

Lance Max™ 981

Lance 2005



- Totally new design and engineering – incorporating all the most-requested features from both Lance owners and dealers
- 30% larger floor area than conventional truck campers – with lots of windows to let light in
- More storage space – with increased headroom in the cabover sleeping area
- Total rigid block foam insulation throughout
- All-aluminum framed LanceLock™ structural construction that allows for a full-wall slideout and increased capacity sub-floor storage tanks

AMERICA'S FAVORITE TRUCK CAMPER™

Lance

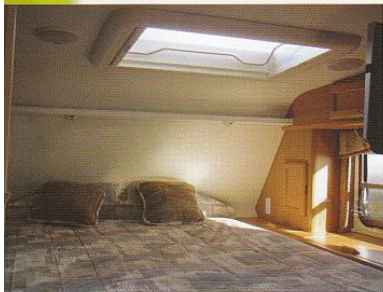
Introducing the all new 2005 Lance Max 981 Our most spacious design ever

Lance has been the quality leader and innovator in the truck camper market since 1965 - specializing in quality camper design, engineering and manufacturing for nearly 40 years.

Now, for Model Year 2005, we're introducing a totally new line of campers - designed for maximum durability, strength, livability, convenience and comfort. **The Lance Max Series.**

More floor space. More tank capacity. More storage room. The series' first model, the 981, has a front bathroom and rear kitchen. You can see the careful thought in our design - and made-in-America quality craftsmanship in our attention to detail. A superb fit-and-finish with real lasting value.

Come take a look at the all new 2005 Lance Max 981.



High head clearance sleeping area with queen-size bed in cabover - fully insulated with solid block foam - and a large insulated overhead skylight/escape hatch and side windows. The underside of the cabover is also thermally protected with added insulation.

Insulated skylight and cabover

The cabover skylight is openable to an 80-degree angle with a piston-assisted strut - and is double glazed for extra insulation.



The skylight features integrated lighting, a full ventilation screen, and a black-out shade that absorbs 99% of harmful UV rays - standard.



Flat panel TV

Optional 15-inch flat panel LCD TV on an articulated swing-arm - letting you comfortably watch TV in bed or in the dinette area.



Little parts make a big difference

Lance uses top quality stainless steel and coated Everlube® fasteners on our exteriors to help prevent corrosion - important in maintaining the like-new appearance and value of your truck camper investment. A small example of how little things make a big difference - and the attention to detail we invest in engineering quality products for you.



Lots of storage

Five large storage areas in the sleeping area - lots of cupboards in the galley - a roll-out drawer (available with the Convenience Package) in the seatbox of the dinette that holds nearly four cases of drinks - and a 48-inch-long sub-floor tray for long item storage. And on the exterior, a roof rack and multiple storage compartments.



Dual automatic 15,000/22,000-BTU furnace

This new furnace has a dual, two-speed fan function and digital thermostat. These allow for less amp draw, less LPG consumption, and reduced noise level. Heat is ducted four ways - into the cabover bed area, the bath, the main floor, and the sub-floor "basement."



Centralized systems monitor

Next to the rear entry door, the systems monitor includes digital battery voltage readout, generator hour meter, battery "use/store" disconnect switch, key-operated slideout control, water and holding tank level indicators, generator start/stop, water heater and water pump switches.





Central utility bay



Engineered within the driver-side skirt – and contained within an insulated, locked compartment – is a centralized utility bay. When the strut-assisted, lift-up wing door is opened, you gain easy roadside access to the city water inlet, 110-volt AC power cable, cable TV jack, telephone jack, dump valves, low-point drains, outside wash station and slide-out tray large enough for two dealer-supplied group 29 batteries. This utility bay feature stops air intrusion into the interior by eliminating a number of exterior doors and access hatches.

A new, redesigned galley

With the galley at the back of the camper, there's lots of light and fresh air with all the surrounding windows. For cooking, a three burner cooktop – atop a latest-model convection/microwave oven for high-speed baking or just heating food. Above, lots of cabinet storage. Across in the dinette, a double-door Norcold® three-power-mode refrigerator (standard) with six cubic feet of capacity – and the largest solid wood storage drawer ever built in a truck camper (available with the Decor Package).



New TPO roof with large eight-foot storage rack tracks

The roof is engineered with a superior marine-grade TPO (thermoplastic polyolefin) material. TPO isn't rubber. In the RV industry its use has usually been reserved for high-end motorhomes. It has a 12-year warranty. TPO is nearly impossible to damage. It's a great insulator – hail won't damage it – and it's less slippery when wet than aluminum or rubber. There's even more roof storage with the standard Maggie Rack® siderails – ready for optional Yakima® rack components.



New Phat® roof ladder

A heavy-duty, large diameter tube "Phat" ladder leads you to the roof. You get full use of this ladder, as the optional large rear awning can still be deployed without blocking the ladder.



Full-wall slideout

The full-wall slideout comes with a slideout cover – standard.



New bumper

A heavy-duty aluminum bumper with integrated, sealed tail lights.



Standard features

Exterior

Exterior package with Filon® fiberglass wall
Four choices of color-coordinated graphics
Electric jacks with wireless remote control
Heavy-duty aluminum rear bumper with dual position folding step and integrated, sealed tail lights
License plate holder and light
Dark tinted radius torque windows
Sliding pass-through window
Slideout cover
Front rub strips
Large diameter tube Phat® ladder to roof
Common-keyed exterior compartment doors
One-inch-thick radius insulated storage compartment doors
Radius 24-inch entry door with pull-shade and screen door
Maggie Rack® roof siderails
Outside low pressure LPG connection
Rear compartments under strut-assisted lift-doors
Locked, central utility bay at roadside lift-skirt containing hookup services (110-volt AC power cable, slide-out tray for dual batteries, city water, low-point drains, water tank drain, holding tank valves, wash station, and park cable TV)

Construction and insulation

One-piece TPO (thermoplastic polyolefin) white roof with 12-year warranty
Laminated, tapered and reinforced roof structure
Laminated solid block foam insulation throughout
Welded .060-inch aluminum framing throughout
Structural components assembled with LanceLock™ interlocking aluminum extrusions for superior strength and seal
Double exterior sealant process throughout
Corrosion-resistant LPG compartment
Front jack brackets bolted to structural plating
Stainless steel tie-down brackets

Interior and decor

Full-wall slideout room on 12-volt electric slideout mechanism with manual override
Sub-floor 48-inch-long slide-out storage tray for long items
Raised-panel overhead cabinet doors
Fingertip-positive-catch cabinet hardware
Hardwood-framed cabinet doors with decorator hardware
Lined cabinet door openings
All wooden drawers with metal guides
Aromatic cedar wood in wardrobe
Cabover access steps
Upholstered valances and lambrequins
Mini-blinds in dinette and galley
Pleated shades on cabover windows
No-wax vinyl flooring covering
Large, openable, double glazed skylight/escape hatch with integrated lighting, ventilation screen and black-out shade

Galley, appliances and equipment

Norcold® six-cubic-foot, three-power-mode refrigerator
Three-burner cooktop with igniter
Convection/microwave oven
Folding range cover
Centralized systems monitor panel that includes fresh/waste water tank level indicators
Range hood with light and fan
Counter top with double sinks
Tilt-out tray at sink
Sink cover cutting board
Silverware organizer
Slide-out pantry
Dual, vertical seven-gallon LPG tanks with gauges
Automatic changeover LPG regulator
Atwood® forced-air furnace with auto-ignition, thermostat and dual BTU/speed output
Flip-up galley counter

Fresh and waste water systems

40-gallon fresh water tank
Dual 30-gallon holding tanks (sink/shower and toilet – 60 gallons total capacity)
Locking water tank fill door
City water hookup
SHURflo® water pump with inline filter
Six-gallon auto-relight hot water heater
Low-point fresh water line drains with valves
Water heater bypass/winterizing valve
Single termination point for waste tanks
Sewer hose with adaptor within rear bumper storage compartment
Enclosed, insulated and heated tanks below floor – centrally positioned within camper sub-structure for improved weight distribution

Bathroom

Full-height fiberglass shower stall
Fresh water flush toilet
Raised toilet base for increased seat height
Lavatory sink with faucet
Large medicine cabinet with mirrored door
Towel bar/ring
Exhaust vent with fan
Ducted heat outlet
Removable clothes bar in shower
Linen storage

Dinette and sleeping accommodations

Large dinette with reversible sofa cushions
Dinette area and sofa cushions convert into a bed
Cabover queen bed area with 60"x80" queen-sized innerspring mattress
Designer mattress cover
Bedroom reading lights
Bedroom privacy curtain
Ducted heat outlet in cabover
Indirect lighting in overhead skylight assembly

Electrical

45-amp electronic converter
Battery charge wizard
Digital battery voltage indicator at centralized systems monitor panel
Dual battery compartment with sliding tray large enough to hold two group 29 batteries
Generator-ready
Fluorescent and double-incandescent lighting
25-foot, 110-volt, 30-amp AC service cable in locking compartment
110-volt convenience outlets
110-volt GFI-protected patio outlet
Prewiring for combination thermostat, Fan-Tastic® vent/cooler, roof air conditioner, stereo with four speakers, TV antenna/satellite dish and solar panel installation
Cable TV ready

Safety

LPG gas detector
Carbon monoxide detector
Smoke detector
Recess-mounted fire extinguisher
Emergency cabover egress through driver-side cabover window and/or overhead skylight/escape hatch
Keyed deadbolt entry lock
Porch light and assist handle
Back-up lights
110-volt GFI-protected receptacles
Interior step at entry
Key-operated slideout room control

Options

Convenience Package

Large slide-out storage drawer within dinette seatbox
Wardrobe light
Battery disconnect switch on systems monitor panel
Exterior utility lights
Entry light switch in dinette
Magazine rack
12-volt outlet in dinette
Battery separator
Rear docking lights
Momentary entry light switch
Fully automatic water heater with direct-spark ignition
Interior telephone jacks
Exterior stereo jacks at curbside
Black tank flush device

Decor Package

Deluxe upholstery and valances
Day/night shades with blackout feature in cabover
Day/night shades in dinette
Single-lever faucet
Rear entry door shade
Folding cabover privacy door
Laminated stainless-steel-appearance refrigerator insert panels
Carpet kit

Decor Package with sofa/bed

All items as Decor Package above - with wrap-around SoftTouch® upholstered sofa/bed (that replaces dinette) and two pull-out drawers within seatboxes

Exterior

Jack swingout brackets for dual-wheel trucks
Storm windows
6-1/2-foot crankout awning over rear entry door
Nine-foot rollout awning over passenger-side
10-foot crankout awning over passenger-side
Yakima® roof rack system with X-tower crossbars
Extra exterior storage compartment (with sofa/bed option)

Interior and decor

13,500-BTU Coleman®-Mach® air conditioner with wall control thermostat
Entertainment package featuring AM/FM/CD/DVD/MP3 stereo player with LCD display, four speakers and remote - and 15-inch flat screen LCD TV on articulated swing arm that folds and rotates
AM/FM/CD stereo player with four speakers
Fan-Tastic® reversible fan vent with thermostat and double glazed lid
TV antenna with 12-volt amplified outlet
Satellite dish with TV antenna and 12-volt amplified outlet

Galley, appliances and equipment

Gas oven with three-burner range (in place of standard convection/microwave oven)

Dinette and sleeping accommodations

Wrap-around SoftTouch® upholstered sofa/bed with two pull-out drawers within seatboxes
Twin innerspring beds in cabover
Lance Bed-Maid™ sleep system

Electrical

LPG-powered AC generator
50-watt, 12-volt solar panel
Prewiring for rear-view camera

Safety

Rear-view color observation camera
Child restraint system for slideout

Dealer-installed support equipment

Installation of this equipment by your Factory Authorized Lance Dealer is highly recommended to ensure the most enjoyable ride possible - and to improve the drivability, handling and safety of your entire truck and camper package.

Complete Happi-Jac® anchor system
Cabover shocks and brackets
Reese® Titan® Class V hitch and extension
Air-Lift® air bags
Foam boot
Rancho® RS-9000X shocks
Camper guides
Cab control kit for air bags
Dual cab control kit for air bags and shocks
In-truck monitor for rear-view observation camera

Lance warranty

Lance provides a limited warranty to the original purchaser/owner of a new Lance Max Series truck camper and guarantees the camper to be free of defects in material, workmanship or structural integrity - under normal use with reasonable care and prescribed routine maintenance - for a period of two years from the date of original purchase.

America's favorite truck camper

At Lance, we specialize in truck campers. The new Lance Max 981 reflects a culmination of our nearly 40 years of experience in



this field. All Lance products are designed, engineered,

assembled, QC'd and shipped from a 130,000-square-foot customized facility in Southern California's Antelope Valley.



Confident in our quality and design excellence, we're committed to 100% owner satisfaction - in us as a manufacturer, and from the experience you'll receive from sales and service personnel at our dealerships. And with the largest dealer network of any truck camper manufacturer, it's easy to find someone who knows your Lance to precisely service it when you're on-the-road.



At the factory, each camper goes through a rigorous battery of literally



hundreds of quality control checkpoints on the assembly line, ending with a six-station array of computerized pre-delivery inspections before final certification to ship on a truck camper transporter.



First-time Lance owners often tell us how pleased they are with their purchase - and many long-time owners choose another Lance as their repeat RV purchase.

Thanks for your interest in Lance - and we look forward to welcoming you to our Lance Family.

Lance

Basic specifications

Floor length 9 feet, 11 inches
Exterior width 96-3/8 inches
Interior width 93-3/4 inches
Interior height 6 feet, 8 inches
Bed height 46 inches
Floor width 56 inches
LPG tanks 2 quantity - 7 gallons each (14 gallons total)
Refrigerator 6 cubic feet - three-power-mode
Furnace 15,000/22,000-BTU - automatic dual-speed/dual-output

Fresh water tank 40 gallons
Grey water tank 30 gallons
Black water tank 30 gallons
Dry weight 3240* pounds

*All weights, dimensions and capacities are approximate - and subject to change without notice. Dry weight is based on Standard Model features and doesn't include options, equipment packages, dealer-installed items, LPG fuel, water or liquids.

Exclusive LanceLock™ construction



LanceLock construction in a Lance Max 981 - welded aluminum framing and solid block foam insulation throughout.

With the additional structure needed to support a full-wall slideout and sub-floor "basement" compartments, aluminum framing is the optimum



LanceLock: structural strength



A cross-section of the proprietary LanceLock structure - an incredibly strong combination of insulation, lamination and welded aluminum.

LanceLock's strength lies in its specially designed, interlocking and sealed aluminum extrusions - fastened to a welded .060-inch aluminum framing.

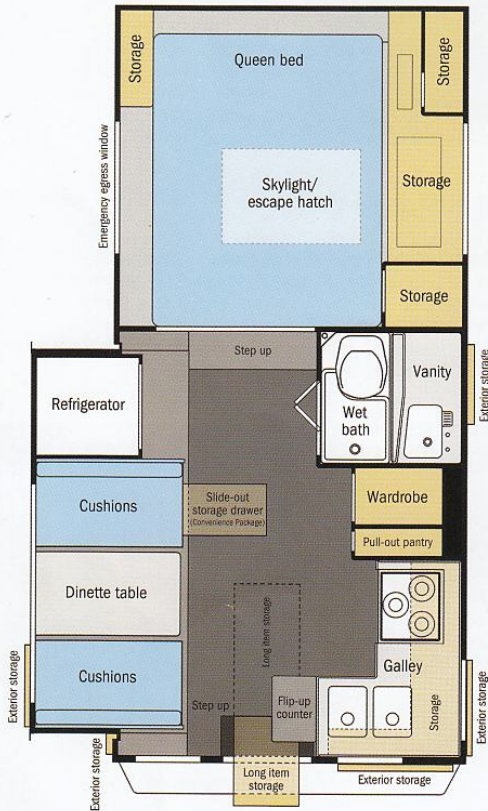


construction method. It maintains strength while minimizing weight.

To build an aluminum-framed camper to match the strength of our wood-framed campers, we use an expensive, proprietary construction design and process called LanceLock™

LanceLock assures precision assembly by a welded aluminum frame fastened to specially designed aluminum extrusions within a state-of-the-art, high-pressure bonded lamination structure - making the Lance Max 981 incredibly strong - and built to stay strong and retain value for many years.

LanceLock. Only in a Lance.



LCMC CERTIFIES COMPLIANCE WITH ALL FEDERAL AND STATE ELECTRICAL, PLUMBING, HEATING AND FIRE SAFETY STANDARDS. ESTABLISHED FOR RECREATIONAL VEHICLES AS A MEMBER OF RVIA (RECREATION VEHICLE INDUSTRY ASSOCIATION).

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Lance