

GET SERIOUS ABOUT ECONOMY.



PHASAR

WHILE OTHERS WERE BUILDING 100- GALLON FUEL TANKS, WE WERE BUILDING A 22MPG MOTOR HOME.

Instead of making minor modifications to our existing line of motor homes, Itasca® put 8 million dollars into developing a new concept in motor homes. 8 million dollars into



developing Phasar.™ That should show you how serious we are about building motor homes.

Because Phasar is a revolutionary front wheel drive diesel vehicle. It is fully self-contained and can get an amazing 22 MPG.

PHASAR IS A MOTOR HOME.

With better mileage than some cars, Phasar still comes fully equipped, just like any motor home.

It has a compact galley, room to sleep four, 6 feet of standup headroom, and an expandable bathroom. Everything you'd expect in a motor home. Any motor home.

It is also aerodynamically designed, turns on a dime, and you can even parallel park it, it's that maneuverable.

Which means you can use our new Phasar to go on vacation, as you'd expect, or you can use it to run errands in town, a feature that astounds people familiar with motor homes.



PHASAR IS A MULTI-PURPOSE VEHICLE.

Phasar is a truly multi-purpose vehicle. It has the capability for everyday use, just like a car. The miles per gallon are so good, you can drive it to work, run to the supermarket, go downtown for your dental appointment. Plus go across country on vacation. That part's like a motor home, not like a car at all.

At Itasca, we're serious about building motor homes.

We don't stop with conventional thinking. We're always trying to improve, redesign and revolutionize motor homes to give you the absolute most for your money. And fill every need we can think of to fill.

That means better selection for you. From Sunflyer, our top-of-the-line motor home, to Phasar, our newest and smallest. And everything in between.

That takes skill, thought, dedication and just plain hard work.

And pioneering a whole new category of motor homes, with the introduction of Phasar, that also takes courage.

Because the rest of the industry was busy building 100-gallon fuel tanks.

Our newest motor home, Phasar, simply doesn't need one.

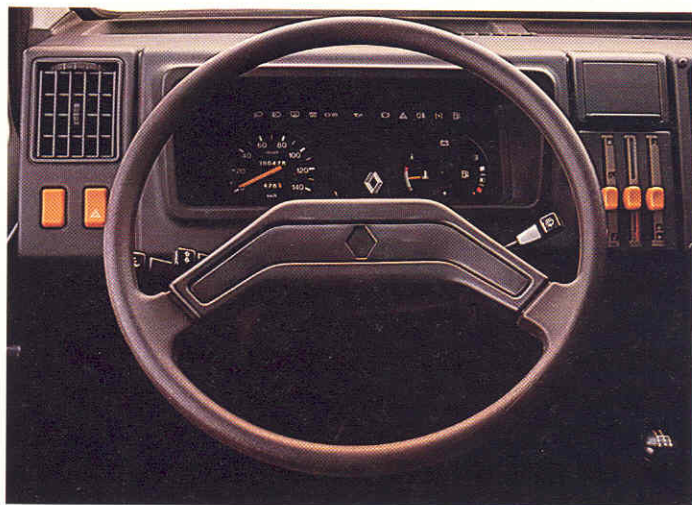
PHASAR IS AMAZING.

If you're interested in a truly multi-purpose vehicle that can get an amazing 22 MPG, go to your Itasca dealer, and test drive Phasar. In town, out of town, in traffic, on the backroads.

It can handle everything.

Every challenge you can throw at it. Including tight parking spaces.

You may enjoy driving Phasar so much you'll never want to stop. Even for fuel.



PHASAR ISN'T JUST A MOTOR HOME.

First, Phasar gets great mileage. Second, it's small and extremely maneuverable. Third, it's a self-contained motor home.

because the tires are pulling the car, and those tires are directly underneath the engine weight. It's also better in snow.



The United States Auto Club did the mileage test. They put over 3,000 miles on a prototype. They drove through biting cold and blistering heat. The results showed that our prototype averaged 24.11 miles per gallon.*

This prototype vehicle was identical to Phasar in all respects but one. It lacked Phasar's sink, range, refrigerator and marine toilet. With their added weight, your mileage could be reduced to 22 MPG, still better than some cars.

That's our mileage story. Let's talk about the second aspect of Phasar, its maneuverability.

PHASAR IS MANEUVERABLE.

A big reason for its great handling is Phasar's front wheel drive. Front wheel drive does wonders for traction and turning,

Another reason for its maneuverability is its size. It measures just 20 feet from end to end, and has a turning radius of just over 22 feet.

Finally, handling and stability are improved by Phasar's sleek front end and wedge shaped design. It not only slices through headwinds, but remains surefooted while it's doing it.

That's the mechanical part. Now we'll talk about getting a fully self-contained contained motor home into a 20-foot vehicle.

PHASAR IS SELF-CONTAINED.

Phasar comes complete with a compact galley, six feet of standup headroom, a dinette that converts into a full sized bed, and an expandable bathroom.

What's an expandable bathroom? When not in use, it remains compact and

*Interstate highway mileage. Your actual fuel economy will vary depending on speed, weather and load conditions. Equipment, engine specifications, optional equipment and design may vary in subsequent production models and this may affect fuel economy.

IT'S AN EVERYDAY VEHICLE.

snug against the side of the unit.

Then simply grasp the walls, and the entire compartment slides out smoothly and easily to form a larger bathroom, complete with toilet and optional shower.

Another cleverly designed feature is our companion seats which fold out into a double bed.

Phasar even has a split level floorplan. The dinette and cab, where you sit, are raised. The bathroom and galley, where you stand, are lowered.

Once again, an example of how Itasca gets the most out of every inch of motor home.

Another feature that makes Phasar seem bigger than it is are the nine large windows. Practically a panorama. Not to mention giving you plenty of ventilation.

Then there's all the comfort. Seats in the cab and lounge area and dinette are richly cushioned in soft, dacron-wrapped foam. The galley has nothing but top brand name appliances. There are overhead cabinets and even a wardrobe that doubles as a pantry.

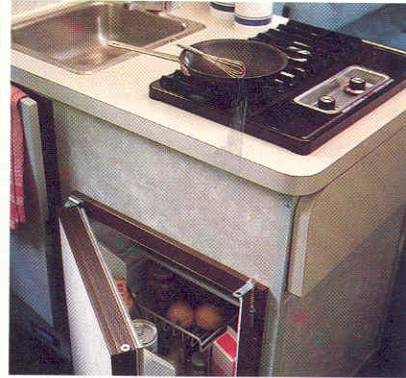
Under the hood, Phasar gives you a diesel engine. Because it's efficient and durable. It also gives you a fuel-efficient 4-speed manual transmission for maximum response.

PHASAR GOES EVERYWHERE.

So drive to the mountains or the ocean

or the lake or the supermarket or the post office or the drug store.

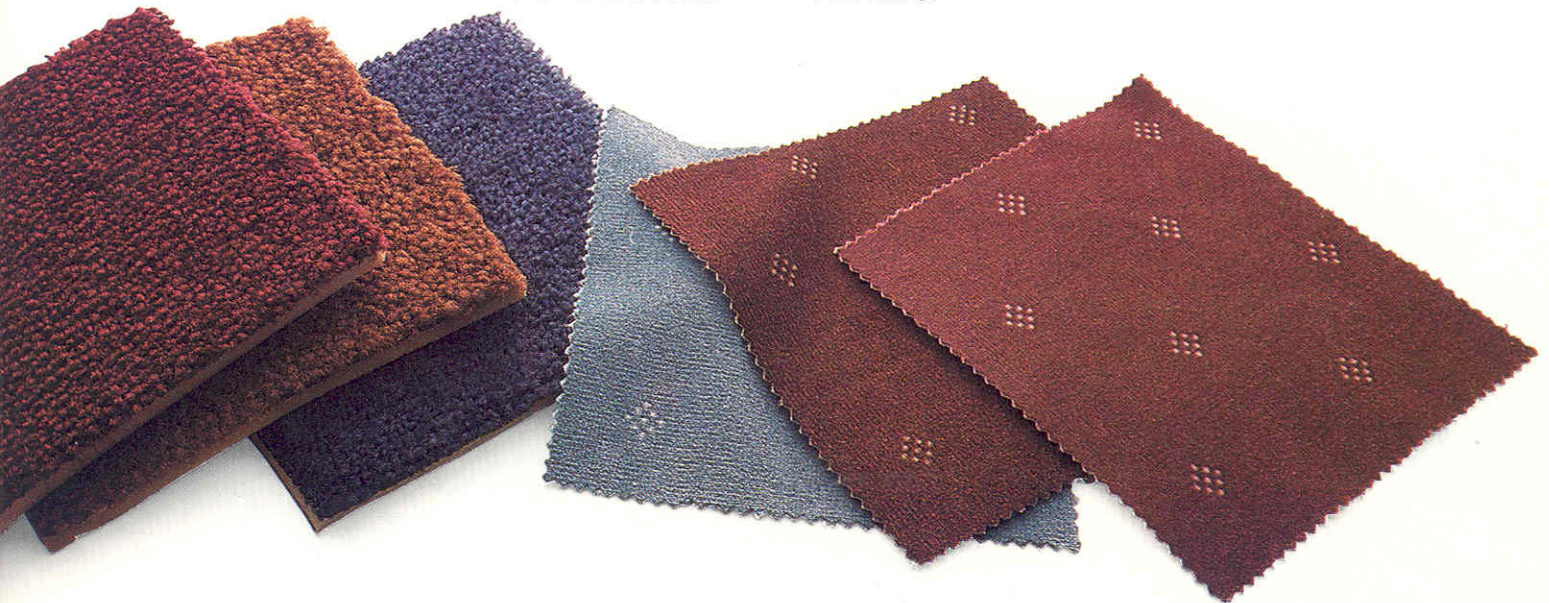
Phasar will economically take you



anywhere you want to go. It doesn't need a vacation.

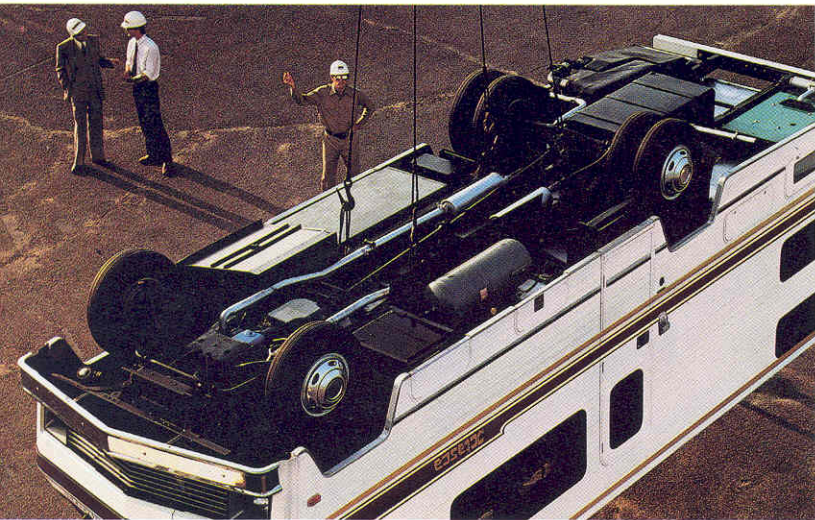
Because it's an everyday vehicle of the type you don't see everyday.

Phasar. A whole new vehicle for motor homers.



GOOD CONSTRUCTION IS NOT A LUXURY.

At Itasca, we believe good construction is of absolute importance. And we design, engineer and construct each motor home for safety as well as durability. We meet or exceed all federal and state safety codes and construction specifications for motor homes. When we design a new Itasca motor home, it has



to pass our own drop test.

It's the kind of dramatic testing that makes Itasca one of the best constructed motor homes on the market today. Because every test we apply teaches us that much more.

The entire motor home structure is also stress-analyzed by computer for strength and integrity. Even our joint construction is computer tested.

Next, units are pulled off the assembly line at random by a team of full-time quality control inspectors for a close examination of construction, craftsmanship, and adherence to tolerances.

Finally, our own engineers take a completed model out on the road for some extensive test driving, in order to learn first hand how to build them even better.

Throughout the entire process of checks and tests, our Quality Circles program encourages workers on the line to spot assembly problems and offer solutions.

GOOD DESIGN IS PART OF GOOD CONSTRUCTION.

One reason for our good design is the control we have over the construction specifications. Because nearly 80% of what goes into an Itasca is built in our own plant.

Rather than relying on outside suppliers, we build our own parts and accessories to meet our exact specifications.

So we're able to give you radius cornered doors, for instance.

Our competition has to buy the regular doors with the square corners that don't match the windows.

We're able to give you electrostatically powder painted trim. The competition leaves theirs untreated.

We make our own water and holding tanks. This means we can design the tanks to fit the space instead of designing the motor



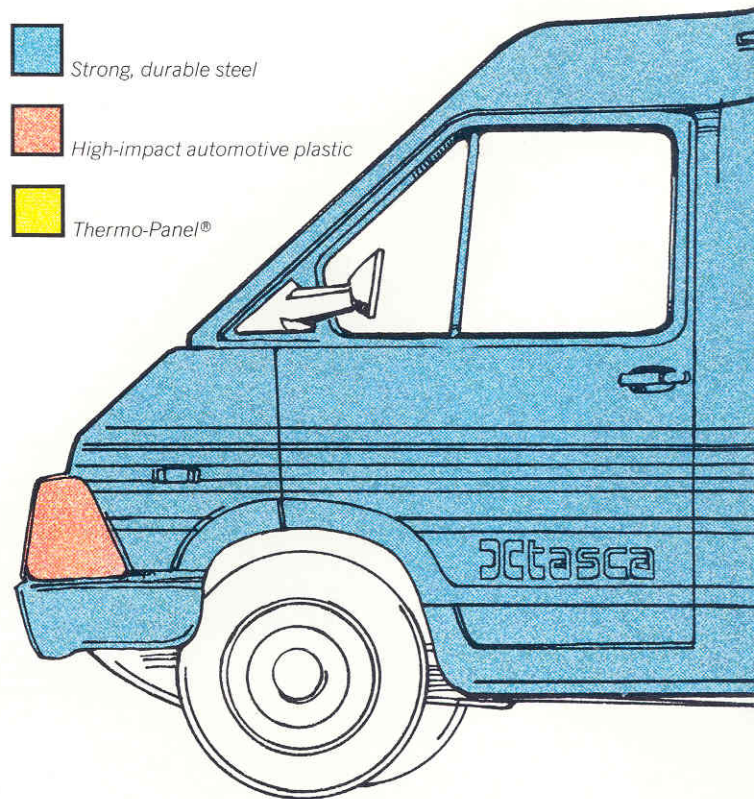
Strong, durable steel



High-impact automotive plastic



Thermo-Panel®



GOOD CONSTRUCTION IS A NECESSITY.

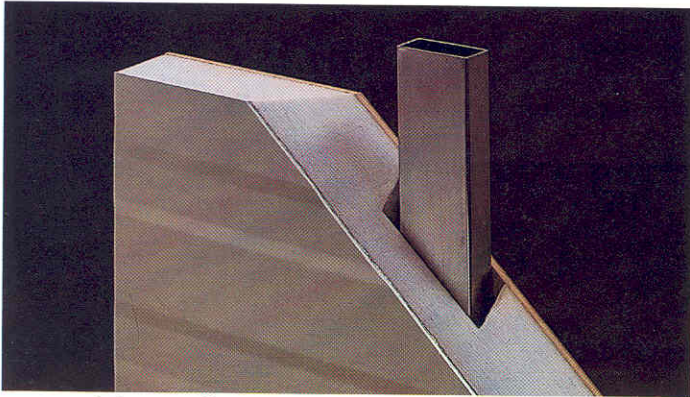
home to fit the standard tanks.

Our roof is one piece, crowned construction for strength, and folded over the side to prevent leakage. That's attention to detail even where you'll never see it.

But to really be impressed, take a tour of our plant in Forest City, Iowa.

GOOD DESIGN IS ALWAYS FUNCTIONAL.

For your protection, Phasar has a solid steel panel that runs along both sides and up over the cab.



The walls are all our own Thermo-Panel[®] construction, actually a series of layers for

insulation and strength. Also quiet. That's extremely functional.

THE BEST WAY TO BUY A MOTOR HOME IS TO COMPARE.

We want you to. Obviously, we think we'll come out looking the best.

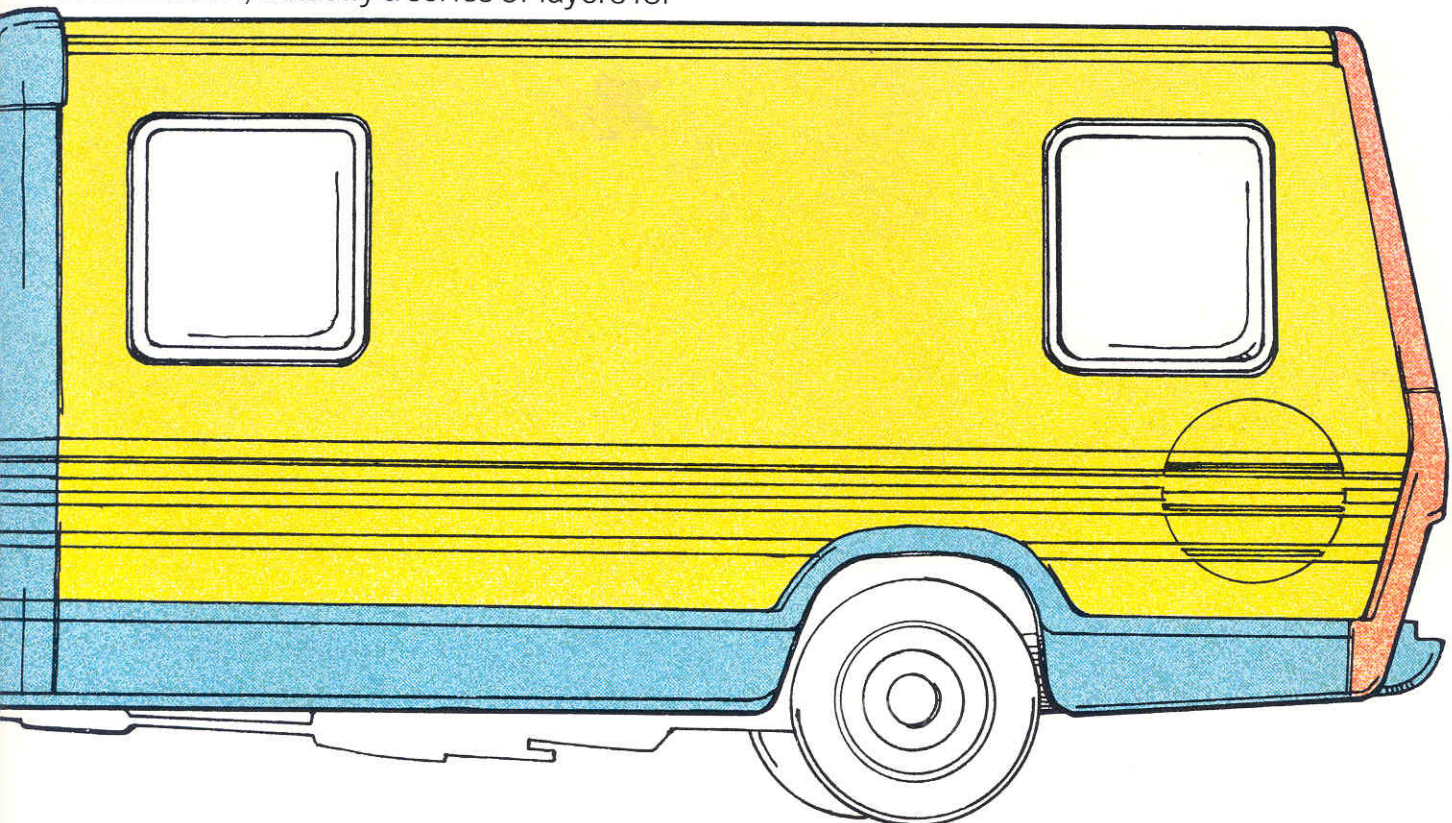
No one can touch us on design, engineering, construction, overall quality, service, safety, or warranty and Traveler's Protection.

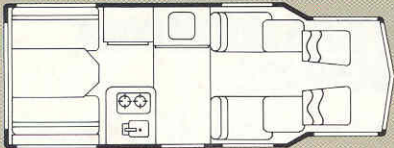
So take a good look at Itasca. We put our heart and soul into each and every motor home we build. Because we're serious about building motor homes.

We're serious about it because we know you're looking for the best motor home you can buy.

All the time and energy we've spent on building them is all worth it because there are people out there who are actually as serious as we are about motor homes.

People like you.



FLOORPLANS	EQUIPMENT		SPECIFICATIONS	
		PHASAR		PHASAR
 <p>PHASAR</p>	Reclining swiveling front bucket seats w/armrests	STD	Length	19'7"
	Companion lounge seats. Fold out into a full-sized bed	STD	Exterior height	84.5"
	Reclining, swiveling lounge bucket seats	OPT	Interior height — normal	67.6"
	12 /110 Volt refrigerator	STD	Interior height — maximum	72.4"
	2 Burner hot plate	STD	Exterior width	86.3"
	6-Gallon water heater	STD	Interior width	82.7"
	Full tinted windows	STD	Radial Tires	215 R14
	AM/FM/Cassette stereo (your choice of two systems)	OPT	GVWR (lbs.)	5,770
	Cruise control	STD	Wheelbase	145"
	Dual battery system	STD	Engine	2.068 Liters, 60 hp.
	32 Amp. converter/charger	STD	Fuel capacity (gal.)	15.9
	Emergency start solenoid	STD	Fresh water capacity (gal. w/heater)	22
	LP leak detector	STD	Holding tank capacity (gal.)	13
	Mud flaps, front & rear	STD	LP gas (lbs.)	28
	Wire wheel covers	OPT	Sleeping capacity	4
	5 Year/50,000 mile Traveler's Protection Plan	OPT	Engine Specifications	
	Complete bathroom with toilet and shower	STD	Diesel Engine	STD
	Automotive air conditioning	OPT	Bosch fuel injectors & injection pump	STD
			Displacement	2.068 Liters
			Bore	86mm
			Stroke	89mm
			Maximum rate	66 hp @ 4600 rpm
			Torque	94 ft. lbs. @ 2250 rpm
			Governed speed	4600 rpm
			Compression ratio	21.5:1
ITASCA. Get Serious.				

Itasca's continuing program of product improvement makes specifications, equipment, model availability and prices subject to change without notice. Some items shown may be extra cost options.

For Itasca sales & service, contact: