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The 2014 Itasca Viva! – You Live for This

February 5, 2014, Forest City, Iowa - With its compact size and peppy, fuel-efficient Ram ProMaster chassis, the new 2014 Itasca Viva! goes wherever your heart takes you. You will enjoy popular features such as LED lighting and Ultraleather furniture at an exceptionally affordable price. The Viva! Is full of SmartSpace features that make the most of the available space, including a StudioLoft bed with a power lift so it is easily up and out of the way until you need it. It is also the first coach in the industry with three-point seat belts in the dinette. Your adventures are as endless as your imagination when you live in the moment in the new Viva!

Highlights:

- All-new Class C product series
- First RV manufacturer to build on new, fuel efficient Ram ProMaster gas chassis
- 3.6-liter Pentastar V-6 engine and six-speed automatic transmission
- All-new Euro body styling
- Two floorplans: 23B and 23L
- Easy, swivel-in-place multi-adjustable cab seats
- Skylight with room-darkening shade
- MCD blackout roller shades in the coach
- StudioLoft bed with electric lift
- Retractable, self-cleaning shower door
- Aluminum wheels
- Automatic entrance step
- Powered patio awning with LED lighting
- Belted for six passengers, including industry-leading three-point seat belts in dinette and cab
- U-Connect 5.0 Infotainment Center with touch screen, voice command and steering wheel controls features AM/FM radio with CD/DVD player, SiriusXM Radio with 12-month trial subscription, hands free Bluetooth, iPod/iPhone audio integration, speed adjusted audio levels, compass, color rearview camera, and integrated GPS with navigation for safe and easy routing and turn-by-turn voice guidance
- Rear-view monitor system with color camera
- Low-profile high-efficiency air conditioner with heat strip
- Jack HD digital antenna
- Positive latches securing overhead cabinet doors
- Available:
 - High-gloss Marbella cabinet doors
 - Ultraleather furniture
 - Drainage system – with heated electric pad for each holding tank, pipe wraps and lighted on/off switch near the monitor panel.

23B floorplan

The 23B offers front swivel cab seats, a sofa/bed and dinette, a large, full-featured mid-coach galley and rear bath. Two large sleeping spaces provide comfortable sleeping for four adults with the queen-size front loft bed and a ing-size Flex Bed System.

23L floorplan

The 23L also features swivel cab seats expanding the living area of the motor home, as well as a forward-facing dinette on the driver's side and a side-facing dinette bench seat on the curb side of the unit, which together convert into one convenient sleeping space. Additional sleeping space is available with the rear corner bed and front StudioLoft bed. A mid-coach L-shaped galley is full featured and has a forward-facing sink.

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