

# IMPULSE | IMPULSE

2012



*Silver*



IMPULSE SILVER  
*Sand*  
*Full-Body Paint*







26QP Medallion with Coffee-Glazed Vienna Maple



31JP Medallion with Forest Cherry

## TAKE YOUR PICK

You've worked hard. Now it's time to follow your impulses. The 2012 Itasca Impulse®, that is. With five unique floorplans, there is sure to be a model that is just right for you. And, with more than fifty years of design innovation and quality under our belts at Winnebago Industries®, you can hit the road knowing you're backed by the best-built and Most Recognized Name in Motor Homes®.

The standard cab bunk is perfect for families that need more sleeping space. Combined with the available 19" DC LCD TV and stereo system, everyone will enjoy the night's entertainment. You will appreciate the abundance of options, including

bunk beds on the 31J/31JP and the Comfort Sofa Sleeper in plush Ultraleather™ on the 26Q/26QP and 31C/31CP.

An amplified HD digital TV antenna comes standard, as does our video selection system—so if you choose to have a second TV in the bedroom, both areas can enjoy their choice of programming simultaneously. Or if you prefer, take advantage of the stylish overhead entertainment center with additional storage, and enjoy the 32" LCD TV and home theater sound system with five speakers and subwoofer (NA 26Q/26QP).

### Why Impulse/Impulse Silver?

- 5 floorplans
- Available Silver Upgrade Package (NA 24V)
- Increased interior and exterior storage
- MCD American roller shades
- Easy-care vinyl flooring throughout
- Rear bunk beds – 31J/31JP
- Large rear trunk with recessed storage compartments:  
26Q/26QP  
31C/31CP  
31R/31RP



## DESIGNED FOR ENTHUSIASTS

Owners love their Itasca motor homes, and with good reason. The RV Dealers Association annually bestows the Quality Circle Award based on dealer ratings to manufacturers that provide exceptional products, service and support. Only one manufacturer has received this award for sixteen consecutive years: Winnebago Industries®, proud manufacturer of the Itasca Impulse and Impulse Silver.



## WHAT'S YOUR MEAL PLAN?

Boil, microwave, sauté—you can do it all in our full-featured kitchen, which offers a three-burner range with additional storage below (SmartSpace™ in action), vented range fan, microwave oven, and double-door refrigerator freezer. Don't forget our standard full-extension drawer slides, which mean that you can easily access all your kitchen gear. If you prefer, you can choose the combination microwave/convection oven and/or the range with oven.

Enjoy restful sleep in your bedroom with a queen-size bed, abundant wardrobe and available 19" LCD TV (NA 24V). The bathroom comes standard with a skylight and a conveniently located third water pump switch so you don't have to leave the bath in order to turn on the water pump. We really think of everything!

For 2012, we lowered the entrance door, which eliminates the need for auxiliary entrance steps, and makes entering and exiting your vehicle that much easier. We are always looking for ways to make your motor home experience second to none.



The BenchMark® full-comfort dinette is so much more. It has innerspring seat construction for residential-style comfort, easy flip-up storage and it quickly converts to a comfortable bed when needed (available with Impulse Silver package).





# DISCOVER THE DIFFERENCE

The difference is in the details. Explore the exceptional features and technologies that go into making Itasca motor homes simply the best.



All sofa beds are not created equal. The **Comfort Sofa Sleeper** is wrapped in durable Ultraleather, easily converts to a bed, and has a self-inflating mattress so cozy, your guests won't want to leave (26Q/26QP, 31C/31CP).



The **Slideout Battery Tray** gives you no-hassle access to all of the house batteries.



The large **Rear Storage** area features recessed compartments with removable covers and a drain plug so you can store wet gear or keep drinks on ice (26Q/26QP, 31C/31CP, 31R/31RP).



With our smoothly retracting **MCD American Duo® Solar/Blackout Roller Shades** you can control just how much light and privacy you want—no matter the time of day (available on Impulse, standard on Impulse Silver). **MCD American Solo® Blackout Shades** come standard on the Impulse.



You'll never have to track the dirt in again, thanks to the available **Exterior Wash Station**. Easy access and a lighted pump switch enable you to clean your gear, your kids, even your dog before re-entering the coach.



The **Rear Compartment Cover** provides packing flexibility and, when removed, it folds out into a table for an instant picnic (26Q/26QP, 31C/31CP, 31R/31RP).



The new **Lowered Entrance Door** is the perfect height, eliminating the need for auxiliary steps.

# IMPULSE *Silver* TAKE YOUR IMPULSE TO THE NEXT LEVEL

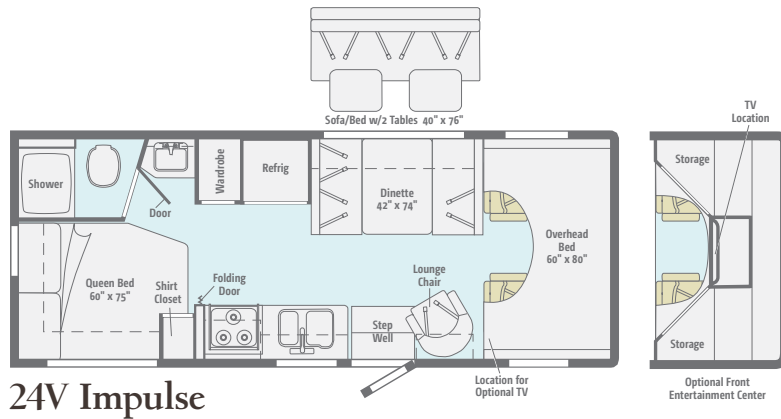
The 2012 Itasca Impulse Silver...an elite package for the discerning buyer who wants more. Enjoy more stylish upgrades like raised-panel refrigerator inserts and available full-body paint; more advanced features like the galley water filtration system and MCD American Duo solar/blackout shades; more conveniences like the BenchMark full-comfort dinette inside and the fiberglass running boards outside. Make an investment in your future—the Impulse Silver.

	OPTIONAL ON IMPULSE	STANDARD ON IMPULSE SILVER	OPTIONAL ON IMPULSE SILVER
<b>Exterior Features</b>			
Full fiberglass front cap		■	
Fiberglass running boards w/wheel lips		■	
Four available full-body paint packages			■
Electric exterior mirrors	■	■	
Electric patio awning	■	■	
Stainless steel wheel liners	■	■	
Deluxe graphics package	■	■	

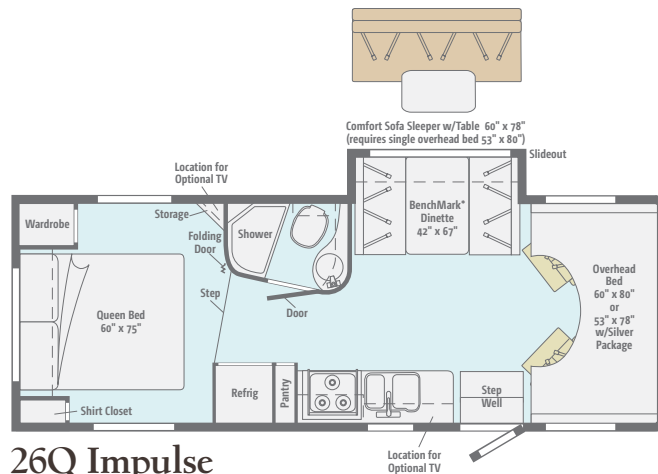
<b>Interior Features</b>			
Dash appliqué	■	■	
Vinyl ceiling		■	
Thermo-formed countertops and galley backsplash		■	
BenchMark full-comfort dinette		■	
Single-control galley and lavatory faucets		■	
Large double-door refrigerator w/raised panel stile-and-rail inserts		■	
Porcelain toilet		■	
Water filtration system		■	
Interior Upgrade Package	■	■	
■ Dream Dinette™ table			
■ Range cover			
■ Bedroom window side valance treatment			
■ Polyethylene sink covers			
■ Sofa throw pillows (2)			
■ MCD American Duo solar/black-out roller shades			

# FLOORPLANS & SPECIFICATIONS

Dimensions shown are for sleeping space only and may vary due to styling differences. Dashed lines denote overhead storage areas. Floorplans and specifications are also available online at [Goltasca.com](http://Goltasca.com).



24V Impulse



26Q Impulse

26QP Impulse Silver

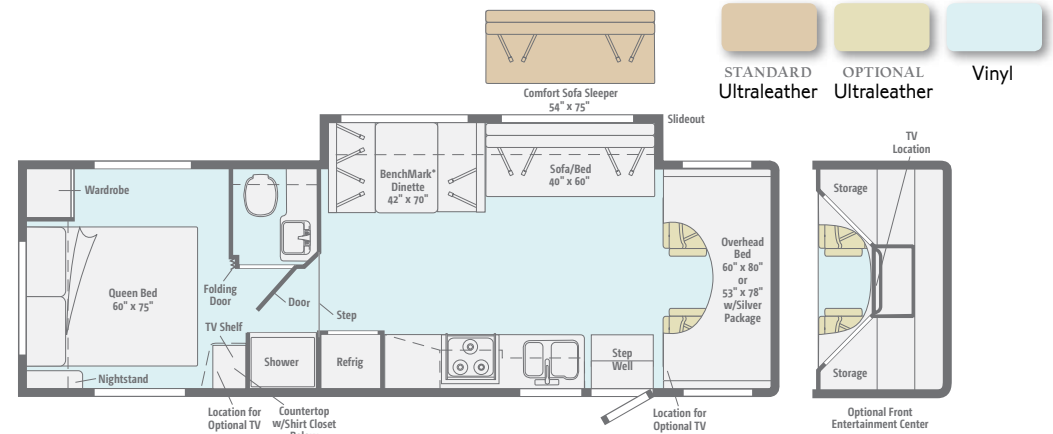
## So Many Choices

Light travelers will find plenty to love about the efficient designs of the 24V and 26Q. If you travel in bunches, step up to one of three 31-foot models, each with slideouts and even bunk beds in the 31J/31JP.

\*BenchMark dinette available on Impulse Silver only

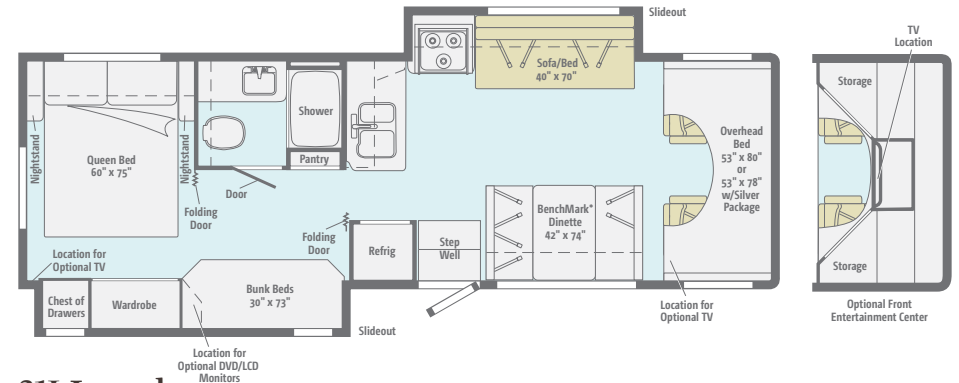


For photos, videos and a whole lot more about the full lineup of Itasca motor homes, visit [Goltasca.com](http://Goltasca.com).



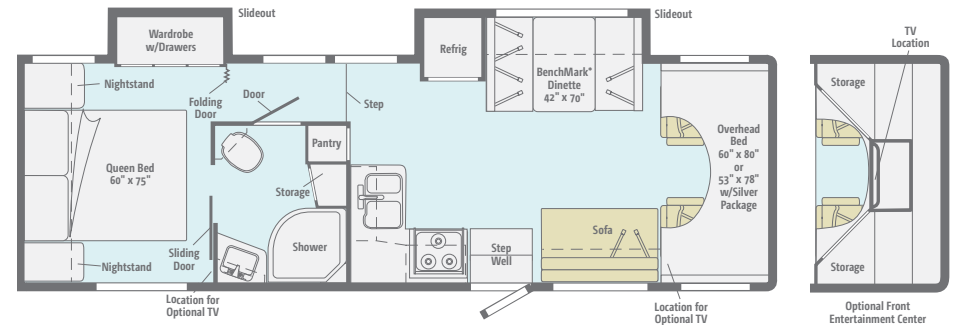
31C Impulse

31CP Impulse Silver



31J Impulse

31JP Impulse Silver



31R Impulse

31RP Impulse Silver

STANDARD  
UltraLeather

OPTIONAL  
UltraLeather

Vinyl

## Chassis

**Ford® E350 Chassis** 305-hp 6.8L Super-Duty V10 SEFI Triton engine, TorqShift™ 5-speed automatic transmission w/ overdrive, 120-amp. alternator (24V)

**Ford E450 Chassis** 305-hp 6.8L Super-Duty V10 SEFI Triton engine, TorqShift 5-speed automatic transmission w/ overdrive, 120-amp. alternator (NA 24V)

**4-wheel ABS**

**7-pin trailer wiring**

**Trailer Hitch**<sup>6</sup> 5,000-lb. drawbar/350-lbs. max vertical tongue weight

**Stainless steel wheel covers**

### *Optional Equipment*

**Ford E450 Chassis** 305-hp 6.8L Super-Duty V10 SEFI Triton engine, TorqShift 5-speed automatic transmission w/ overdrive, 120-amp. alternator (24V)

**Stainless steel wheel liners**

**Rear auxiliary air springs** (NA 24V)

**Silver Package** (available for 26QP, 31CP, 31JP, 31RP) fiberglass front cap, deluxe graphics or available full-body paint, fiberglass running boards w/wheel lips, power mirrors w/defrost, powered patio awning, stainless steel wheel liners, soft vinyl ceiling, porcelain toilet, thermo-formed laminated countertops, kitchen backsplash, BenchMark® dinette w/Dream Dinette™ table, single-control kitchen and lavatory faucets, range and sink covers, large double-door refrigerator w/raised panel stile-and-rail insert, kitchen cold water filtration system, sofa throw pillows (2), side valance window treatment on bedroom windows, MCD American Duo® solar/blackout roller shades, dash appliqué, carpeted cab floor mats

## Cab Conveniences

**Cab Seats** armrests, lumbar support and multi-adjustable slide/recline

**Swivel/slide driver and passenger seats** (26Q/26QP)

**AM/FM stereo/CD player**

**12-volt powerpoint**

**Power steering w/tilt and cruise control**

**Power door locks**

**Sunvisors**

**Manually adjustable exterior mirrors**

### *Optional Equipment*

**Power mirrors w/defrost**

**Dash appliqués**

**RV Radio®** AM/FM stereo, weatherband, CD player, remote, iPod/MP3 input

**RV Radio/Rearview Monitor System** 6.5" LCD touch screen color monitor, remote, iPod/MP3 input, color rear camera w/one-way audio

**Sirius® Satellite System** two docking ports, receiver, 6-month complimentary subscription and iPod interface connection (requires RV Radio/rearview monitor system)

**Swivel/slide driver and passenger seats** (31C/31CP)

## Interior

**Amplified digital TV antenna system**

**Satellite system ready**

**MCD American Solo® blackout roller shades** (lounge, dinette and bedroom)

**Mini blinds** (galley)

**Systems monitor panel**

**Roof vent(s)** (lounge area)

**Powered roof vent** (bath)

**Cab divider curtain** (NA 26Q/26QP)

**Front wraparound curtain** (26Q/26QP)

**Bunk privacy curtain**

**Bunk ladder**

**Tinted windows**

**Key-activated slideroom master lock switch** (NA 24V)

### *Optional Equipment*

**Impulse Upgrade Package**

Dream Dinette table, range cover, sink covers (2), sofa throw pillows (2), MCD American Duo solar/blackout roller shades, side valance window treatment on bedroom window, carpeted cab floor mats

**19" DC, LCD TV w/swivel and telescoping bracket** (forward end of galley) (26Q/26QP)

**19" DC, LCD TV w/AM/FM radio, alarm clock, CD/DVD player and video selection system in front bunk area** (NA 26Q/26QP)

**Carpet in lounge, dining area and bedroom** (NA 24V)

**Carpet in lounge and dining area** (24V)

**Front Overhead Entertainment Center** 32" LCD TV w/remote, home theater sound system w/DVD player, amplifier, receiver, speakers, subwoofer and video selection system (NA 26Q/26QP)

**Entertainment System** 26" LCD TV w/remote, swivel and telescoping bracket, home theater sound system w/AM/FM receiver, DVD player, video selection system, amplifier, speakers (5) and subwoofer (located forward end of galley) (26Q/26QP)

**Tinted, dual-glazed thermo-insulated windows**

**Powered ventilator fan** (lounge area)

## Kitchen

**Laminate countertops**

**Norcold® double-door refrigerator/freezer**

**Microwave oven**

**3-burner range top w/storage below**

**Vented range hood**

### *Optional Equipment*

**3-burner range w/oven**

**Microwave/convection oven**

## Bath

**Laminate countertop**

**Self-cleaning retractable shower screen** (NA 31R/31RP)

**Curved glass shower door** (31R/31RP)

**Flexible showerhead**

**Skylight**

**Water pump switch**

### *Optional Equipment*

**Textured glass shower door** (31C/31CP)

## Bedroom

**Queen bed w/foam mattress and bedspread** (removable mattress cover on 24V), **pillows and shams**

**Bunk beds with foam mattresses, storage compartment, pillows w/shams and privacy curtains** (31J/31JP)

### *Optional Equipment*

**19" DC, LCD TV** (NA 24V)

**8.5" LCD monitors (2) w/DVD and headphones in bunks** (31J/31JP)

## Exterior

**Porch light**

**Stepwell light**

**Steel running boards**

**Rear mud flaps**

**Ladder**

**Recessed rotocast storage compartments w/drain plug, cover and cover/folding table** (26Q/26QP, 31C/31CP, 31R/31RP)

**Premium high-gloss sidewall skin**

### *Optional Equipment*

**Powered patio awning**

## Heating & Cooling System

**13,500 BTU roof-mounted air conditioner** (24V)

**14,800 BTU roof-mounted air conditioner** (NA 24V)

**25,000 BTU low-profile furnace** (24V)

**30,000 BTU low-profile furnace** (NA 24V))

## Electrical System

**AC/DC load center, 45-amp. converter/charger**

**30-amp. power cord**

**TV jack and DC receptacle near entrance door**

**Deep-cycle, Group 31 battery on pull-out tray**

**Coach battery disconnect system**

**Auxiliary start circuit**

**Automatic dual-battery charge control**

### *Optional Equipment*

**4,000-watt Cummins Onan® MicroQuiet™ gas generator**

**Additional deep-cycle, Group 31 battery**

**300-watt DC/AC inverter**

## Plumbing System

**City water hook-up**

**Lockable water tank fill**

**On-demand water pump**

**6-gallon LP water heater w/electronic ignition**

**Winterization Package** water heater bypass valve and siphon tube

**TrueLevel™ holding-tank monitoring system**

**Permanent-mount LP tank w/gauge**

### *Optional Equipment*

**Heated electric drainage system**

**6-gallon 110 V/LP Water Heater** electronic ignition, rear auto heater and Energy Management System (NA 24V)

**6-gallon 110 V/LP water heater w/electronic ignition** (24V)

**Exterior wash station w/lighted pump switch**

## Safety

**Seat belts**

**Dual airbags**

**Child seat tether anchor**

**LP, smoke and carbon monoxide detectors**

**10 BC fire extinguisher**

**Ground fault interrupter**

**High-mount brake lamp**

## Warranty<sup>7</sup>

**12-month/15,000-mile basic warranty<sup>8</sup>**

**36-month/36,000-mile limited warranty on structure<sup>8</sup>**

**10-year limited parts-and-labor warranty on roof skin<sup>8</sup>**

<sup>1</sup> The height of each model is measured to the top of the tallest standard feature and is based on the curb weight of a typically equipped unit. The actual height of your vehicle may vary by several inches depending on chassis or equipment variations. Please contact your dealer for further information.

<sup>2</sup> Impulse and Impulse Silver floorplans feature a wide-body design – over 96" In making your purchase decision, you should be aware that some states restrict access on some or all state roads to 96" in body width. Before making your purchase decision, you should confirm the road usage laws in the states of interest to you.

<sup>3</sup> The load capacity of your motor home is designated by weight, not by volume, so you cannot necessarily use all available space when loading your motor home.

<sup>4</sup> Capacities are based on measurements prior to tank installation. Slight capacity variations can result due to installation applications.

<sup>5</sup> Capacities shown are tank manufacturer's listed water capacity (W.C.) Actual filled LP capacity is 80% of listing due to overfilling prevention device on tank.

<sup>6</sup> Actual towing capacity is dependent on your particular loading and towing circumstances which includes the GVWR, GAWR, and GCWR, as well as adequate trailer brakes. Please refer to the Operator's Manual of your vehicle for further towing information.

<sup>7</sup> See separate chassis warranty.

<sup>8</sup> See your dealer for complete warranty information.

NA Not Available

Not all items available in combination. See dealer for details.

Winnebago Industries® continuing program of product improvement makes specifications, equipment, model availability, and prices subject to change without notice. Comparisons to other motor homes are based on the most recent information available at printing.

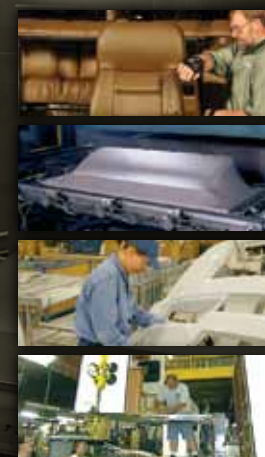


## Weights & Measures

	24V	26Q/26QP	31C/31CP	31J/31JP	31R/31RP
Length	25'1"	27'11"	31'8"	32'	32'
Exterior Height <sup>1</sup>	11'1"	11'2"	11'2"	11'1"	11'1"
Exterior Width <sup>2</sup>	8'5.5"	8'5.5"	8'5.5"	8'5.5"	8'5.5"
Exterior Storage <sup>3</sup> (cu. ft.)	42.5	79.2	95.6	73.3	83.7
Awning Length	11'6"	13'	16'	10'6"	16'
Interior Height	6'8"	6'10"	6'10"	6'8"	6'10"
Interior Width	8'	8'	8'	8'	8'
Freshwater Capacity w/Heater <sup>4</sup> (gal.)	40	40	40	40	40
Holding Tank Capacity - Black/Gray <sup>4</sup> (gal.)	37/35	30/30	41/40	30/40	43/40
LP Capacity <sup>5</sup> (gal.)	18	18	18	18	18
Fuel Capacity (gal.)	55	55	55	55	55
GCWR <sup>6</sup> (lbs.)	18,500 <sup>A</sup> /22,000 <sup>B</sup>	22,000 <sup>B</sup>	22,000 <sup>B</sup>	22,000 <sup>B</sup>	22,000 <sup>B</sup>
GVWR (lbs.)	11,500 <sup>A</sup> /14,500 <sup>B</sup>	14,500 <sup>B</sup>	14,500 <sup>B</sup>	14,500 <sup>B</sup>	14,500 <sup>B</sup>
GAWR - Front (lbs.)	4,600 <sup>A</sup> /5,000 <sup>B</sup>	5,000 <sup>B</sup>	5,000 <sup>B</sup>	5,000 <sup>B</sup>	5,000 <sup>B</sup>
GAWR - Rear (lbs.)	7,800 <sup>A</sup> /9,600 <sup>B</sup>	9,600 <sup>B</sup>	9,600 <sup>B</sup>	9,600 <sup>B</sup>	9,600 <sup>B</sup>
Wheelbase	158"	190"	220"	220"	215"

<sup>A</sup> Ford E350 Chassis    <sup>B</sup> Ford E450 Chassis    \* 6'4" Rear of coach

## TAKE A TOUR



We're proud of our processes, state-of-the-art facilities and the people who make Winnebago Industries number one.

We invite you to visit our complex in Forest City, Iowa, for a first-hand look at the dedication and technology behind every motor home we build.

# NO SHORTCUTS — NO COMPROMISES

The one-piece **fiberglass roof** is backed by a 10-year limited parts-and-labor roof skin warranty. Fiberglass offers superior strength and durability over less attractive rubber roofs found on so many competitive models that can streak and degrade over time.

Durable, lightweight **Thermo-Panel® sidewalls** combine fiberglass, high-density block-foam insulation and the inner wall surface with aluminum support structures.

**Metal substructures** secure cabinets and appliances to add safety and stability.

An **electrodeposition coating** helps protect critical steel components.

Specially engineered **interlocking joints** connect the floor, sidewalls and roof into a cohesive unit.



**SUPER  
STRUCTURE**



You can compare features. You can compare styles. But when it comes to quality construction, there is **no comparison**. Only motor homes manufactured by Winnebago Industries harness the legendary strength and durability of our SuperStructure® construction process—a process we've been perfecting for more than 50 years.

SuperStructure means a solid framework, steel and aluminum substructures and components built in-house to our exacting standards. It means managing each detail to ensure the integrity and quality of every coach. It means barcoding parts to save time and frustration during service and running every coach through a high-pressure leak test before it leaves the factory.

Where other manufacturers cut corners, SuperStructure ensures the features you can't see are treated with the same care as the ones you can. When you buy an Itasca motor home, you are getting a coach that is built for you—and built to last.



## EXTERIORS

The Impulse comes with standard graphics or available deluxe graphics.  
The Impulse Silver comes with deluxe graphics or available full-body paint.

### Impulse Standard Graphics



**Black/Light Gold**  
STANDARD GRAPHICS



**Dark Cherry/Light Gold**  
STANDARD GRAPHICS

### Impulse | Impulse Silver Deluxe Graphics



**Granite Silver**  
DELUXE GRAPHICS



**Dark Cherry**  
DELUXE GRAPHICS

### Impulse Silver Full-Body Paint



**Moonlight**  
FULL-BODY PAINT



**Silver**  
FULL-BODY PAINT



**Graystone**  
FULL-BODY PAINT

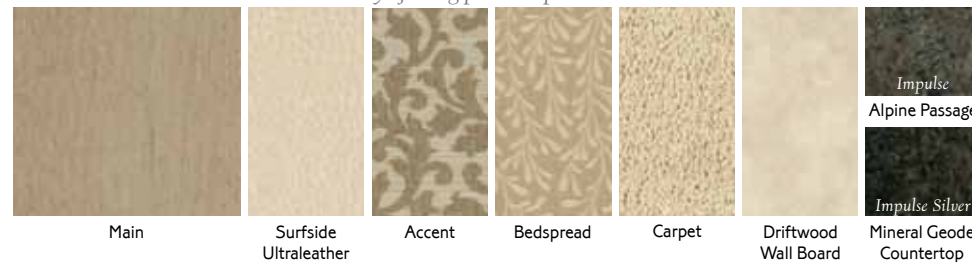


**Sand**  
FULL-BODY PAINT

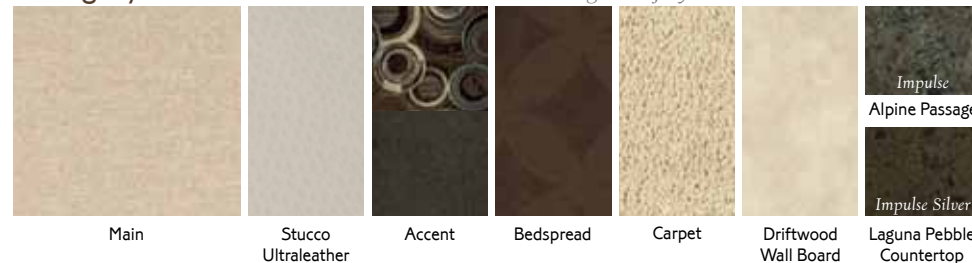
## DÉCOR

Choose from three fabric collections. Upgrade to Ultraleather furniture for luxurious comfort that is both durable and easy to clean. The cabinetry comes in your choice of Forest Cherry and Coffee-Glazed Vienna Maple finish with satin nickel hardware for a warm, inviting interior.

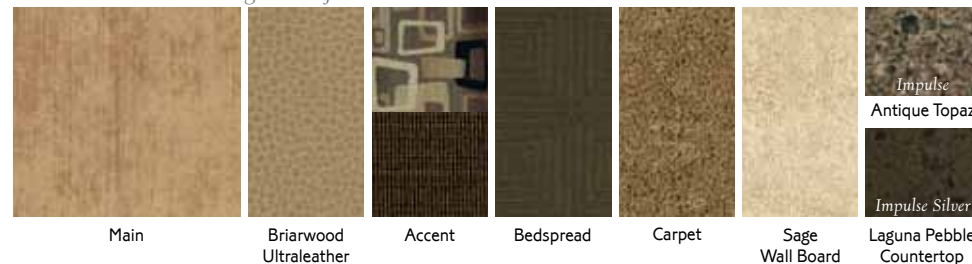
### Medallion *Color combinations worthy of being put on a pedestal.*



### Mahogany Nite *Classic colors with dark accents that never go out of style.*



### Tetramaze *An exciting blend of colors and textures to tantalize the senses.*



Fabrics and carpets may change without notice or obligation.

# DON'T MISS OUT



Caravans, rallies, local and state events, and exclusive RV travel benefits can all be yours as a WIT Club member—and you can meet like-minded folks that possess the same enthusiasm for traveling this great nation of ours. It's a wonderful way to make your Impulse or Impulse Silver a way of life. Learn more about the Winnebago-Itasca Travelers Club at [WITclub.com](http://WITclub.com).

Members enjoy:

- Caravans and Rallies
- Local and State Group Activities
- RV Travel Benefits



Four simple questions  
to ask *before* you buy.

visit  
**BetterBuiltRVs.com**

## COMMITTED TO SERVICE

We back our motor homes with best-in-class support both before and after the sale:



**TRIP**Saver  
EAST TRACK PARTS

- 12-month/ 15,000-mile basic limited warranty
- 36-month/36,000-mile limited warranty on structure
- 10-year standard limited parts-and-labor roof skin warranty
- Complimentary 24-hour roadside assistance program
  - RV Technical Assistance Hotline
  - RV Service Appointment Assistance
  - Emergency Trip Interruption
  - Emergency Message Service
  - Nationwide Trip Routing
  - Fee-Free Travelers Cheques
- TripSaver Fast Track Parts guarantees that in-stock warranty parts ship directly to your dealer within 24 hours
- National dealer service network



THE MOST RECOGNIZED  
NAME IN MOTOR HOMES\*

NYSE: WGO

[Goltasca.com](http://Goltasca.com)



For Sales and Service Information Contact: