor Panel	x	x	x	x	x	x
Fresh Water Tank 114 L 30 U.S. Gal	x	x	x	x	x	x
Grey Water Tank 91 L 24 U.S. Gal	x	x	x	x	x	x
Black Water Tank 76 L 20 U.S. Gal	x	x	x	N/A	N/A	N/A
Propane Tank 30 L 8 U.S. Gal	x	x	x	x	x	x
Locking City Water/Fresh Water Fill	x	x	x	x	x	x
2 Rear Seat Belts	x	N/A	x	x	N/A	x
Captains Chair's Swivel & Recline	x	x	x	x	x	x
Rear Livingroom/Double Bed (50" x 73")	N/A	N/A	N/A	N/A	N/A	x
Rear Livingroom/Double Bed (50" x 79")	N/A	N/A	x	N/A	N/A	N/A
Rear Livingroom/Double Bed (73" x 54")	N/A	N/A	N/A	x	N/A	N/A
Rear Livingroom/Double Bed (79" x 54")	x	N/A	N/A	N/A	N/A	N/A
Twin Beds (26" x 73.5") King Size (73" x 73.5")	N/A	N/A	N/A	N/A	x	N/A
Twin Beds (27.5" x 74", 27.5" x 72) King (79" x 72")	N/A	x	N/A	N/A	N/A	N/A
Sleeper Seats	N/A	N/A	x	N/A	N/A	x
Hehr Awning Style Windows	x	x	x	x	x	x
Extra Cocktail Table	x	x	x	x	x	x
Locking Power Cord Compartment	x	x	x	x	x	x
Sewer Hose Storage Compartment	x	x	x	x	x	x
Continental Spare Tire Carrier	x	x	x	x	x	x
Golf Club Storage	x	x	N/A	x	x	N/A
Spare Trunk (N/A with Generator)	x	x	x	x	x	x
Padded Engine Cover	x	x	x	x	x	x
Porch Light	x	x	x	x	x	x
Exterior 110V Receptacle	x	x	x	x	x	x
Cable T.V. Hook Up	x	x	x	x	x	x
Hide-A-Tenna TV Antenna	x	x	x	x	x	x
Water Heater By-Pass	x	x	x	x	x	x
Fiberglass Running Boards	x	x	x	x	x	x
Exterior Storage Compartment	x	x	x	x	x	x
Rear Air Ride Suspension	x	x	x	x	x	x

Legend: x = Standard N/A = Not Available

PLEASE NOTE:

All **PLEASURE-WAY** motorhomes in Canada are C.S.A. Certified, and may exceed the approved installation criteria.

All motorhomes in the United States bear the R.V.I.A. seal of approval, and may exceed the individual state requirements.

Because of our policy of continuous improvements **PLEASURE-WAY** reserves the right to make product changes at any time without prior notice and without incurring obligations.

Some motorhomes depicted in this brochure may be shown with optional equipment. Some limitations may apply when deleting or adding certain options. Please see your dealer for additional information or contact **PLEASURE-WAY INDUSTRIES LTD.**

WARRANTY

1997 Chrysler Warranty

Basic warranty coverage 3 years or 60,000 km* in the United States it would read 3 years 36,000 miles* This covers all factory installed parts except tires, wiper blades, brakes (rotors, pads linings, drums) and clutch discs. Tires are covered by the tire manufacturer, and the other excluded parts are covered for 1 year or 20,000 km* / 12,000 miles*.

Roadside Assistance for 3 years or 60,000 km*/36,000 miles*

A 24 hour toll free telephone number puts towing, fuel delivery, lockout assistance, tire changes and jump-starting at your fingertips from any location in Canada or the U.S.

Corrosion coverage for 7 years or 160,000 km* /100,000 miles*

All body sheet metal panels are covered against rust-through for 3 years, regardless of how far you drive, and outer body panels are covered for 7 years or 160,000 km* / 100,000 miles*.

* Whichever comes first

PLEASURE-WAY Van Motorhomes offer a 3year or 36,000 mile/60,000 Km limited warranty covering all craftsmanship entailed in the manufacturing of the motorhome only. This does not include the chassis or appliances.

All appliances are covered by individual warranties offered by their respective manufacturers.

AUTHORIZED DEALER

Pleasure-Way

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Saskatoon, Saskatchewan S7J 4C6
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