CLEAN SLATE. SIMPLE GOAL.

You wax nostalgic about your Microbus trip to California in '68, but you'd never seriously consider buying another. Full-size motorhomes offer all the amenities you're after, but you can't park one in front of just any Coney Island hot dog stand. What to do.

We started with a clean slate, combining the character and traits of an automobile with the comfort, capacity and features of a motorhome. It's the best of both worlds, but neither has ever seen anything like this. Until now.

Our goal was simple. When we set about designing the NewAire, we kept in mind people who pursue active lifestyles. People like you. Whatever your passion is, it's definitely not pastoral. You live life to its fullest.

Life is already full of compromises. Don't let the details get in the way of your pursuits. The NewAire allows you to drive life to its fullest.

Drive life.
IT'S IN THE DETAILS THAT A PROJECT ULTIMATELY SUCCEEDS IN INNOVATION. VISIT NEWAIRE ON THE INTERNET AT DRIVE-LIFE.COM FOR THE FULL PHOTO GALLERY, COLOR PLANS, LAYOUT AND, YES, ALL THOSE INNOVATIVE DETAILS.
We are all familiar with today's Recreational Vehicle buyer's traditional life cycle. Young families decide that weekend getaways are important to them, so they buy a pop-up camper. As they become more engaged with the RV lifestyle, this family moves up to a small Class C motorhome, or perhaps a towable unit if their lifestyle also calls for a large pickup or sport-utility vehicle in other pursuits: the ability to tow a boat, horse trailer, or the like.

Eventually, this family will move up to a Class A motorhome. Traditionally, the buyers choose a gas-powered unit for their first Class A, moving up to a diesel pusher later in life.

Yet, this RV buying pattern is diminishing before our very eyes. Baby Boomers today lead very busy lives. And yes, they still follow hobbies, pursuits and passions—whatever they may be—but this generation finds little time or interest in spending their weekend at a campground as their free time slips away. Baby Boomers camp, but they do so only in connection with their other interests: soccer league championship games, hot air ballooning, tailgating at alma mater sporting events.

With this emerging pattern, what does the future of the RV lifestyle look like? To be sure, there will always be those who pursue RVing in the old fashioned way, attending rallies, meeting old friends and making new acquaintances across the country. But this will not be the primary model around which one should create a business plan with a goal of future growth and success. Instead, RVs must morph into vehicles that support the lifestyles of the Baby Boomers. This is a need the NewAire by Newmar answers directly.
The NewAire is far more than just a shortened diesel pusher. It sports contemporary styling, breaking the traditional mold of other motorhomes on the market. Outside, the exterior is completely painted with a clearcoat finish; there are no graphics. It has the feel, look and depth of the paint on a luxury automobile. The shell is constructed with a unique unibody construction technique, using fiberglass bonded over an aluminum frame. Additionally, for the driver's benefit in the cold seasons, NewAire features left and right heated power exterior mirrors.

Inside, the NewAire is completely electric, with 50-amp service, 7,000-watt diesel generator, six house batteries and a 3,000-watt inverter. Fill ups are easy, with dual 35-gallon diesel fuel tanks and a crossover that allows both tanks to be fueled from either side.

Newmar engineers kept maneuverability to the forefront when designing the NewAire. The unit has a 164-inch wheelbase and a 55-degree front wheel cut. Using a 260-horsepower version of the

Optional all leather interiors add even more elegance and styling to the NewAire's innovative design.
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Automatic Satellite Antenna
One-button operation! The antenna does the rest! Operates from a wall-mounted control panel, and using GPS technology, locates the satellite automatically while you are parked. It's easy, accurate and fast!
U.S. Patent No. 5,532,710

Crank-Up Satellite Antenna
Operates from inside the parked RV using a hand crank. This unit can be purchased with “Digital Magic” sensor which makes finding the satellite easy. It tells the customer the exact elevation of the dish when raising, lowering, or rotating it.
U.S. Patent No. 5,532,710

Portable Satellite Antennas
Winegard offers two portable antenna models for people on the go. These antennas are a great solution where permanent installation isn’t possible. Both models are lightweight yet durable and can be set up in minutes.
U.S. Patent No. 5,532,710

Winegard congratulates Newmar on the introduction of their great new model - NewAire. Committed to quality, Winegard is proud to be a Newmar supplier and part of the Newmar success story.

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Wineguard , Circle 126 on Reader Service Card
Cummins ISB diesel, the NewAire returns fuel economy at 11 – 14 mpg. Overall height is only 9 feet, 10 inches, and that's to the top of the recessed air conditioning unit. Ride height comes in at only 13 inches, and actually lowers from there when parked.

One might ask the question, "How does it lower itself?" Let us introduce the next NewAire innovation: independent six-wheel air suspension. When parked, the unit drops for easier entry and departure, eliminating the need for extraneous steps outside the unit. This also allowed engineers to design both front driver and passenger doors (with keyless entry), in addition to a side entrance. The air suspension also includes a Traction Assist feature. The tag axle air suspension can be depressurized, allowing the weight of the unit to transfer to the drive axle, engage the differential lock at the drive wheels, ultimately restoring traction from a standing start.

This unique suspension rides on an all-new, completely undercoated torque-tube chassis, instead of traditional C-channel rails. The torque-tube chassis is new to the RV industry, but not to automobiles: English and Italian sports car makers in the '60s used the concept to great success, pursued in the effort to lower the ride height of the car (thus lowering the center of gravity for better han-
The NewAire enjoys the same benefits from the torque tube.

Stopping power for the NewAire further enhances its driving characteristics. Each wheel enjoys hydraulic disc brakes with dual-piston calipers and Anti-Lock Brakes. Newmar also installs a Jacobs Exhaust Brake for additional stopping power.

If all of this seems very automotive, that's the concept that drove the design of the NewAire. Though the NewAire has excellent towing capacity, Newmar wanted a motorhome where towing a car was unnecessary. This unit can easily be handled in parking lots that a driver wouldn't be able to tackle with a 38- or 40-foot unit. Still, the NewAire offers all the amenities one expects from a modern-day motorhome. This is where the lifestyle support concept comes full circle.

The NewAire features a 400-watt AM/FM/CD stereo system (with subwoofer), in addition to a TV and VCR in the living area, and another TV in the bedroom. Flexsteel furniture is featured throughout; leather is an option. Cabinetry is contemporary, in keeping with the NewAire's exterior design, using easy-to-clean laminated surfaces and locking pull handles. All cabinet joints are glued and screwed.

For driver convenience, NewAire features a one-piece windshield, tilt and telescoping steering wheel, an optional GPS navigational system and an integrated

Top: The spacious front cockpit area offers luxurious automotive appointments.
Center: The queen size bedroom suite is shown here in the Sandstone Sage interior.
Bottom: The full-service kitchen comes complete with microwave, two-burner electric cooktop, dual sinks with optional extending Moen faucet and spacious cabinetry.
back up camera. Once behind the wheel, the overall handling of the unit leans away from the bus-like feel of larger motorhomes and toward a light-duty truck or SUV.

Interior heat is supplied by a hydronic-zoned 45,000 BTU hot-water system with independently ducted basement heat. Insulation with an R-11 rating envelops the sidewalls and ceiling. For Baby Boomers and anyone who want to pursue their passions but feel a need to step up from SUVs or Class B motorhomes, the NewAire is the best choice. These are energetic, active, on-the-go people who live life to its fullest. For them, life is already too full of compromises. They don’t let the details get in the way of their pursuits. NewAire allows them to Drive Life to its fullest.

The NewAire is a new product, on the leading edge of a new trend in RVs. While others may follow, the NewAire will be recognized as the original, the benchmark of now and the future, against which all

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others will be judged. It is nothing short of the beginning of a revolutionary turn within status quo thinking.

The NewAire is not a commodity RV, but rather made for a select group of dealers who are ready to rethink RV sales, and how these sales are handled in the future.

The NewAire is for those who Drive Life.

For information on becoming a select member of the NewAire Distribution Network Center, contact Phil Miller, director of NewAire sales, at 219-773-7791, or register at www.drive-life.com.