

2016 #LETSJAYCO CAMPAIGN EVOLUTION

ROUND 1 — 1.28.2016

LOSASSO



Welcome to #LetsJayco Season Two

Assignment:

Evolve the look of our campaign theme, #LetsJayco, as we continue to inspire RV owners and buyers throughout the sales funnel.

Our approach:

Hold on to what is sacred

- Generations of Family Fun
- Jayco blue
- The brand's cheerful, clean and fun tonality
- The social foundation of #LetsJayco (sharing special time with family and friends—and sharing those moments with the world)

Refresh the design

- Update typeface and use of photography
- Must be versatile enough to embrace all lifestyles and personas

Address messaging

- Tone remains the same
- Ensure adaptability to align with all audiences

#LETSJAYCO

Campaign 1

Vivid Moments With a Pattern That Pops

Inspired by the social nature of our audience, this direction features colorful lifestyle images and a playful, repeatable pattern that can be used as a brand identifier across all media.

The type is contemporary, simple, sophisticated and versatile across many audiences.

Campaign 1

Front and back cover

Jayco
Generations of family fun.

2 YEAR WARRANTY | **FREE ROADSIDE ASSISTANCE**

Travel with confidence, with our industry-leading, bumper-to-bumper limited warranty and a year's access to CoachNet—the country's largest RV emergency road service.

eco advantage
Jayco's long-term commitment to generations of family fun. After four years of increased efforts to eliminate waste, conserve energy and increase recycling, we've come a long way in building RVs that are not only better for your family—but also better for the planet. Learn more at Jayco.com/EcoAdvantage.

Meet your Jayco Dealer

We work hard—so you can play hard. From finding the perfect Jayco for your family to providing flexible financing options and full-service support, we'll have you in the air.

Follow Jayco on Facebook, Twitter, and YouTube. Jayco, Inc., P.O. Box 400, Middleburg, IN 46540, www.jayco.com. See dealer for further information and details. All information in this brochure is the best available at the time of publication approval. Jayco reserves the right to make changes and to discontinue models without notice or obligation. There is this brochure may show optional equipment and prices for geographic regions. RVs built for sale in Canada may differ in specifications. ©2017 Jayco, Inc. 2017-000. Printed in U.S.A.

JAY FLIGHT
#LETSJAYCO

2 YEAR WARRANTY

Jayco
Generations of family fun.

JAY FLIGHT | 2017

JAY FLIGHT
#LETSJAYCO

2 YEAR WARRANTY



#LETSJAYCO

We'd love nothing more than to become a part of your family story. When you go with Jayco, you join ours—and that's a promise nearly 50 years in the making. Last year, thousands of Jayco families shared their most memorable moments with us—and we shared them with the world. This year, keep sharing your stories with #LetsJayco—and making memories that last a lifetime.

Visit LetsJayco.com to join in.
GENERATIONS OF FAMILY FUN



JAY FLIGHT

Discover America's No. 1-selling travel trailer.

If it's not done well, it's not worth doing. That was Jayco founder Lloyd Bontrager's philosophy. He thought that his family deserved a better RV—and that yours does, too. One that's sturdy, carefully designed and built to last. Nearly 50 years later, his legacy lives on—in the Jay Flight.



Jay Flight SLX | Page 4



Jay Flight | Page 6

FPO



Jay Flight Bungalow | Page 9

#LETSJAYCO

Share your photos and stories on social media

CLASS C MOTORHOMES | 2017



SENECA
CLASS C MOTORHOME | 2017



SENECA



#LETSJAYCO

2
YEAR
WARRANTY


SENECA




Tabletop Posters


VALUE-ADDED FEATURES




DENVER MATTRESS*
Get a comfortable night's rest on our Denver® Mattress residential size queen beds (select models)—a Jayco exclusive.




8-CUBIC-FOOT REFRIGERATOR
Jay Flight's refrigerator offers more food storage space than the industry standard of 6 cubic feet.




HARDWOOD CABINET DOORS
Jay Flight features Amish-crafted hardwood cabinet doors with mortise-and-tenon joints, creating beautiful durability.




BALL-BEARING DRAWER GUIDES
Our steel ball-bearing drawer guides, rated for 75 pounds, provide full extension for a residential feel. Solid wood lining adds durability.




PLYWOOD CONSTRUCTION
Plywood dinette, bunk and bed bases are the best built in the industry; we don't cut corners by using OSB or chip board in areas that matter.




VENTED WINDOWS
Jay Flight offers more vented windows throughout the unit, including kitchens, slide-out room end walls and bunk areas.




POWER AWNING WITH LED LIGHTS
Our convenient electric power awning makes setup a breeze.




UTILITY LIGHTING SYSTEM
For safety and convenience, each Jay Flight features lighting at the entry step, hitch and dump station.




STEEL WHEEL WELLS
Galvanized steel wheel wells make for a safer, stronger alternative to competitors' fabric wheel wells, in case of large road debris or a tire blowout.



INTERIOR LED LIGHTING
Energy-efficient, bright LED lighting throughout means you won't waste time changing bulbs.



SOLAR PREP
An RV industry first, every Jay Flight is wired for solar prep.




DINETTE STORAGE
Convenient removable trays under dinette seats make packing for a camping trip a breeze.

2


YEAR WARRANTY

1-YEAR FREE Roadside Assistance




AMERICA'S #1 TRAVEL TRAILER SINCE 2005

With passionate craftsmanship and thoughtful detail in every option, we go the extra mile to keep our life—so you can keep up the fun.




PLYWOOD FLOOR AND ROOF

Our tongue-and-groove plywood floor and roof decking is glued, nailed and screwed to the 16-inch-on-center wood framing; this moisture-resistant material adds to the durability of your Jayco RV.




MAGNUM TRUSS™ ROOF SYSTEM

Thanks to 4 1/2-inch crowned truss construction with 2-inch x 2-inch vertical support, our roof withstands 4,000 pounds. That's 50 percent more than the competition. The DPhix 3 membrane is highly puncture- and tear-resistant and resists damaging UV rays.




SUPERIOR FRAME


Jayco uses a unique molded, one-piece I-beam cambered structural steel I-beam frame to prevent the unit from twisting, competing three-piece I-beams can warp over time at the welded seams. The A-Frattie runs through the main frame, preventing the body from buckling (via an Bungalows).


VALUE-ADDED FEATURES




SEAMLESS FIBERGLASS FRONT CAP
The Seneca features a fully molded, seamless fiberglass front cap to protect against tasks where it's needed the most. What's more, the cab-over-bunk is rated at 750 pounds.




SOLID-SURFACE COUNTERS
The kitchen features one-piece, LED lit, solid-surface countertops with a decorative tile-accented backsplash for a stunning cooking experience.




HARDWOOD CABINET DOORS
Seneca features Amish-crafted, stained-pine hardwood cabinet doors with mortise-and-tenon joints, creating beautiful durability.




DRAWER GUIDES
Our steel ball-bearing drawer guides, rated for 50 pounds, provide full extension for a residential feel.




LUXURY LAMINATE TILE
Laminate tile flooring adds to Seneca's already luxurious interiors while providing scratch-resistant durability.




TANKLESS WATER HEATER
A Genie® tankless water heater with electric start delivers an unlimited supply of on-demand hot water to your Seneca.




OPTIONAL WASHER/DRYER
Skip the laundromat thanks to an optional washer/dryer combo (available in 37FS and 37HJ models).




AUTO-LEVELING JACKS
Take the hassle out of leveling your coach thanks to Seneca's hydraulic auto-leveling jacks.




8,000-WATT GENERATOR
Power up anywhere—without the noise—with a reliable Onan® 8,000-watt Quiet Diesel generator with auto-charger and auto-gen start.




CONVECTION MICROWAVE**
Seneca boasts a host of luxurious kitchen features, including a convection microwave oven.




PREMIUM PAINT
Inspire complete envy with the Seneca's deluxe full-body Sikens® paint with Diamond Shield™.




FREIGHTLINER® CHASSIS
You won't find a more affordable Class C built on a Freightliner M2 Business Class chassis. This steel-reinforced aluminum cab design features one of the industry's tightest turning radii with a 95-degree wheel cut.




HEAVY-DUTY REAR AIR SUSPENSION




FRONT-AXLE SWAY BAR




60-MILLIMETER BILSTEIN® SHOCKS



FULL AIR BRAKES



AIR-RIDE SEATS



J RIDE PREMIUM

2

YEAR WARRANTY

1-YEAR FREE Roadside Assistance

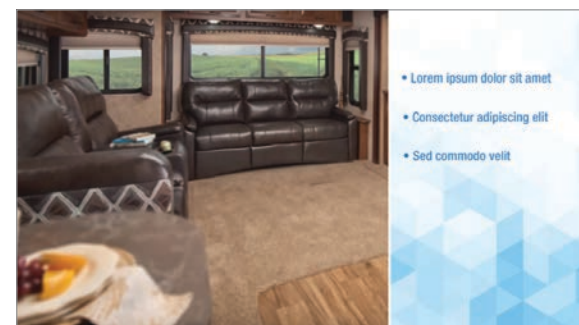
*The 1-year/50,000-mile warranty with full terms and conditions, please contact your local Jayco dealer. **Customer Value Package feature.

Campaign 1

Video Key Frames: Opening



Video Key Frames: Lower third, bulleted lists and captions



Remarketing Display Ad



1



2



3

#LetsJayco

Campaign 2

Alluring Landscapes With Integrated Type

Powerful in its simplicity, this direction features bold typography with I-want-to-be-there landscapes. The result is an eye-catching level of contrast that calls attention to message and product alike.

The type, Helvetica Neue, satisfies the need for flexibility and resonates with all audience segments.

Campaign 2

WHITE HAWK | 2017



WHITE HAWK



2
YEAR
WARRANTY



WHITE HAWK

BROADEN YOUR HORIZONS

Enjoy twice the expandable space—and the peace of mind—that comes with the industry's sturdiest slideouts. The White Hawk features impressive 36-inch-wide, ram-style slideouts with vacuum-bonded walls, double-bulb seals and a U-channel drip spout over all openings.



FPO



Arched interior rafters and 36-inch, deep-wide slides*
*Available on select models

#LetsJayco

Share your photos and stories on social media



Generations of family fun.

SENECA | 2017

Jayco
Generations of family fun.

SENECA

SENECA CLASS C MOTORHOME | 2017

Jayco
Generations of family fun.

2
YEAR
WARRANTY

REDHAWK · GREYHAWK | 2017



REDHAWK GREYHAWK

CLASS C MOTORHOMES | 2017



2
YEAR
WARRANTY

Campaign 2

Video Key Frames: Opening



1



2



3



4



5



6



7

Video Key Frames: Lower third and bulleted list



Tabletop Poster

SENECA | 2017



Generations of family fun.



SEAMLESS FIBERGLASS FRONT CAP
The Seneca features a fully sealed, seamless fiberglass front cap to protect against leaks where it's needed the most. What's more, the cab-over-bunk is rated at 750 pounds.



SOLID-SURFACE COUNTERS
The kitchen features one-piece, LED-lit, solid-surface countertops with a decorative file-accented backsplash for a stunning cooking experience.



HARDWOOD CABINET DOORS
Seneca features Amish-crafted, raised-panel hardwood cabinet doors with mortise-and-tenon joints, creating beautiful durability.



DRAWER GUIDES
Our steel ball-bearing drawer guides, rated for 50 pounds, provide full extension for a residential feel.



LUXURY LAMINATE TILE
Laminate tile flooring adds to Seneca's already luxurious interior while providing scratch-resistant durability.



TANKLESS WATER HEATER
A Girard® tankless water heater with electric start delivers an unlimited supply of on-demand hot water to your Seneca.



OPTIONAL WASHER/DRYER
Skip the laundromat thanks to an optional washer/dryer combo (available in 37FS and 37JU models).



AUTO-LEVELING JACKS
Take the hassle out of leveling your coach thanks to Seneca's hydraulic auto-leveling jacks.



8,000-WATT GENERATOR
Power up anywhere—without the noise—with a reliable Onan® 8,000-watt Quiet Diesel generator with auto-changover and auto-gen start.



CONVECTION MICROWAVE**
Seneca boasts a host of luxurious kitchen features, including a convection microwave oven.



PREMIUM PAINT
Inspire campsite envy with the Seneca's deluxe full-body Sikens® paint with Diamond Shield™.



HEAVY-DUTY REAR AIR SUSPENSION



AIR-RIDE SEATS



60-MILLIMETER BILSTEIN® SHOCKS



FULL AIR BRAKES



FRONTAXLE SWAY BAR



J-RIDE PREMIUM
J-Ride Premium Placeholder Copy: Lorem Ipsum Dolor Sit Amet Lorem Ipsum Dolor Sit Amet Lorem Ipsum Dolor Sit Amet Lorem Ipsum Dolor Sit Amet Lorem Ipsum Dolor Sit Amet Lorem Ipsum Dolor Sit Amet Lorem Ipsum Dolor Sit Amet Lorem Ipsum Dolor Sit Amet



FREIGHTLINER® CHASSIS
You won't find a more affordable Class C built on a Freightliner® M2 Business Class chassis. This steel-reinforced aluminum cab design features one of the industry's tightest turning radii with a 55-degree wheel cut.

2

YEAR WARRANTY

1-YEAR FREE

Roadside Assistance

*For a copy of our 2-year limited warranty with full terms and conditions, please contact your local Jayco dealer. **Customer Select Package feature.

Brand Display Ad

WHAT MAKES A BETTER RV?



1

EXPLORE THE EXCLUSIVE ADVANTAGES



2

DISCOVER THE JAYCO DIFFERENCE



3

LETS JAYCO

Campaign 3

Larger-Than-Life Wraparound

By combining highly saturated photos with full profile product shots, this look puts the product front and center. A unique cropping style adds a level of intrigue and surprise, along with a modern feel.

Futura is the main typeface for this contemporary, universally appealing design.

Campaign 3

Front and back cover

Jayco
Generations of family fun.

2 YEAR WARRANTY | **FREE ROADSIDE ASSISTANCE**

Travel with confidence, with our industry-leading, bumper-to-bumper limited warranty and a year's access to Coach-Net™—the country's largest RV emergency road service.

eco advantage™
Jayco's long-term commitment to generations of family fun. After four years of increased efforts to eliminate waste, conserve energy and increase recycling, we've come a long way in building RVs that are not only better for your family—but also better for the planet. Learn more at Jayco.com/EcoAdvantage

#LETSJAYCO

Meet your Jayco Dealer

We work hard—so you can play hard. From finding the perfect Jayco for your family to providing flexible financing options and full-service support, we're here to help.

Follow Jayco
Facebook, Twitter, YouTube, LinkedIn

Jayco, Inc. PO Box 452, Middleburg, IN 46040, www.jayco.com

Jay Flight SLX | Jay Flight | Jay Flight Bungalow

2 YEAR WARRANTY

Jayco
Generations of family fun.

JAY FLIGHT | 2017

#LETSJAYCO

Jay Flight SLX | Jay Flight | Jay Flight Bungalow

2 YEAR WARRANTY



LETSJAYCO

Where do you want to go? With Jayco you're headed straight for family fun—regardless of the destination. From wooded campgrounds to sandy beaches, swimming hole docks to scenic byways, maximize the moment with unmatched quality and added comfort. So what are you waiting for? Make new memories—and share them with the world.

GENERATIONS OF FAMILY FUN

JAY FLIGHT

Discover America's No. 1-selling travel trailer.

If it's not done well, it's not worth doing. That was Jayco founder Lloyd Bontrager's philosophy. He thought that his family deserved a better RV—and that yours does, too. One that's sturdy, carefully designed and built to last. Nearly 50 years later, his legacy lives on—in the Jay Flight.



Jay Flight SLX | Page 4



Jay Flight | Page 6



Jay Flight Bungalow | Page 9



LETSJAYCO

Share your photos and stories on social media



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Front and back cover

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2 YEAR WARRANTY

FREE
ROADSIDE ASSISTANCE

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For a copy of our 2-year limited warranty with full terms and conditions, please contact your local Jayco dealer.

Meet your Jayco Dealer

We work hard—so you can play hard. From finding the perfect Jayco for your family to providing flexible financing options and full-service support, we're here to help.

Follow Jayco

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Jayco
Generations of family fun.

SENECA CLASS C MOTORHOME | 2017

SENECA | 2017

#LETSJAYCO

2 YEAR WARRANTY

CLASS C MOTORHOMES | 2017

GREYHAWK · REDHAWK | 2017

#LETSJAYCO

Greyhawk Redhawk

2
YEAR
WARRANTY

Campaign 3

Video Key Frames: Opening



1

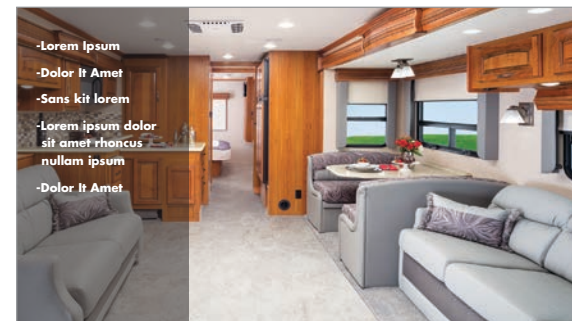


2



3

Video Key Frames: Lower third and bulleted list



Tabletop Poster

Jayco
Generations of family fun.

SENECA

SEAMLESS FIBERGLASS FRONT CAP
The Seneca features a fully sealed, seamless fiberglass front cap to protect against leaks where it's needed the most. What's more, the cap-over bunk is rated at 750 pounds.

SOLID-SURFACE COUNTERS
The kitchen features one-piece, LED lit, solid surface countertops with a decorative tie-accented backsplash for a stunning cooking experience.

HARDWOOD CABINET DOORS
Seneca features Amish-crafted, raised-panel hardwood cabinet doors with mortise-and-tenon joints, ensuring beautiful durability.

DRAWER GUIDES
Our steel ball-bearing drawer guides, rated for 50 pounds, provide full extension for a residential feel.

LUXURY LAMINATE TILE
Laminate tile flooring adds to Seneca's already luxurious interiors while providing scratch-resistant durability.

TANKLESS WATER HEATER
A Clarifit tankless water heater with electric start delivers an unlimited supply of on-demand hot water to your Seneca.

OPTIONAL WASHER/DRYER
Skip the laundromat thanks to an optional washer/dryer combo (stackable in 37FB and 37JU models).

AUTO-LEVELING JACKS
Take the hassle out of leveling your coach thanks to Seneca's hydraulic auto-leveling jacks.

8,000-WATT GENERATOR
Power up appliances—without the noise—with a reliable Onan® 8,000-watt Quiet Diesel generator with auto-charger and auto-open start.

CONVECTION MICROWAVE**
Seneca boasts a host of luxurious kitchen features, including a convection microwave oven.

PREMIUM PAINT
Inspire complete envy with the Seneca's deluxe full-body Sliders paint with Diamond Shine™.

HEAVY-DUTY REAR AIR SUSPENSION

AIR-RIDE SEATS

60-MILLIMETER BILSTEIN® SHOCKS

FULL AIR BRAKES

FRONT-AXLE SWAY BAR

JRIDE PREMIUM

FREIGHTLINER® CHASSIS
You won't find a more affordable Class C built on a Freightliner® Business Class chassis. This steel-reinforced aluminum cab design features one of the industry's highest turning radii with a 55-degree wheel cut.

2 YEAR WARRANTY
1-YEAR FREE Roadside Assistance

In a class of our 27-year limited warranty with full terms and conditions, please contact your local Jayco dealer. *Customer Value Package feature.

Remarketing Display Ad

THE BEST-SELLING JAY FLIGHT

Jayco

1

AMERICA'S FAMILY FAVORITE

Jayco

2

BUILD YOUR IDEAL MODEL NOW

Jayco

3

