









Annual RVDA DEALER SATISFACTION INDEX

6 YEARS IN A ROW

June 2013



2642 Hackberry Drive PO Box 2000 Goshen, IN 46527-2000 (574) 535-2100



www.keystonerv.com

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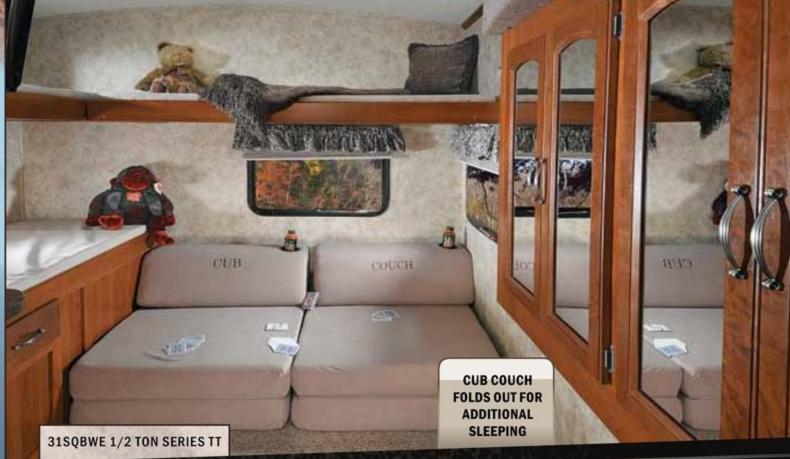




### **COUGAR 1/2 TON SERIES TRAVEL TRAILERS** HAVE SET A NEW STANDARD FOR LIGHTWEIGHT.

Our goal was to make a unit lighter weight without sacrificing valuable storage space or high-end features.

PICTURED RIGHT: The Cougar 1/2 Ton Series 31SQBWE travel trailer in silver sage decor features a spacious rear bunk area for the kids as well as a large main living area showcasing a swivel LCD TV, extra large windows, u-shaped dinette with multi-functional pop-up dinette table and true cherry wood cabinet doors and drawers.



## Designed with Your Family's Needs in Mind



### WHEN WE SAY YOU WON'T HAVE TO SACRIFICE ANYTHING, WE MEAN IT.

- 1 Dedicated trash can storage (most models)
- 2 22" Oven
- 3 Large windows
- 4 Day/Night shades
- 5 32" LCD TV's (FW only) 26" LCD TV's (TT only)
- 6 Raised panel upper and lower true cherry cabinet
- 7 Full-sized pantry doors and drawers
- 8 Countertop extension
- Oversized pots and pans drawers

- 10 Upgraded pillow top mattress pots
- 11 Outside security light
- 12 Max Turn Technology fiberglass front cap (FW only)
- 13 Docking Lights
- 14 Hitch Vision (FW only)
- 15 Snap jacks (FW only)
- 16 Enclosed underbelly with heated and enclosed dump valves (R-15 underbelly insulation)

**Waining Strage Capacity** 

277RLSWE 1/2 TON SERIES FW

### EXPECT MORE & SACRIFICE **NOTHING!**

Every 1/2 Ton Series is standard with features that are usually reserved for units costing thousands more.

- **Quick Recovery Water Heaters**
- Porcelain Foot Flush Toilet
- **Enclosed and Heated Underbelly**
- Air Mattress Sofa
- **Largest Tank Capacities in Class**





Cougar has earned the DSI award an unprecedented 6 years in a row!

THE DSI (DEALER SATISFACTION INDEX) AWARD RATES THE LEVEL OF SATISFACTION THE DEALERS HAVE IN A MANUFACTURER. IT RATES MANUFACTURERS IN MANY AREAS SUCH AS: PRODUCT DESIGN, PRODUCT RELIABILITY & QUALITY, WARRANTY SUPPORT, AND PARTS SUPPORT.









Full depth drawer guides create smooth accessibility to your utensil tray.



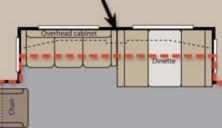
Setting up and taking down your awning is easier than ever with the all new fully adjustable Cougar electric awning.



Cougar 1/2 Ton Series takes good ideas to the next level. The Cougar 31SQBWE and 280BHSWE features a full service outside kitchen which includes a refrigerator, stove top, sink and extendable countertop all without sacrificing valuable sleep space.

You'll appreciate the extra livability of 1/2 Ton Series's larger slide rooms.

1/2 Ton Series 38" deep slide room



Unlike most lightweight travel trailers, Cougar X-Lites have full depth 38" slide-outs.



MOR/ryde Suspension comes standard on all Cougar 1/2 Ton Series fifth wheels and travel trailers.

Exclusive to Cougar 1/2



Cougar's travel trailer pass through storage is first in class in both size and cleanliness.



Ton Series, the pillow top mattress is built with a residential look and feel, is double quilted and has double the support of the industry standard mattresses.



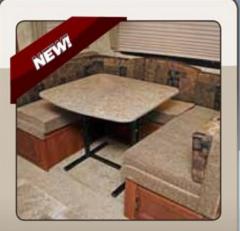
Cougar 1/2 Ton Series comes outfitted with a black tank flush hook-up. This feature keeps the black tank clean and trouble free.



Hand glazed maple cabinetry raised panel cabinets come standard with Cougar 1/2 Ton Series.



Adding safety as you enter and exit the Cougar, the step light is located directly below the entry door

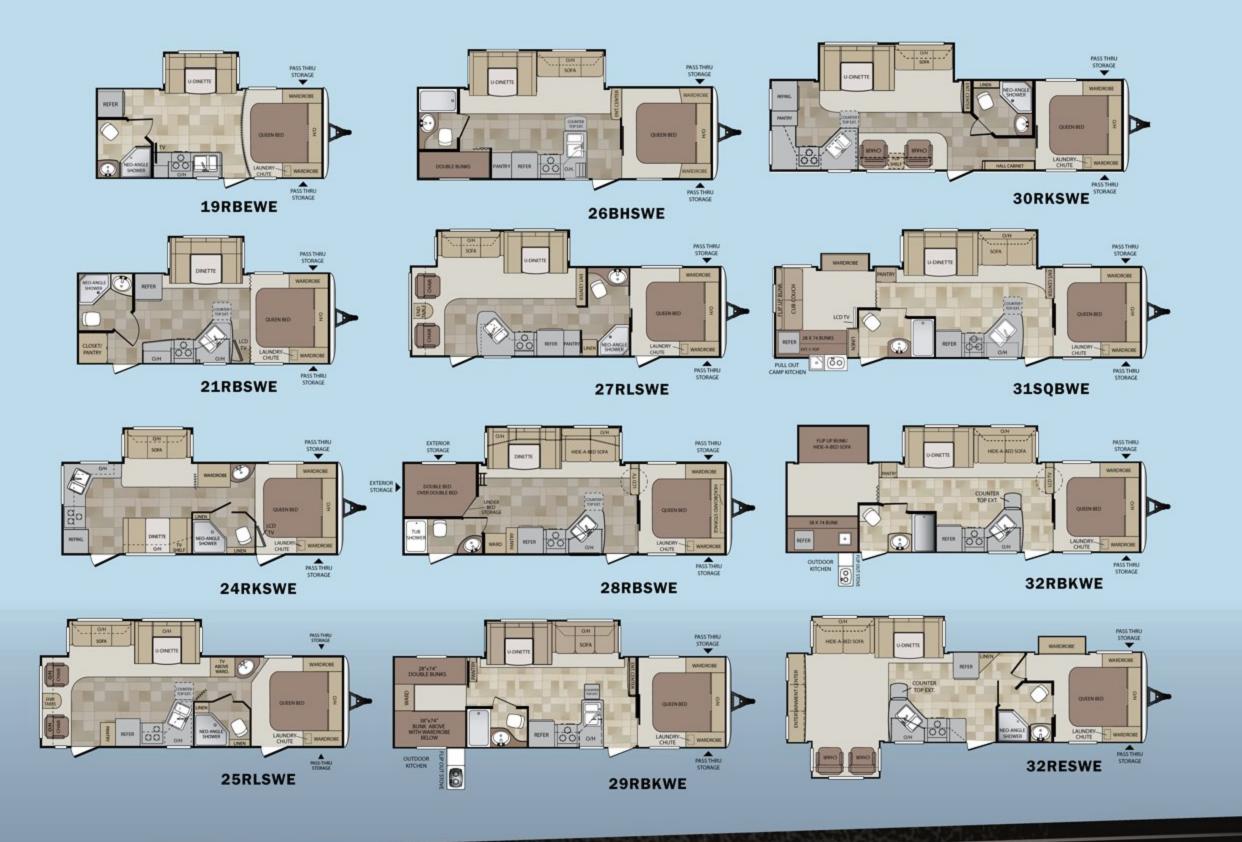


The multi-functional pop-up dinette table offers ease of use both inside and outside. (most models)



The battery disconnect is conveniently located in the pass through storage.

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279RKSWE

### 1/2 Ton Series

There is a 1/2 ton series floorplan to fit every need.



277RLSWE





|                       | TRAVEL TRAILERS |         |         |         |         |         |         |         |         |         |         | FIFTH WHEELS |          |          |          |          |          |
|-----------------------|-----------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|--------------|----------|----------|----------|----------|----------|
| MODEL                 | 19RBEWE         | 21RBSWE | 24RKSWE | 25RLSWE | 26BHSWE | 27RLSWE | 28RBSWE | 29RBKWE | 30RKSWE | 31SQBWE | 32RBKWE | 32RESWE      | 244RLSWE | 277RLSWE | 279RKSWE | 281BHSWE | 282RESWE |
| SHIPPING WEIGHT       | 4830            | 5285    | 5592    | 6075    | 5960    | 6295    | 6366    | 6528    | 6625    | 7268    | 7309    | 7317         | 6790     | 7590     | 7550     | 8100     | 7920     |
| CARRYING CAPACITY     | 1570            | 1915    | 1608    | 1725    | 1840    | 1705    | 1634    | 1672    | 1575    | 1732    | 1691    | 1683         | 3280     | 2740     | 2770     | 2270     | 2350     |
| HITCH WEIGHT          | 550             | 500     | 530     | 630     | 580     | 610     | 850     | 760     | 670     | 750     | 740     | 840          | 1270     | 1530     | 1520     | 1570     | 1470     |
| EXTERIOR LENGTH       | 23'6"           | 25' 9"  | 27' 3"  | 29' 6"  | 28' 11" | 30' 6"  | 31'8"   | 32' 6"  | 34' 4"  | 35' 5"  | 34'9"   | 34' 7"       | 26' 9"   | 30' 2"   | 30'2"    | 32'2"    | 31'0"    |
| EXTERIOR WIDTH        | 8'              | 8'      | 8'      | 8'      | 8'      | 8'      | 8'      | 8'      | 8'      | 8'      | 8'      | 8'           | 8'       | 8'       | 8'       | 8'       | 8'       |
| EXT. HEIGHT - A/C TOP | 11' 1"          | 11' 1"  | 11' 1"  | 11' 1"  | 11' 1"  | 11' 1"  | 11' 1"  | 11' 1"  | 11' 1"  | 11' 1"  | 11' 1"  | 11' 1"       | 11'8"    | 11'9"    | 12' 2"   | 11'9"    | 11'9"    |
| FRESH WATER (GAL.)    | 60              | 60      | 60      | 60      | 60      | 60      | 60      | 60      | 60      | 60      | 60      | 60           | 60       | 60       | 60       | 60       | 60       |
| WASTE WATER (GAL.)    | 38              | 38      | 38      | 38      | 38      | 38      | 38      | 38      | 38      | 38      | 38      | 38           | 38       | 38       | 38       | 38       | 38       |
| GRAY WATER (GAL.)     | 38              | 76      | 76      | 38      | 76      | 76      | 76      | 38      | 76      | 76      | 76      | 76           | 76       | 76       | 76       | 76       | 76       |
| LP CAPACITY (LBS.)    | 60              | 60      | 60      | 60      | 60      | 60      | 60      | 60      | 60      | 60      | 60      | 60           | 60       | 60       | 60       | 60       | 60       |
| AWNING LENGTH         | 16'             | 16'     | 15'     | 17'     | 16'     | 16'     | 16'     | 17'     | 19'     | 19'     | 18'     | 18'          | 16'      | 19'      | 16'      | 17'      | 13'      |

1/2TonFifthWeds



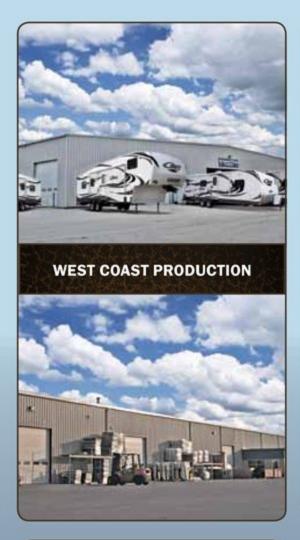
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### Cougar's **Enclosed Heated Underbelly**





With its streamlined profile, radius corners, and enclosed underbelly, Cougar's aerodynamic exterior design substantially reduces air turbulence, increasing stability and mileage during travel.



Cougar has strategically produced travel trailers and fifth wheels out west in Oregon, which means high quality 1/2 Ton Series are built specifically for west coast customers by west coast production workers.



At Cougar we are always trying to think of new ways to add value. With the new hand glazed maple cabinetry, there is a rich elegant appeal. Cougar also uses teflon spacer balls in all of our cabinet doors to prevent warping, bending and cracking.



Hitch Vision gives the fifth wheel user complete confidence to back up and align their truck to Cougar's extended hitch pin using only the built-in mirror for guidance. Dual automotive LED docking lights, which can be controlled by the E-Z Camp Cougar Remote, allow you to load or unload camping gear day or night.

## Cought 1/2 Ton Series



## 12TO SERESSIANDAD FROM PROPERTY

#### 1/2 TON SERIES STANDARDS

- . Executive Chef Kitchen (most models)
- · Real cherry wood cabinet doors not composite doors
- Oversized pots and pans drawer
- . Pantry 100% larger than competitors
- · Deep two bowl sink with sink cover cutting boards
- · Residential full-extension drawer glides with steel ball bearings throughout
- Residential porcelain toilet with foot pedal
- . EZ-Lube hubs on axles (all models)
- 30,000 BTU fumace
- One-piece seamless rubber roof
- · All windows in main slide-out open
- Swivel rocker (25RLSWE, 27RLSWE, 30RKSWE, 244RLSWE, 277RLSWE, and 279RKSWE)
- Cable/satellite prep

### 1/2 TON SERIES CAMPING-**IN-STYLE PACKAGE**

- · Pleated day/night shades
- · Laundry chute (most models)
- · Black trim safety glass windows
- · Microwave oven with turn style
- · Aluminum framed sidewalls, floors, front and rear walls and slide-rooms
- · 13,500 BTU air conditioner

#### 1/2 TON SERIES VALUE **PACKAGE**

- . True home CD/DVD system with speakers and separate zones (12 Volt compatible), MP3 player hookup on stereo
- · All weather outside speakers
- · Gas/electric water heater with quick recovery
- · Residential tiled shower/tub surround
- · TV antenna
- · Laminated fiberglass sidewalls

### 1/2 TON SERIES **CONVENIENCE PACKAGE**

- Outside shower\*
- · Residential refrigerator front\*
- Spare Tire\*
- Outside Cook Center (most models)\*
- 1/2 Ton Series Dry Camping Features
- 12 Volt stereo
- · Large fresh, grey and black tanks (all models)
- · All slide-out lights are 12 Volt
- Space for dual batteries
- · Entire underbelly enclosed to keep debris off tanks, water lines, etc.
- · Fully enclosed and heated tanks and dump valves

#### 1/2 TON SERIES SAFETY **FEATURES**

- . Manual backup on all main slide-outs
- LP sensor
- · Smoke detector
- · Fire extinguisher
- Carbon monoxide detector

### 1/2 TON SERIES OPTIONS

- · Air mattress sofa with storage (most models)
- Free-standing dinette (N/A 24RKSWE)
- Radial tires\*
- Polar Package Plus\*
- 20" LCD TV (24RKSWE, 25RLSWE)
- 26" LCD TV (N/A 24RKSWE, 25RLSWE)\*
- . 32" LCD TV (all fifth wheels)\*
- Carbon monoxide detector\*
- · Electric awning\*
- \* Mandatory option





### DARE TO COMPARE

- . Highest trade-in and resale value in the industry on average
- · Polar Package Plus: enclosed underbelly with heated and enclosed tanks and dump valves
- 16.2 Gallons per hour quick recovery water heater (great for bunkhouses)
- · Slide-out seal is mounted in a "T" track (no sticky tape to hold slide seals on)
- · Cougar executive chef kitchen (see Cougar Standards for details)
- · Easy access laundry chute (most models)
- · Porcelain foot flush toilets
- · Solid lambrequin leg window treatments
- . Day/Night shades standard on all models
- · Five side welded aluminum super structure
- . R-9 sidewall insulation, R-14 ceiling insulation, R-14 floor insulation,
- R-15 underbelly insulation and R-15 astrofoil in slide-out floor
- · Large capacity holding tanks
- · Fully ducted air conditioning featuring triple insulated, foil-wrapped, light-weight ducts
- · 12 Volt compatible for dry camping
- · Slide-out bike rack
- · Cougar E-Z Camp Remote
- · Raised panel cherry wood cabinet doors