

POWER REIMAGINED REINVENTED

SENECA

2012



Jayco

SENECA® | MOTORHOMES BY JAYCO®

AMERICA'S MOST LIVEABLE RVs.



SENECA | MOTORHOMES



POWERFULLY
REINVENTED



SENECA 36FK | SONORA



SENECA 37FS | CAMEL



SENECA 37FS | CAMEL



SENECA 37FS | CAMEL

THE LEGEND RETURNS

For 2012, we've reinvented an all-time Class C favorite—the legendary Jayco Seneca. The new Seneca takes everything you loved before and combines it with superior strength and unbridled power in four spacious floorplans. Featuring a Freightliner chassis and Cummins ISB 6.7L 340 HP engine, Seneca puts Class C motorhomes into a whole new power bracket.



NOBODY OFFERS A BETTER WARRANTY THAN WE DO

YOU WANT YOUR RV TO LAST A LONG TIME.

That's why we offer our exclusive 2-year Co-Pilot Warranty, the best and most comprehensive warranty program in the industry. Every Jayco RV undergoes rigorous quality control testing before it leaves the factory, so you can be confident your new Jayco will continue to provide the ultimate in liveability and reliability for years to come.

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

ROADSIDE ASSISTANCE

Travel worry-free with Jayco's Customer First Roadside Assistance program, yours at no cost during your first year of ownership. This program is offered through National Motor Club, the largest RV emergency road service in the country, and gives you immediate access to dependable roadside assistance and support services with a simple phone call.



TO LEARN MORE ABOUT OUR QUALITY CONTROL TESTING, SCAN HERE WITH YOUR SMARTPHONE.



TRUE VALUE OF OWNERSHIP

↑ MORE STANDARD FEATURES

We pack more standard features into our RVs than anyone else. Even better, they're features we know you'll want, designed to make your RV more home-like, comfortable and convenient. Because at Jayco, it's always been about liveability.

↑ BRAND-NAME COMPONENTS

We like living up to the name we've built for ourselves. That's why we only use dependable components in our RVs, made by companies that value their reputation as much as we do ours.

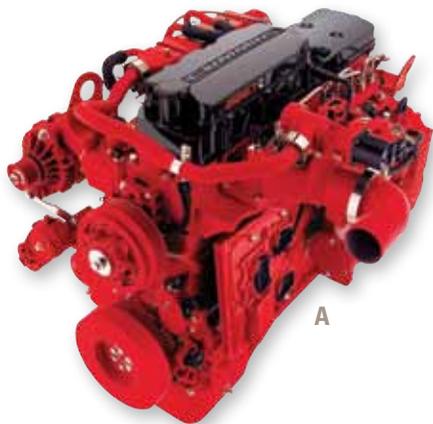
↑ LESS MAINTENANCE

Our top-quality materials and production techniques let you spend more time enjoying your new RV and less time maintaining it.

↑ BETTER AVERAGE RESALE VALUE

In the last three years, Jayco owners have been banking on their investments. According to the NADA, Jayco's average resale value was 4.81% higher than the competition, giving Jayco the top resale value in the RV industry.

With Jayco, you get more amenities, more liveable, home-like features and superior construction for less maintenance and greater resale value. **Simply put, you won't find another RV packed with more TRUE VALUE.**



A



B



C

SETTING THE BAR FOR PERFORMANCE

At Jayco, we believe in making our motorhomes well-oiled machines, so we don't skimp on standards that give you power. With **A** | a Cummins ISB 6.7L 340 HP diesel engine with a six-speed Allison 2500 TRV automatic transmission, **B** | a Freightliner Business Class M2 106 chassis that delivers a surprisingly tight 55-degree turning radius and **C** | a 12,000-lb. rated hitch, you can easily tow up to 7,500 lbs.

HIGH-END FEATURES

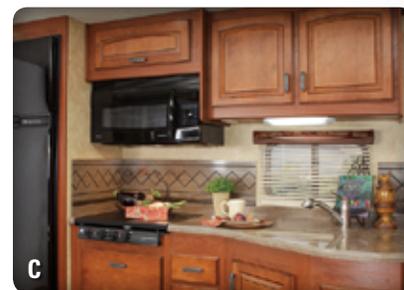
Seneca offers up top-notch names with its **A** | standard, fuel-efficient Onan 6,000-watt generator (usually optional on other motorhomes), **B** | an optional Splendide washer/dryer combo, **C** | Corian high-gloss, solid-surface kitchen countertops with undermounted stonecast sink and Corian decorative backsplash.



A



B



C



A



B



C

MORE CONVENIENT

With Seneca, parking is no longer a hassle. In fact, you'll think of it as a joy ride thanks to **A** | a well-appointed cab, complete with built-in backup camera and optional power leather seats, **B** | Seneca's electric-powered, swing-away, side-view, remote-controlled and heated mirrors and **C** | an optional Sirius satellite radio with 180-plus commercial-free channels.



A



B

LONG-LASTING QUALITY CONSTRUCTION

Known for quality construction, Jayco is built to hold its value years from now. Thanks to features, like **A** | Seneca's standard gel-coated premium paint package, more resistant to UV damage, and **B** | fiberglass front and rear caps, built with economy and durability in mind, Seneca will hold up to years of adventure.

JAYCO CONSTRUCTION

At Jayco, we've built a reputation for superior construction and craftsmanship. We always use top-quality materials and innovative manufacturing techniques—down to the smallest details. The result? Unmatched resale value and peace of mind in an RV that's built to handle whatever the road throws at it, while outlasting everything but your memories.



All Jayco products are green certified. Seneca earned a gold rating through use of sustainable materials, environmentally friendly production methods and reduction of waste.



EXTERIOR PAINT CHOICES



GRAPHITE GOLD PREMIUM PAINT (STANDARD)



COBBLESTONE PREMIUM PAINT (OPTIONAL)



COPPER CAST PREMIUM PAINT (OPTIONAL)

INTERIOR DÉCOR CHOICES

SONORA



CARAMEL



MOCHA



WOOD



WALL CONSTRUCTION

- 1 High-gloss, gel-coated fiberglass exterior and optional Diamond Shield paint protection:** Withstands use, travel and UV damage while creating a stunning package
- 2 Vacuum-bonded layers:** Involves 15-18 minutes of 144 tons of pressure to ensure a stronger bond
- 3 Welded aluminum frames with metal backers:** Creates Seneca's long-lasting framework

FLOOR CONSTRUCTION

- 4 Vacuum-bonded layers:** Backed by computer monitoring and constant quality control checks, Jayco prides itself on building a solid foundation
- 5 Structurwood floors:** Creates one of the industry's strongest foundations
- 6 Welded aluminum frame:** Lighter than wood, it doesn't weigh Seneca down, so you can tow a boat, vehicle, or trailer with a 12,000-lb. rated hitch

ROOF CONSTRUCTION

- 7 Vacuum-bonded layers:** Laminates materials together using more pressure than typical pinch-roll process
- 8 Bead-foam insulation (R-24):** Maintains interior temperatures
- 9 ¼" plywood decking on 5" arched welded aluminum trusses:** More moisture resistant, plywood holds up to the elements
- 10 Seamless fiberglass shield:** Features one-piece construction, ensuring better leak protection

PERFORMANCE

- 11 Seamless front and rear fiberglass caps:** Increases aerodynamics while adding durability and leak protection where it's needed most
- 12 Freightliner M2 106 chassis:** Delivers surprisingly tight 55-degree turning radius
- 13 Cummins ISB 6.7L 340 HP diesel engine:** Features a 33,000-lb. GCWR with a 12,000-lb. rated hitch

STANDARDS AND OPTIONS

STANDARD INTERIOR EQUIPMENT

- 1.4 cu. ft. microwave oven with carousel
 - 6-panel residential-style passage doors
 - 10 cu. ft. flush-mount, double-door refrigerator with ice maker
 - 10-gal. gas/electric DSI auto-ignition water heater
 - 12V electrical system with 120V, 80-amp power converter
 - 22" digital LCD HDTV in bedroom
 - 13,500-BTU low-profile central A/C with heat pump and Quick Cool feature
 - Auto-ignition furnace with wall thermostat
 - Ball bearing drawer guides, 100-lb. capacity with full-drawer extension
 - Battery disconnect switch (coach)
 - Bi-fold recessed cover for stove
 - Cab over bunk with 32" LCD HDTV
 - Cabinetry crafted with screwed-stile construction
 - Cable TV hookup with RG6 coax
 - Corian high-gloss, solid-surface kitchen countertops with undermounted stonecast sink and Corian decorative backsplash
 - Crank-up digital antenna for TV with signal booster
 - Dream Dinette mechanism, raises and lowers booth dinette tabletop
 - Hide-a-bed sofa
 - High-rise, single-lever faucet with pull-out sprayer
 - King-sized bed
 - Lap safety belts in living area
 - Pleated day/night shades throughout
 - Prep for satellite dish for roof and sidewall
 - Radius fiberglass shower and glass shower door
 - Recessed 3-burner range with 9,000-BTU SuperBurner and piezo igniter and oversized oven
 - Systems monitor panel
 - Theftford porcelain stool with foot pedal
 - Under-bed storage, bed lifts easily on gas struts
 - Washington Glazed Maple cabinetry with raised-panel doors throughout
 - Water purification system
- STANDARD EXTERIOR EQUIPMENT**
- 50-amp power cord
 - 80" tall fiberglass, radius-cornered curved entrance door and screen door
 - 1,800-watt inverter with 4 batteries
 - Black holding tank sprayer
 - Carefree 12V Travel'r electric patio awning with aluminum wrap
 - Dual slideout battery tray (includes 4 batteries)
 - Electric-powered, double-entrance step
 - Heavy-duty grab handle for entry assistance
 - High-gloss fiberglass front and rear caps with radius corners
 - Hydraulic automatic leveling jacks
 - Onan 6,000-watt Quiet Diesel generator with auto-changeover
 - Onan Energy Command center
 - One-piece fiberglass roof
 - One-piece polyethylene pass-through storage compartments
 - Premium Paint Package: Graphite Gold
 - Side-hinged baggage doors
 - Slideout awning toppers with aluminum wrap
 - Smooth gel-coat fiberglass exterior walls
 - Tinted safety-glass windows

- TuffShell vacuum-bonded 5" crowned laminated roof
- TuffShell vacuum-bonded laminated sidewalls and floor
- Uni-Dock utility center, heated and enclosed
- Welded tubular-aluminum sidewall framework

STANDARD CAB EQUIPMENT

- Auxiliary start switch
- Deluxe, heated, remote-controlled, side-view mirrors
- Privacy curtains for cab area
- Upgraded driver/passenger seat with full front/back adjustment and map pockets

STANDARD CHASSIS EQUIPMENT

- 6-speed automatic Allison 2500 TRV Series transmission with overdrive
- 160-amp alternator
- 12,000-lb. rated hitch with 7-pin plug
- Accuride aluminum rims
- Cummins exhaust brake
- Cummins ISB 6.7L 340 HP diesel engine with 750-watt block heater
- Dual chassis batteries
- Freightliner Business Class M2 106 chassis
- Power anti-lock brakes with power steering
- Transmission temperature gauge

OPTIONS

- 12 cu. ft. flush-mount, four-door refrigerator with ice maker
- 8,000-watt diesel generator
- Bunk CD/DVD players (2) (37FS)
- Convection microwave
- Customer Value Package
- Diamond Shield paint protection film
- Dinette and sofa ensemble (36FK, 37RB, 37TS)
- Exterior entertainment center with 32" LCD HDTV
- Fireplace (36FK)
- Free-standing table with (2) chairs and (2) folding chairs
- Front entertainment center with 32" LCD HDTV
- Power cord reel
- Premium Paint Package: Cobblestone
- Premium Paint Package: Copper Cast
- Satellite kit
- Sirius satellite radio system
- Thermal paned tinted safety-glass windows
- Washer and dryer combination
- Winegard In-Motion dome satellite dish

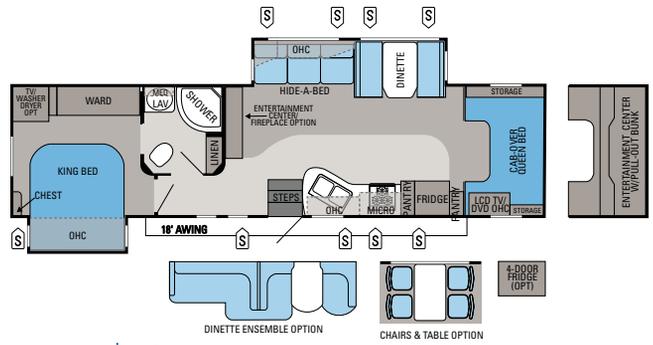
CUSTOMER VALUE PACKAGE

- Attic fan
- Bathroom power vent
- GPS navigation system
- Power leather driver and passenger seat
- Xite infotainment system with in-dash touchscreen radio, 7" color LCD display, DVD/USB, Sirius satellite prep, Bluetooth, navigation and split screen



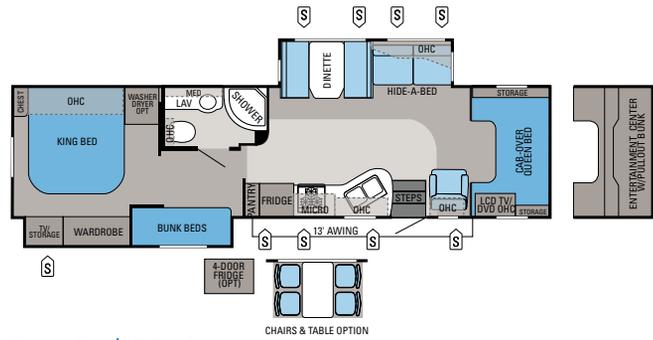
FOR A COMPLETE LIST OF STANDARDS AND OPTIONS, SCAN HERE WITH YOUR SMARTPHONE OR VISIT JAYCO.COM.

FLOORPLANS



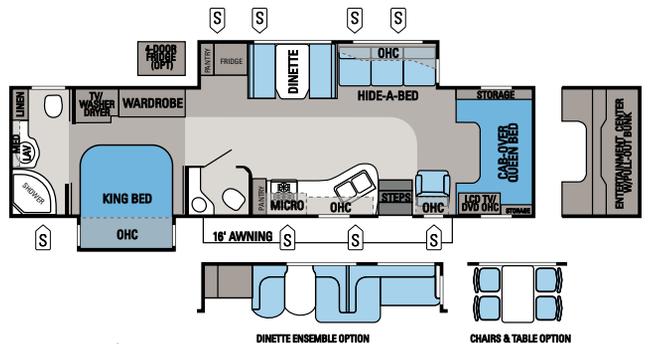
SENECA | 36FK

Exterior Length: 38' 5" Exterior Height: 151" Sleeps: 5-6



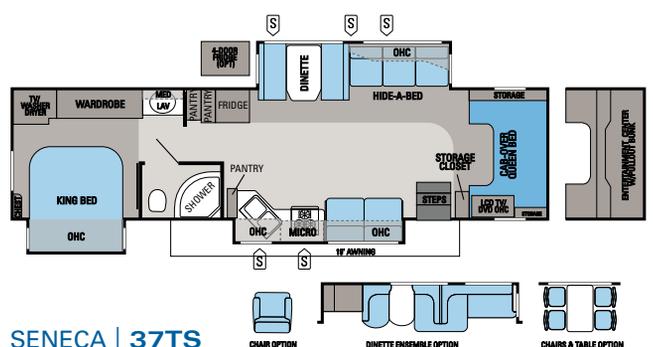
SENECA | 37FS

Exterior Length: 39' 1" Exterior Height: 151" Sleeps: 7-8



SENECA | 37RB

Exterior Length: 38' 8" Exterior Height: 151" Sleeps: 5-6



SENECA | 37TS

Exterior Length: TBD Exterior Height: 151" Sleeps: 5-8

SPECIFICATIONS

FLOORPLAN	EXT. LENGTH	EXT. WIDTH	EXT. HEIGHT (WITH A/C)	INT. HEIGHT	GROSS VEHICLE WEIGHT RATING (LBS.)	GROSS COMBINED WEIGHT RATING (LBS.)	ENGINE/SIZE	WHEEL BASE	FURNACE AUTO-IGNITION (BTUS)	FRESH WATER CAPACITY (INCLUDES WATER HEATER) (GALS.)	GRAY WASTE WATER CAPACITY (GALS.)	BLACK WASTE WATER CAPACITY (GALS.)
36FK	38' 5"	102"	151"	84"	25,500	33,000	CUMMINS ISB-340 6.7L	268.5"	40M	81.5	41	51.5
37FS	39' 1"	102"	151"	84"	25,500	33,000	CUMMINS ISB-340 6.7L	275"	40M	81.5	41	52
37RB	38' 8"	102"	151"	84"	25,500	33,000	CUMMINS ISB-340 6.7L	270.5"	40M	81.5	93	66
37TS	TBD	102"	151"	84"	25,500	33,000	CUMMINS ISB-340 6.7L	TBD	40M	81.5	41	52

A TRADITION OF LIVEABILITY

THE JAYCO STORY BEGAN IN 1968 when Jayco founder Lloyd Bontrager created an innovative, easy-to-use lifter system that led to a better fold-down camper. Loaded with more comforts and conveniences, Lloyd believed his camper would bring people closer together because it was more liveable. A devoted family man, Lloyd's passion extended to his business as well. In fact, our company's success stems from his insistence on treating everyone at Jayco as family — from our factory to our front office, our salespeople to our suppliers, and our customers to our community.

BLENDING OLD WORLD AMISH CRAFTSMANSHIP WITH INNOVATIVE TECHNOLOGY, Jayco is the nation's largest family-owned and operated RV manufacturer today. And while our product line has grown considerably over the years, every unit we build is still guided by Lloyd's vision and a humble desire to help make it easier for families to explore together and relax together. It's what separates us from other RV manufacturers. And it's what continues to make Jayco America's Most Liveable RVs.



AMERICA'S MOST **LIVEABLE** RVs.



Jayco proudly sponsors Tread Lightly!, a nonprofit organization whose mission is to empower generations to enjoy the outdoors responsibly through education and restoration.

Gross Vehicle Weight Rating (GVWR): The maximum permissible weight of the motorhome, including the Unloaded Vehicle Weight (UUV) plus passengers, personal items, all cargo, fluids, options and dealer-installed accessories. The GVWR is equal to or greater than the sum of the UUV and the Cargo Carrying Capacity.



From RV insurance to extended warranties, JayPlus has it covered. Ask your Jayco dealer about our exclusive JayPlus program today.

Gross Combined Weight Rating (GCWR): The maximum allowable combined weight of the motorhome used as a tow vehicle and the attached towed vehicle.

It is important for your safety and enjoyment that you are aware of the weights and tow ratings of the RV you select. Consult a competent advisor for questions or advice. Whether you are new to RVing or a veteran, get a feel for the perfor-



As a Jayco owner, you can be part of the Jayco Jafari International Travel Club. Ask your dealer about the Jafari "flight" in your area, write Jayco or visit our website.

mance of your RV before heading out on the roadways. When you tow a vehicle with your RV, you must drive differently than when you drive a single vehicle. Practice hooking up, driving, backing up and braking in a safe environment or seek out professional instruction. Jayco affixes a weight label to each RV which lists weight information for that vehicle. Refer to that label to verify the vehicle will meet your requirements. See specifications chart inside.

Jayco, Inc., P.O. Box 460, Middlebury, IN 46540, www.jayco.com 

See dealer for further information and prices. All information in this brochure is the latest available at the time of publication approval. Jayco reserves the right to make changes and to discontinue models without notice or obligation. Photos in this brochure may show optional equipment and props for photography purposes. RVs built for sale in Canada may differ to conform to Canadian codes. ©2011 Jayco, Inc. 12-SNCA-PL 0911-75K Printed in U.S.A.