

Take the
GOOD LIFE
with you.



NEWELL

Exceptional Performance...
Uncompromising Quality...
Aspirational Design...



It must be
a Newell.

Every journey is
A PLEASURE

Your Newell makes the trip itself a pleasure—no matter where you're going.

That's because the Newell is as luxurious and comfortable to travel in as it is beautiful to look at. From its state-of-the-art design and engineering to its refined materials and custom options, your Newell reflects the highest quality in every detail. Because each coach is built to order, from top to bottom and from start to finish, your Newell is the place you will want to be—anywhere you go along the way.

*The perfect combination
of style and performance*

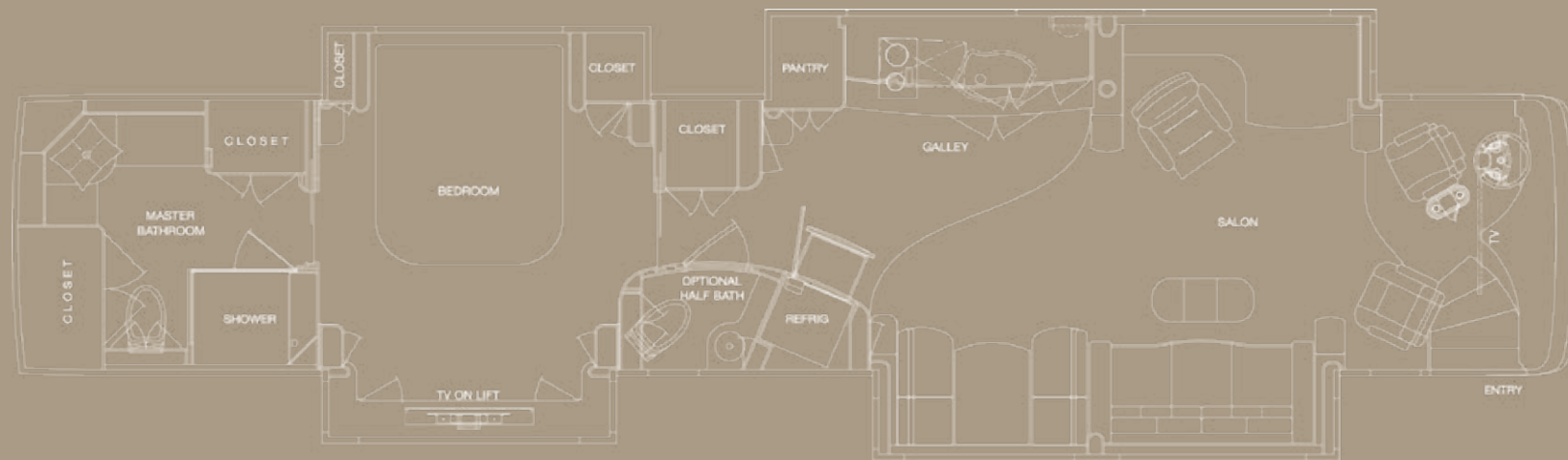
The Newell **SECRET...**

What's the secret behind the Newell's unique style, engineering, and performance?

Simple: Unlike any other coach in its class, the Newell is constructed on our own custom-engineered body and chassis. So the Newell is built from the ground up to be what it is—a luxury motorcoach.

It is not engineered as a bus and then converted into a motorhome.

This gives the Newell greater flexibility in its construction and design, so you have a wider range of choices when it comes to important details such as your coach floorplan, length, refinements, and interior spaces.



Newell design:

THE EVOLUTION *of Luxury*

Newell is known the world over as the leader in motorhome design. Our long standing partnership with Porsche Design on our exterior styling results in a level of sophistication and refinement that is often imitated, but never replicated.

Newell engineers and designers pull inspiration from the finest automobiles, yachts, and luxury homes of the world. Our craftsmen use these ideas and materials, delivering the premium fit and finish that you come to expect in a Newell. The result: incomparable luxury down to the very last detail.

*Hand-crafted elegance with
the finest materials available*



Designing and building **YOUR NEWELL**

From the start, we collaborate with you to make your Newell your own. Our experienced and attentive team will help you select the floorplan, colors, and details that suit you. You will choose from among the finest cabinetry, fabrics, finishes, and systems to equip and decorate your coach.

Newell gives you more opportunities to customize your coach than any other manufacturer.* We then incorporate these choices into your coach as we build it.

The result: A coach that is your own personal expression of comfort, elegance and style.

**Are there any limits to customization? Certainly. Because we stand firmly behind the quality and performance of our coaches, we must be able to execute a special request properly, at a reasonable cost, and with an expectation of high reliability.*

*Enjoy the freedom of your
imagination in a Newell*





UNPARALLELED

Performance

You don't have to sacrifice power and performance to enjoy the luxury of a Newell. With a 600-horsepower Cummins ISX15 diesel engine, and Allison M4000 transmission, you'll have no trouble pulling away from the crowd. Add to that the highest available payload capacity in the luxury class, and it's easy to understand why Newell's reputation for mechanical leadership is unsurpassed.

In addition to the powerful drivetrain, Newell's ride and handling has been compared to the finest luxury automobiles available. With the industry-leading ZF StabilRide™ active suspension, and Newell's EasiSteer™ electronic steering assist, the driving experience is like no other coach on the road. Working together, these advanced systems ease driver fatigue, smooth out rough roads, and enhance ride comfort and control to make your journey a pleasure.

*More power, better performance,
higher payload—only in a Newell*

Cutting Edge
TECHNOLOGY

Three high resolution touch screens and an enormous 200 square-inch digital dash combine for the most cutting edge driving and house management system in the industry. The proprietary Intrepid™ Coach Management System revolutionizes the driving and living experience for Newell owners. And don't forget the entertainment! Our custom, Crestron-based audio-visual remote control system, using both iPads and hand-held remotes for flexibility, give you advanced AV performance at the touch of a button.

*The ultimate in coach management
and entertainment technology*



A history of innovation —
A FUTURE OF EXCELLENCE

Starting with founder L.K. Newell's introduction of the industry's first diesel-pusher motorhome, and carrying forward to today's industry-leading active suspension and steering tag axle, Newell has always been at the forefront of motorhome evolution. Experimentation and a culture of continuous improvement is in our DNA.

The introduction of the new 2017 Newell p50 Edition—for our 50-year anniversary—continues this tradition of leadership.

The launch of this new coach body and the opening of our new 75,000 square foot production facility are major milestones in our company's history, showcasing Newell's commitment towards ongoing excellence for our customers and associates.



Newell support:
'BEYOND THE BEST'

Sometimes things go wrong. And when they do, we've got your back. Our 24/7 hotline gives you direct access to our own support engineers and technicians. Yes, we do occasionally get a call in the middle of the night. And when we get that call, we answer it.

We offer the same care when it comes to your Newell's planned service and maintenance, whether you have it done at the Newell plant or at one of our approved service centers located throughout the U.S. and Canada.

That's why our customers consistently give Newell's service and support the highest possible marks.

"A superior product backed by a superior support team. Beyond the best in customer service."

— chuck b., las vegas, nv

"Newell's service department and after-hours support are second to none!"

—tim b., raymond, ne

"Your service quality and courtesy should be the subject of a Harvard case study."

— kevin b., alberta, canada



NEWELL

To start your journey, call us:

1-888-3NEWELL (1-888-363-9355)

Or visit: www.NewellCoach.com

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