

08 LATITUDE





SMARTSPACE
WEB

FIND YOUR LATITUDE.

The all-new 2008 Itasca Latitude™ ushers in a new era of pusher motor homes. It's the first motor home specifically designed to take advantage of the Workhorse UFO™ chassis with fully loaded, innovative mid-entry floorplans for a more spacious cab. This advanced chassis includes a 8.1L, 340-hp gas

engine. You can also choose the Freightliner® XC chassis with a Cummins® 6.7L ISB diesel engine. Inside, curved cabinetry with contemporary styling and a 7'2.5" ceiling height make you feel at home. For beautiful Class A style with pusher power, find yourself in a 2008 Itasca Latitude.

JUST RELAX

Your Latitude is great for a day of adventures or an evening of relaxation. You'll find comfort in every corner with a plush Flexsteel® sofa and an UltraLeather™ Euro Recliner that is contoured to fit your body. It's perfect for reading or watching movies on the 30" TV. The built-in entertainment center also houses the Home Theater Sound System with CD/DVD player.

For more channels, add the available King-Dome® satellite.* This dual LNB RV digital dish can provide digital signals to two separate receivers. The 600-watt inverter gives you the option of watching TV without shoreline or generator power.

The mid-entry design of the Latitude offers a more comfortable cab area without requiring a cumbersome step-well cover. It also allows for abundant storage as part of the stylish and functional interior.

*Digital satellite programming requires a subscription to a digital service provider.



39W Tidal Wave with Honey Cherry/ Washed Maple



SOFA/SLEEPER Guests will love the available new FlexAire™ Sleep System. A queen-size mattress with an electric pump stores beneath the sofa and inflates in minutes for a comfortable night's sleep.

WEB Select a Key Feature

The **WEB** icon designates a Winnebago Industries Key Feature. For further in-depth information and photos, use the Drop-down Menu or click on the 'Key Features' page at winnebagoind.com.



WEB

ONE PLACE™

This complete systems center places frequently used switches, gauges and controls in one convenient location.



WEB TRUEAIR Cools 40% faster and runs 10% quieter than traditional roof air units. The Coleman®-Mach® cooling unit is located in the basement, eliminating condensation runoff and creating a lower vehicle profile. Add the available heat pump and take the chill off cool mornings without starting the furnace.



WEB POWERLINE This energy management system monitors electrical usage and automatically cycles appliances on and off to prevent power overloads.



IT'S COOKING

When it's time for dinner, the Apollo® range/microwave/convection oven in the galley gives you almost unlimited cooking options. Its stainless steel cook top includes three high-output sealed burners, while the convection oven cooks and browns just like a conventional oven in only half the time!

Food storage is everywhere, including a large pantry and an abundance of cabinets with hidden hinges and a distinguished duo-tone design.

The abundant storage is a result of our SmartSpace™ design philosophy that ensures every floorplan makes the most of the available space. This includes the additional storage compartments hidden beneath the seats of the dinette.



APOLLO RANGE The 3-in-1 range/microwave/convection oven cuts cooking time in half.



FULL-EXTENSION DRAWER SLIDES Drawers are sized to maximize storage, hold tight with positive latches and open fully for easy access to stored items.



DINING TABLE Select this drop-leaf dining table set for contemporary dining.

SMOOTH RIDE

Whether it's a quick day trip or a cross-country journey, it's a joy in the plush Flexsteel® driver and passenger seats with soft UltraLeather upholstery. The cab area also offers plenty of room to stretch out and includes built-in cabinets and flip-up countertops for the passenger.

Driving the Latitude is made simple with stylish, ergonomic design and driver conveniences such as map lights and a rearview monitor. Flip on the auxiliary rear lamps for illumination when backing and maneuvering at night. A side-view video camera system is also available to give you a better view of the sides of your coach through turns.

You'll always have something to listen to on the RV Radio®. It features AM/FM stereo, CD player, weather band and an auxiliary input for your iPod/MP3 player. A steering wheel remote and handheld remote give you control of your music from anywhere in the coach.

WEB RV•RADIO®



REARVIEW MONITOR Gain peace of mind when backing and maneuvering using the rearview monitor with one-way audio.



CAB SEATS UltraLeather provides comfort for long trips, while a storage cabinet and countertop come in handy when you're parked. A six-way power pedestal is available for the driver's seat, while an available footrest lets the passenger stretch out.



WARDROBE A large wardrobe lets you bring more clothes.

SLEEP TIGHT

Get a great night's rest every night on the standard queen-size bed. Upgrade to the king-size bed on the 39W and truly sleep like royalty. Add a washer/dryer combination and you'll always have fresh, clean clothes on the road.



BED Lift the bed to reveal extra storage in the 37G.

MORE TO SEE

The bedroom acts as a second living area with a 20" LCD TV and an available rear stereo system. An AM/FM stereo, CD/DVD player and an alarm clock are all included in the stereo system so you can watch a movie in the bedroom without using the front DVD player. It even comes with a headphone jack and an input for your MP3 player.

A bench provides a great place for personal decorative touches and includes storage below.



39W Tidal Wave with Honey Cherry/Washed Maple

WASHER/ DRYER

This washer/dryer combo is available in both models.



VANITY

Prepare for a night out at the stylish vanity.



SHOWER A spacious neo-angle shower with flexible showerhead comes standard.

FULLY LOADED

Proudly show off your Latitude in the available full-body paint scheme that is sure to please. A one-piece windshield gives you an unobstructed view of the highway.

Hooking up at the campsite is made simple with easy-to-read, color-coded labels in the service center. In addition to plumbing and electrical connections, the service center houses connections for a TV and portable satellite dish. An exterior wash station lets you wash off muddy shoes and equipment before entering the coach.

Level your coach quickly and easily with the automatic leveling jacks. The jacks have controls at the entrance door and service center so you can watch them set down on the jack pads.



WEB SMART STORAGE You'll have room for all of your gear in the pass-through basement storage compartments. These compartments feature a rotocast lining that is strong and easy to clean. Side-hinge compartment doors open wide for total access.



EXTERIOR SERVICE CENTER Controls are conveniently positioned and color-coded labels make hookups a snap.



KEYONE Open the entrance door, storage compartments and fuel-fill door with a single KeyOne™ key.



WEB QuickPort The QuickPort® service connection hatch lets you close the service door with the hookups connected.



WEB TRUELEVEL Eliminate tank-level guesswork with our exclusive TrueLevel™ holding tank monitoring system. It incorporates detector cells that read liquid levels from outside the tank. No probes means no more corrosion, just accurate readings, time after time.

PUSHER LUXURY AND CONVENIENCE WITH
YOUR CHOICE OF GAS OR DIESEL.



WORKHORSE UFO CHASSIS

Pusher performance with the ease of a gasoline engine. The all-new Workhorse UFO chassis gives you pusher power with a rear GM Vortec 8.1L gas engine. It delivers 340-hp and 455 lb.-ft. of torque for your toughest climbs. Combined with an Allison 2100 Series 6-speed transmission, the Workhorse UFO chassis brings the GVWR up to an impressive 26,000 pounds — the same GVWR of many traditional diesel pushers.

Enjoy a smooth ride over rough roads on a Hendrickson suspension built exclusively for the UFO chassis. A Quadraulic™ braking system employs four-wheel disc brakes for short stopping distances and anti-lock braking in harsh conditions.

- 26,000-lbs. GVWR
- GM Vortec 8.1L engine
- Adjustable pedals
- Touchpad shifter
- 55° wheel cut
- Allison 2100 Series 6-speed transmission
- Bilstein® shocks
- 5,000-lb. hitch

FREIGHTLINER XC DIESEL CHASSIS

Diesel enthusiasts can choose the Freightliner XC chassis as the foundation of their Latitude. Climb hills with ease using the 340-hp⁹ Cummins ISB 6.7L diesel engine with 660 lb.-ft. of torque.

A full-air braking system delivers excellent stopping power, including four-wheel anti-lock brakes for wet or snowy roads. You won't even notice bumps in the road, thanks to the NeWay® front and rear air suspension.

- 27,910-lbs. GVWR
- Cummins ISB 6.7L diesel engine
- Touchpad shifter
- 55° wheel cut
- Allison® 2500MH Series 6-speed transmission
- Sachs Shocks
- 10,000-lb. hitch



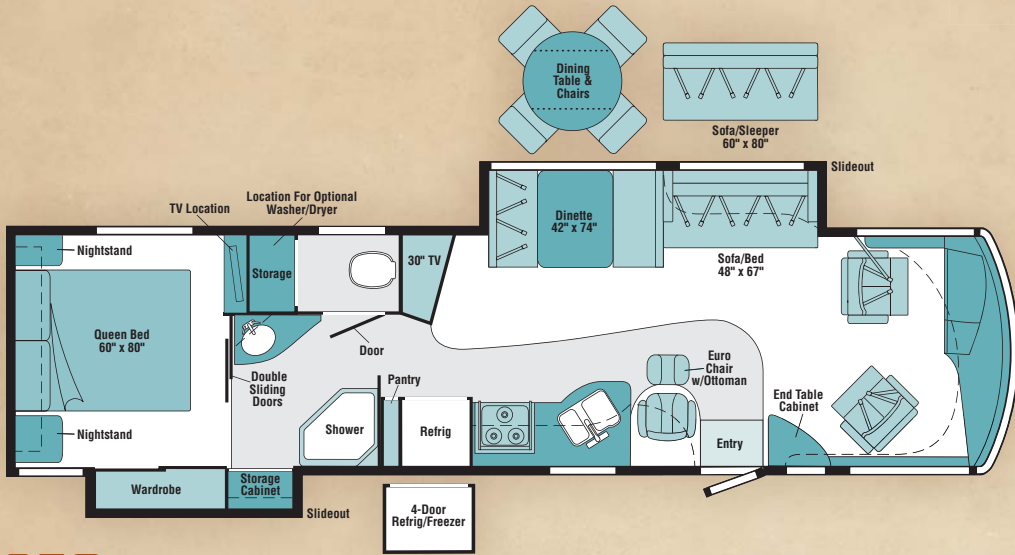
THE LEADER AT EVERY TURN™

08 LATITUDE FLOORPLANS

Carpet
 Vinyl Floorcovering

 Seat Belts

Note: Dimensions shown are for sleeping space only and may vary due to styling differences. Dashed lines denote overhead storage areas.



08 LATITUDE SPECIFICATIONS

WEIGHTS & MEASURES	37G NEW	39W NEW
Length	37'7"	39'3"
Exterior Height ¹	12'4"	12'4"
Exterior Width ²	8'5.5"	8'5.5"
Exterior Storage ³ (cu. ft.)	111.2	127.6
Awning Length	19'6"	19'6"
Interior Height	7'2.5"	7'2.5"
Interior Width	8'0.5"	8'0.5"
Freshwater Capacity w/Heater ⁴ (gal.)	92	92
Holding Tank Capacity - Black/Gray ⁵ (gal.)	62 / 66	62 / 72
LP Capacity ⁶ (gal.)	28	28
Fuel Capacity (gal.)	100 ^A / 90 ^B	100 ^A / 90 ^B
GCWR ⁶ (lbs.)	30,000 ^A / 33,000 ^B	30,000 ^A / 33,000 ^B
GVWR (lbs.)	26,000 ^A / 27,910 ^B	26,000 ^A / 27,910 ^B
GAWR - Front (lbs.)	9,500 ^A / 10,410 ^B	9,500 ^A / 10,410 ^B
GAWR - Rear (lbs.)	17,500 ^A / 17,500 ^B	17,500 ^A / 17,500 ^B
Wheelbase	242"	262"

AUTOMOTIVE/CHASSIS	37G	39W
A Workhorse™ Chassis GM Vortec™ 8.1L V8, 340-hp, Allison® 2100 series 6-speed transmission with two overdrive gears, 145-amp. alternator, 4-wheel ABS, Trailer Hitch ® 5,000-lb. drawbar/500 lbs. maximum vertical tongue weight & 7-pin wiring, Wheel Liners stainless steel	S	S
B Freightliner® Chassis Cummins® ISB 6.7L turbo-charged diesel, 340-hp ⁹ rear radiator, Allison 6-speed electronic 2500 MH transmission, NeWay® front & rear air suspension, 170-amp. alternator, engine exhaust brake, Wheel Liners stainless steel, Exhaust Brake Switch , 4-wheel ABS, Trailer Hitch ® 10,000-lb. drawbar/500 lbs. maximum vertical tongue weight & 7 pin wiring	0	0
Leveling Jacks hydraulic, automatic controls, Steering Wheel power/tilt	S	S

CAB AREA & DRIVER CONVENIENCES	37G	39W
C.B. Wire Prep , Cab Seats (UltraLeather™) armrests, lumbar support, multiajustable slide/recline & swivel, Console Center Cabinet , Cruise Control , Map Lights , Monitor System rearview b&w monitor w/single camera & 1-way audio, Power Door Lock keyless entry, Powerpoints 12-volt DC, Sunvisors , Window (Driver & Passenger) full-slider w/screen, Windshield Wipers intermittent	S	S
Air Horns (w/Freightliner chassis), Cab Seat passenger w/footrest, Cab Seat 6-way power assist (driver), Video Camera System 2 cameras, side-mounted, turn signal activated	0	0

ENTERTAINMENT	37G	39W
Home Theater Sound System amplifier, AM/FM, CD/DVD player, receiver, speakers (5), subwoofer, RV Radio ® (Cab) AM/FM stereo/CD, iPod/MP3 input, weather band, remotes, roof-mounted flexible rubber antenna, speakers, Radio Power Switch main/auxiliary battery, Satellite System Ready , Telephone Input interior jacks, TV LCD (Rear) AC 20" color, stereo w/remote, TV Slim CRT (Front) AC 30" color w/remote, TV Enhancement Package antenna (amplified), interior jack(s), coax wiring, exterior jack, Video Selection System	S	S
Satellite Dish Antenna RV digital, automatic, dual LNB's, King-Dome®, Stereo System (Rear) AM/FM, CD/DVD player, front auxiliary input (plays MP3's), front headphone jack, alarm clock	0	0

INTERIOR	37G	39W
Ceiling fabric, Countertops laminate, Curtain front wraparound, Lights ceiling, wall switches, incandescent throughout coach, Light decorative, dinette, Lights reading, lounge, bedroom area, Mini Blinds galley, bath on 37G, Roof Vent bath area, powered fan, Roof Vent galley, powered ventilator fan, Shades pleated, lounge, dinette & bedroom areas, Windows dual-glazed/thermo-insulated/flush-mounted	S	S

FURNITURE	37G	39W
Chair Lounge (UltraLeather) Euro Recliner w/ottoman, Dinette (Fabric) w/access to storage below, child seat tether anchor, Sofa/Bed (Fabric/UltraLeather) jack knife	S	S
Dining Table & Chairs freestanding (4), Sofa/Sleeper (Fabric/UltraLeather) w/air mattress	0	0

GALLEY	37G	39W
Faucet single-control, Pantry , Range 3-burner w/convection oven/microwave, Apollo®, Range Hood vented w/light & fan, Refrigerator/Freezer large double-door, Norcold®, Sink Cover wood	S	S
Refrigerator/Freezer 4-door w/icemaker, Norcold	0	0

BATH	37G	39W
Cabinet lavatory, Cabinet linen/storage, Faucet (Lavatory) dual-control, Faucet (Shower) dual-control, flexible showerhead, Light shower, Lights makeup, Shower Door glass	S	S

BEDROOM	37G	39W
Bed queen, innerspring w/underbed storage (NA 39W), bedspread, pillow shams, headboard	S	S
Bed king, innerspring, Serta®	0	0

EXTERIOR	37G	39W
Awning patio, Awning Rails w/rain gutters, Door entrance w/screen door, deadbolt lock, Entrance Door Steps triple, electric w/doorjamb switch, Ladder , Lights porch & stepwell, Fuel-Fill Door locking, Mirrors remote w/defrost, Receptacle AC duplex, Sidewall Skin 1-piece smooth fiberglass, high-gloss, Storage Compartments valance panels, gas struts, TriMark® KeyOne™ System, paddle latch, lights, TV jack	S	S
Awning 19'6" passenger-side rear, electric w/wind sensor (w/full-body paint), Front Protective Mask w/full-body paint	0	0
Awning 8' passenger-side front, electric w/wind sensor (w/full-body paint)	0	0

SYSTEMS	37G	39W
HEATING & A/C - Automotive Heater/Air Conditioner blend air system, Furnace 40,000 BTU, TrueAir® Residential Central Air Conditioning	S	S
TrueAir Residential Air Conditioning w/heat pump	0	0
ELECTRICAL - Auxiliary Start Circuit, Batteries (Coach) deep-cycle (2), Battery Disconnect manual, chassis, Battery Disconnect Switch coach, Dual Battery Charge Control automatic, Electrical Distribution System AC & DC breaker panels, converter/charger 55-amp., remote, electric, Generator 5,500-watt Cummins Onan® Marquis Gold™ (w/Workhorse), Generator/Shoreline Automatic Changeover Switch , Inverter DC/AC, 600-watt, OnePlace® Systems Center wall-mounted, battery condition gauge, PowerLine® energy management display, generator hourmeter gauge, generator start/stop switch, heating & A/C thermostat, holding tank levels, LP tank level, water heater switch & lights, water pump switch, water tank level, Power Cord 50-amp., PowerLine Energy Management System , Service Center (Electrical) cable TV input, power cord, shoreline/generator automatic changeover switch, telephone input, portable satellite dish hookup, QuickPort® service connection hatch, Solar Panel 10-watt battery charger	S	S
Generator 6,000-watt Cummins Onan Quiet Diesel™ (w/Freightliner)	0	0

SYSTEMS	37G	39W
PLUMBING - Drain 1½" water tank, Service Center (Water/Drainage) city water hook-up/tank diverter fill, drain for fresh water system, drainage valves, exterior wash station w/lighted pump switch, holding tank flushing system, 10' sewer hose, QuickPort service connection hatch, Tank flushing system, black tank only, Tank holding, heated compartment, Tank LP , permanent mount w/gauge, TrueLevel™ Holding Tank Monitoring System , Water Heater 10-gallon electronic ignition, LP gas/120 VAC w/motoraid, Water Pump demand, Water Tank Fill pressurized city hookup w/diverter valve, Water System Filtration Package replaceable filter, filter housing, wrench, Water System Winterization Package water heater bypass valve, water pump diverter valve & siphon tube	S	S
Washer/Dryer Combination	0	0

SAFETY	37G	39W
Assist Bar interior, Assist Handle exterior, Bumpers front & rear, Child Seat Tether Anchor , Detectors/Alarms LP leak, smoke, carbon monoxide, Docking Lamps , Fire Extinguisher 10 BC, Fog Lamps , Ground Fault Interrupter , Lamps auxiliary, rear sides, illumination, Lights high-mount brakelamps, Light(s) courtesy w/wall switch(es), Seat Belts cab, 3-point, Seat Belts lap (in selected areas), Window escape, Windshield one piece, laminated safety glass	S	S

WARRANTY ⁷	37G	39W
12-month/15,000-mile basic warranty , ⁸ 36-month/36,000-mile limited warranty on structure ; ⁹ 10-year limited parts & labor warranty on roof skin ⁸	S	S

- 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.
 - 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.
 - 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.
 - Capacities are based on measurements prior to tank installation. Slight capacity variations can result due to installation applications.
 - 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.
 - 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.
 - See separate chassis warranty.
 - See your dealer for complete warranty information.
 - Models manufactured before 4/23/07 feature a 300-hp Cummins ISB 6.7L diesel engine.
- NA Not Available
S Standard
O Optional

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.

INTERIOR DECOR

Choose from three fabric selections and two cabinet wood choices with hidden hinges.



2-TONE
SOFA

MAIN

ULTRA-
LEATHER

BEDSPREAD

ACCENT

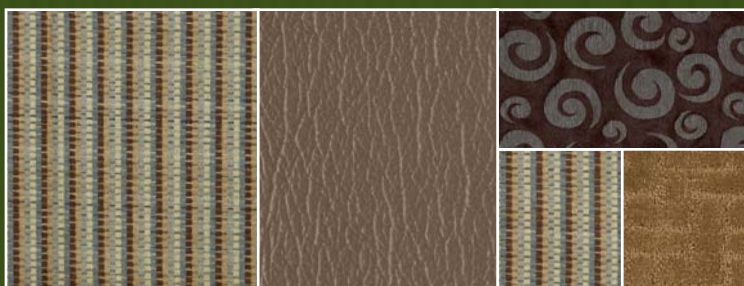
CARPET



Rattan w/available Ragweed UltraLeather™



Wasabi Green w/available Timber UltraLeather



Tidal Wave w/available Pine Cone UltraLeather



Honey Cherry



Honey Cherry w/Washed Maple

EXTERIOR PAINT WITH GRAPHICS



Golden



Jadestone

FULL-BODY PAINT



Shale Grey



Firemist



Gunflint

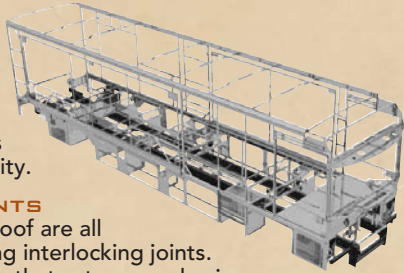


**BUILT BY WINNEBAGO INDUSTRIES.
BUILT TO LAST.**

Itasca motor homes are built by Winnebago Industries, the company that defined motor homes. The company that built its reputation on quality construction. The company that transformed the motor home concept into a way of life.

Today, Winnebago Industries brings that reputation for quality and its 49-year history of motor home innovation to the design and construction of every motor home. It's all a part of SuperStructure,[®] our exclusive system of proprietary structural components that instills each motor home with improved strength and durability.

SOLID FOUNDATION Steel and aluminum truss work provides a solid, flat foundation for the floor and sidewalls. Winnebago Industries engineers also take special care to distribute the weight of components to ensure proper handling and stability.



INTERLOCKING JOINTS

The floor, sidewalls and roof are all integrally connected using interlocking joints. This creates a coach body that acts as a cohesive unit for improved strength and durability.



WEB

E-COATING Winnebago Industries employs an exclusive 12-stage automotive-style dip tank process to apply an advanced electrodeposition coating on critical steel components for superior corrosion protection.

THERMO-PANEL[®] SIDEWALLS Invented by Winnebago Industries, Thermo-Panel construction combines a fiberglass panel, high-density, block-foam insulation and aluminum support structures to create some of the most durable, lightweight sidewalls in the industry.

ATTENTION TO DETAIL Whether it's sending every coach through a high-pressure water tunnel to check for leaks or labeling each individual wire and bar-coding parts to save time and frustration during service, Winnebago Industries considers every detail to ensure your Itasca motor home provides you with years of pleasure.

STRONG AS STEEL Appliances are secured directly to embedded steel plates for added safety. Windshields are also mounted in steel with an automotive-style sealant; lesser designs use a rubber gasket to mount the windshield in fiberglass.



1-year-old Itasca fiberglass roof



1-year-old competitor's rubber roof

FIBERGLASS ROOF The Latitude features a crowned, one-piece fiberglass roof, backed with a 10-year limited parts-and-labor roof skin warranty. Fiberglass offers superior strength, attractiveness and durability over the rubber roofs found on many competitive models which can chalk, streak and degrade over time. Fiberglass also provides increased puncture and tear resistance.



TAKE A TOUR We're proud of our process, state-of-the-art facilities and the people who make Winnebago Industries number one. We invite you to visit our factory in Forest City, Iowa, for a first-hand look at the dedication and technology behind every motor home we build.



RECOGNIZED QUALITY The Recreation Vehicle Dealer Association annually rates RV manufacturers and awards the Quality Circle award to manufacturers who provide exceptional products, service and support. Winnebago Industries is proud to be the only manufacturer to receive this award every year since its inception.



COMMITTED TO SERVICE We back our motor homes with the industry's best service after the sale.

- 12-month/15,000-mile basic limited warranty
- 36-month/36,000-mile warranty on structure
- Standard 10-year 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. TripSaver guarantees that in-stock warranty parts ship directly to your dealer within 24 hours.
- National dealer service network



WIT CLUB Itasca owners are like family. Joining the Winnebago-Itasca Travelers is a great way to meet and travel with other Itasca enthusiasts. Members enjoy:

- Caravans and rallies
- Local and state group activities
- RV travel benefits



WINNEBAGOIND.COM
Visit us on the web for more info on all of our motor homes, the latest product updates and a host of web-exclusive content.

For Sales and Service Information Contact:



Built proudly by



NYSE listing: WGO

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Seat belts are your most important hookup. Always buckle up.