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 Firenza 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...Firenza 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.
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.
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,
Select gas coaches — and closer to diesel luxury.

- 32-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” Luau
3 Aluminum Extrusion Joining
Sidewall and Roof
4 Aluminum Roof Frame
5 Styrofoam Insulation
6 1/8” Luau
7 Vinyl Ceiling with 1/2” Padding for Extra Insulation and Sound Deadening

**WALLS**
1 Vinyl Decorative Wall Covering
2 1/8” Luau
3 1 1/2” Tubular Aluminum Wall Frame
4 Styrofoam Insulation
5 1/8” Luau
6 High-Gloss Fiberglass Exterior

**FLOOR**
1 Residential-Quality Carpet
2 1/2” Foam Pad
3 1 1/2” Structurwood®
4 Styrofoam Insulation
5 1 1/2” Tubular Steel Floor Frame
6 1/4” Luau
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: 5.29
Hitch Receiver
Radial Tires
  Tire Size: LT245/70R19.5 F

WORKHORSE W20 SERIES CHASSIS/ENGINE/SUSPENSION

Standard
8.1L Electronic Fuel Injection V8 Gasoline Engine: 340 hp
Cubic Inch Displacement (CID): 496
Torque 450 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: XRV245/70R19.5 F

Optional
W22 Series Chassis (22,000 Lb.)

WEIGHTS

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<thead>
<tr>
<th></th>
<th>Ford</th>
<th>W20</th>
<th>W22</th>
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</thead>
<tbody>
<tr>
<td>Front Gross Axle Weight Rating (Lbs.)</td>
<td>7,000</td>
<td>7,500</td>
<td>8,000</td>
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<tr>
<td>Rear Gross Axle Weight Rating (Lbs.)</td>
<td>13,500</td>
<td>13,500</td>
<td>14,000</td>
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<tr>
<td>GVWR</td>
<td>20,500</td>
<td>20,700</td>
<td>22,000</td>
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<td>GDWR</td>
<td>26,000</td>
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TANK CAPACITIES

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<th></th>
<th>Ford</th>
<th>W20</th>
<th>W22</th>
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<tr>
<td>Grey Tank (Gal.)</td>
<td>51</td>
<td>61</td>
<td>61</td>
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<tr>
<td>Black Tank (Gal.)</td>
<td>41</td>
<td>41</td>
<td>41</td>
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<tr>
<td>Water Tank with Water Heater (Gal.)</td>
<td>75</td>
<td>75</td>
<td>75</td>
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<tr>
<td>LP Tank (Lbs.)</td>
<td>106</td>
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**2003 FIRENZA™ Standard and Optional Features**

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<tr>
<th>EXTERIOR FEATURES</th>
<th>CAB FEATURES</th>
<th>APPLIANCES</th>
<th>INTERIOR/DECOR FEATURES</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Standard</strong></td>
<td><strong>Standard</strong></td>
<td><strong>Optional</strong></td>
<td><strong>Standard</strong></td>
</tr>
<tr>
<td>Exterior Baggage Trunks with Lights</td>
<td>Electric Air Horns</td>
<td>General Electric® Convection 30-inch Microwave</td>
<td>Fairfield Oak Cabinetry with Brass Hardware and Hidden Hinges</td>
</tr>
<tr>
<td>Baggage Doors with Automatic Latches and Gas Struts (Except LP Door)</td>
<td>Driver's Door with Power Window</td>
<td>Side-by-Side 12-cu.-ft. Refrigerator (35 F and 36 B)</td>
<td>and Hidden Hinges</td>
</tr>
<tr>
<td>One Key System for all Exterior Trunks</td>
<td>6-Way Power Passenger Seat</td>
<td>8-cu.-ft. Refrigerator with Ice Maker</td>
<td>Raised Panel Cabinet Doors (Upper and Refrigerator)</td>
</tr>
<tr>
<td>Rear Wheel Mud Flaps</td>
<td>Ultraleather® Driver's and Passenger Seat</td>
<td>10-cu.-ft. Refrigerator with Ice Maker</td>
<td>Decorative Lighting Package</td>
</tr>
<tr>
<td>Rear Ladder</td>
<td>CB Radio Prep with Antenna</td>
<td>Accessories Package (Includes Dust Buster)</td>
<td>Pleated Day/Night Shades (Living Area and Bedroom)</td>
</tr>
<tr>
<td>Outside Utility Center with Shower</td>
<td>Built-in Computer Workstation in Dash</td>
<td>Rechargeable Flashlight, Phone, Hair Dryer</td>
<td>High Pressure Laminate Countertops with Oak Edging</td>
</tr>
<tr>
<td>Towling Hitch</td>
<td>GPS Navigation System</td>
<td>Spacesaver Coffeemaker</td>
<td>Power Drive™ Electric Slide Room System</td>
</tr>
<tr>
<td>Front and Rear Fiberglass End Caps</td>
<td>Driver and Passenger Sun Shade</td>
<td>Three Burner Cooktop with Storage Below</td>
<td>Padded Vinyl Ceiling Material</td>
</tr>
<tr>
<td>High-Gloss Gel-Coat Fiberglass Sidewalls</td>
<td>AM/FM Stereo with Cassette and CD</td>
<td>Central Vacuum System</td>
<td>Mini Blinds (Kitchen)</td>
</tr>
<tr>
<td>One-Piece TPO Roof</td>
<td>Optional</td>
<td>Attic Fan (Kitchen)</td>
<td>Wood Fascia Boards on Slide-Outs</td>
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<tr>
<td>Driving Lights</td>
<td>Exterior Entertainment Center</td>
<td>Recessed Kitchen Sink and Stove Top</td>
<td>Optional</td>
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<tr>
<td>Daytime Running Lights</td>
<td>Window Awnings(s)</td>
<td>Trash Cans in Kitchen</td>
<td>North Ridge Maple Cabinetry with Burnished Brass Hardware and Hidden Hinges</td>
</tr>
<tr>
<td>Power, Remote Exterior Mirrors</td>
<td>Slide-Out Awnings(s)</td>
<td>Pantry (35 F and 36 B)</td>
<td>Raised Panel Cabinet Doors (Lower Only)</td>
</tr>
<tr>
<td>Undercoating</td>
<td>Patio Awnings with Cover</td>
<td>Phone Jack and 12V Outlet in Living Area</td>
<td>J-Stone™ Solid Surface Countertop and Sink Covers</td>
</tr>
<tr>
<td>7-Way Plug, Pre-Wire for Brake Controller</td>
<td>12V Electric Patio Awnings with Remote Control and Cover</td>
<td><strong>ENTERTAINMENT FEATURES</strong></td>
<td><strong>FURNITURE</strong></td>
</tr>
<tr>
<td>Exterior Vinyl Graphics</td>
<td>Thermal Pane Windows</td>
<td><strong>Standard</strong></td>
<td><strong>Standard</strong></td>
</tr>
<tr>
<td><strong>Optional</strong></td>
<td>Full Width Deluxe Mud Flap (Dealer Installed)</td>
<td>Satellite Prep</td>
<td>Fabric Redliner</td>
</tr>
<tr>
<td>Exterior Entertainment Center</td>
<td>Hydraulic Leveling Jacks</td>
<td>27-inch Color TV in Living Area</td>
<td>Hardwood Free-Standing Dinette and Two Padded Chairs</td>
</tr>
<tr>
<td>Window Awnings(s)</td>
<td>One-Piece, Seamless Fiberglass Roof</td>
<td>20-inch Color TV in Bedroom</td>
<td>Fabric Easy Bed™ Sofa</td>
</tr>
<tr>
<td>Slide-Out Awnings(s)</td>
<td>Full Body Paint, Three Choices</td>
<td><strong>Optional</strong></td>
<td><strong>Optional</strong></td>
</tr>
<tr>
<td>Patio Awnings with Cover</td>
<td>Front Cap Protective Film</td>
<td>DVD Player</td>
<td>Fabric Redliner</td>
</tr>
<tr>
<td>12V Electric Patio Awnings with Remote Control and Cover</td>
<td>Exterior BBQ Grill</td>
<td>VCR</td>
<td>Hardwood Free-Standing Dinette and Two Padded Chairs</td>
</tr>
<tr>
<td>Thermal Pane Windows</td>
<td><strong>CAB FEATURES</strong></td>
<td>Satellite System with Manual Lift</td>
<td>Fabric Easy Bed™ Sofa</td>
</tr>
<tr>
<td>Full Width Deluxe Mud Flap (Dealer Installed)</td>
<td><strong>Standard</strong></td>
<td>Satellite System with Power Lift</td>
<td><strong>APPLIANCES</strong></td>
</tr>
<tr>
<td>Hydraulic Leveling Jacks</td>
<td><strong>6-Way Power Driver Seat</strong></td>
<td><strong>Standard</strong></td>
<td><strong>Optional</strong></td>
</tr>
<tr>
<td>One-Piece, Seamless Fiberglass Roof</td>
<td>Rear Vision Camera and Monitor System</td>
<td>General Electric® 30-inch Microwave with Ultra Quiet Fan</td>
<td>General Electric® Convection 30-inch Microwave</td>
</tr>
<tr>
<td>Front Cap Protective Film</td>
<td>Automotive-Style ABS and Vinyl-Wrapped Dash</td>
<td>8-cu.-ft. Refrigerator with Raised Panel Door</td>
<td>8-cu.-ft. Refrigerator with Ice Maker</td>
</tr>
<tr>
<td>Exterior BBQ Grill</td>
<td>Driver and Passenger Sun Visors</td>
<td><strong>INTERIOR/DECOR FEATURES</strong></td>
<td><strong>FURNITURE</strong></td>
</tr>
</tbody>
</table>

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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)
Ultradeather™ Hide-a-Bed Sofa (33 E)
Ultradeather™ Easy Bed™ Sofa
Ultradeather™ 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) (33 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
13.5M BTU Roof Mount Central Air Conditioner
35K 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
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 Auxiliary 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
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) or Dry Weight (GVWR) means the maximum allowable 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) is 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.

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