



Winnebago eRV2 Prototype FAQs:

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[The eRV2 High-Level](#)

Q1. What is the Winnebago eRV2 prototype, and what is its purpose?

A. The overarching goal the eRV2 prototype is to shape the future of the next generation of RVs to fit the emerging needs of today's consumers who are looking for ways to travel that have less of an impact on the environment and want holistic features that enhance their ability to work and play when on the road.

The fleet of eRV2 prototypes are further proof of Winnebago's commitment to creating a fully operational all-electric, zero-emission RV and will be used for the final stage of testing with everyday consumers to provide insights that will inform the final design before hitting dealerships in the future. The eRV2 has a broad range of innovations beyond electrification designed to enhance every dimension of the user experience including: multiple technologies to make using and operating the RV easier, interior design that takes multi-purpose functionality and ergonomics to new levels, and a broad range of new sustainable materials.

This rigorous testing phase is an invaluable step to ensure every aspect of the eRV2 will delight consumers when we launch it in the future. Testing is already underway and will continue for the next several months.

Q2. Is there any significance to the unique camouflage wrap design on the eRV2 prototypes?

A. Yes. There is high enthusiasm for eRVs across a variety of lifestyles, especially those who want to use the vehicle in more urban locations to visit new cities and towns, see friends and family, stay close to home while camping and use it as a mobile office when needed. The wrap design was inspired by these consumer lifestyles and the graphics specifically depict places in North America they wish to see, and the things they wish to do in an electric RV.

Q3. How does the eRV2 align with Winnebago Industries' corporate goals around environmental responsibility?

A. At Winnebago Industries, we are committed to doing our part to ensure outdoor spaces—from backcountry to backyard—are sustained for the next generation of outdoor enthusiasts. In 2021, we introduced goals for water, waste and greenhouse gas emissions reductions, as well as product stewardship. Regarding products, Winnebago Industries' goal is to provide eco-friendly upgrade options on all new products by 2025, and to assess lifecycle and begin addressing upstream and downstream environmental impacts for our product lines by 2030.



The eRV2 employs numerous sustainable and recycled materials throughout the van. From Chilewich® flooring to Paperstone® window frames, the materials are intentionally curated to both enhance our customers' experience (aesthetically pleasing, easy to clean, durable) and reduce their carbon footprint.

Q4. What has Winnebago learned about consumers through the development of the eRV2?

A. There have been several key learnings from our recent electrification study with over 1,200 consumers to better understand interest in eRV's. These include the intended audience, possible barriers, motivators and features that will drive interest in future products:

- eRV's have the potential to **add significant long-term growth** to the industry and the category by keeping current customers engaged and in the same turn attracting new generations.
- Amongst those surveyed, **current RV owners** accounted for the highest number of early adopters, followed by consumers **who are already considering buying an RV**, and last, it showed that the eRV sparked interest with consumers **who haven't even thought** about buying an RV.
- While **helping the environment is important, interest goes way beyond this area:**
 - Consumers want and expect functional benefits and features like superior vehicle performance, driver assist technology, trip planning and potential cost savings from reduced maintenance and gas.
- Our research indicates a good point for us will be something that can support a comfortable 3-hour drive before rapid charging. Considering that the charging experience for an eRV2 traveler can be much more enjoyable than waiting in a car, this range will provide incredible experiences for our owners - make a meal, enjoy the outdoors, or take a quick nap. The #eVANLIFE is a stress-free and refreshing way to travel.

Target Consumer Data Points:

- Millennials (26-41): 1.5x as likely as Gen Xers to be early adopters and 9x as likely as Boomers
- High income (\$200K+): 2x as likely to be early adopters as those making \$50K-\$100K

Q5. Does Winnebago see a future scenario in which electric RVs comprise the bulk of its fleet? Does the company plan to phase out gas- and diesel-powered vehicles? Is there any timing on this?

A. We will continue to be pioneers as the market looks at alternative forms of energy. At this time, our focus is to deliver customer centric and innovative solutions that meet our customer needs.

Q6. Does Winnebago Outdoors have plans to develop electric Towables?

A. While the eRV2 concept vehicle is built on a Class B RV platform, we believe the specific technologies and features can have ancillary impact in towable products as well. We are not in a position to provide those specifics today but will share more when we feel it is appropriate.



The eRV2 Product Deeper Dive

Q7. What is the eRV2 range?

A. The prototypes at the show are built on a 2022 Ford E-Transit van which has a published range of 108* miles. While well-suited for our pilot program, our future commercial version aims to have a longer range.

Our research indicates a good point for us will be something that can support a comfortable 3-hour drive before rapid charging. Considering that the charging experience for an eRV2 traveler can be much more enjoyable than waiting in a car, this range will provide incredible experiences for our owners (Make a meal, enjoy the outdoors, or take a quick nap. The #eVANLIFE is a stress-free and refreshing way to travel.

The eRV2 can be fully recharged in as little as two hours, depending on the type of charging station one uses. One of the great features of the eRV2 is a three-in-one plug-in that allows for charging at home, campgrounds, or dedicated charging stations — so charging is both simple and convenient.

* Per Ford: Based on full charge. Projected range reflecting capability based on CAE analytical adjustments from tested vehicle consistent with US EPA MCT drive cycle methodology (www.fueleconomy.gov/fed/pdfs/EPA_test_procedure_for_EVs-PHEVs-11-14-2017.pdf) at ALVW (Adjusted Loaded Vehicle Weight). Actual range varies with conditions such as external environment, vehicle use, upfits and alterations, vehicle maintenance, lithium-ion battery age and state of health.

Q8. How does the eRV2 compare with the original eRV concept introduced in January 2022?

A. Overall, there are many advancements; some include (Note: full side-by-side comparison chart is below):

- Chassis: Lightning eMotors → **Ford E-Transit™** chassis, with increased peak HP to 266.
- House battery: Used to draw from chassis battery → new dedicated **IonBlade®** lithium battery - most powerful, compact and safest lithium battery system available today at 15KW
- Proprietary **Winnebago Connect™** allows users to seamlessly monitor and control their RV's energy management system from anywhere using a simple app. With real-time information in the palm of their hands, users have more time to focus on their travels.
- New **48V A/C that is 30% more** efficient than traditional A/C units
- More extensive use of sustainable materials in interior (see sustainability RTB's)
- More **multi-purpose interior features** (e.g., 5-in-1 sleep/lounge; shower with removable cassette toilet; L-track storage system along walls)
- **Broad spectrum lighting system** that gives users significant customization, including red-light option to reduce impact on animals, fauna and aid dark skies.
- **Larger freshwater capacity** (30 gal (+5g) and gray water (22 gal (+5g)) tanks

Q9. What makes the eRV2 more compelling than competitors' electric RV concepts and prototypes?

A. This is the only all-electric, zero-emission RV that we know of in the marketplace. But the eRV2 delivers many user enhancements that go way beyond all-electric power to include the total RV experience, including: Smart, multipurpose and sustainable interior design; and technologies that make using the eRV2 easier than ever (Winnebago Connect™, Driver's assist features, Wi-Fi, unique broad-spectrum lighting).

Q10. Can it really be off grid for up to 7 days? Under what conditions?

A. Yes, up to 7 days of boondocking are possible.* Current data shows:



- Engineering Assumptions: 2 travelers. 4 hours of full sunlight/day. A/C and heater are not required. 3 cooked meals/day, 2 showers/day, refrigerator on, and normal lighting usage, and roof fan overnight.
 - Boondocking can be over 10 days if users reduce their use of electricity even further.
 - If needed, the following details can also be shared:
 - If A/C & heater are needed periodically, boondocking decreases to 2 days.
 - If A/C is run continuously, boondocking would be 24 hrs.

**Up to seven days of boondocking capability based on a full charge. Actual boondocking capability varies with conditions such as external environment, vehicle use, vehicle maintenance, and battery age and health*

Q11. What is Winnebago Connect™?

A. Winnebago Connect is our all-new, proprietary connected vehicle system that elevates the experience of owning and operating an RV to a whole new level. Initially, it will include an in-coach experience accessible through a touchscreen inside the coach as well as a companion mobile app that allows the customer to monitor and control your RV from anywhere in the world. Winnebago Connect will not only transform our customer's ownership experience, but it will also innovate the way we design, build and service our products.

Q11b. When will Winnebago Connect be available in the market and how much will it cost?

A. It will be a feature that is available on models later in 2023. Pricing is not available at this time.

Q12. Beyond the electric aspects, how is the eRV2 helping sustainability?

A. Our team took a holistic mindset towards making a more sustainable RV—including extensive use of recycled materials that also offer longevity and pleasing aesthetics, new lighting solutions that lower the impact on flora and fauna, and when possible, sourcing materials made in the USA to help reduce transportation carbon emissions.

- Materials: Extensive use of recycled materials
 - **REPVEVE® fabric** for interior lounge spaces which is made from nearly 50 recycled plastic bottles.
 - **Chilewich® flooring/removable floor mats** - made from more than **19% recycled materials**.
 - **Features bio-felt** backing on the floor which utilizes 100% recycled materials.
- Lighting: Broad spectrum lighting that includes a red-light option which is proven to have lower impact on dark skies, animals, flora and fauna.

Q13. Did Winnebago consult with environmental groups during the production of the eRV2?

A. Our team has had initial discussions with members of the Dark Skies Association to better understand the effects of light pollution and to learn what ways we can reduce our impact on animals, flora, fauna and dark sky areas.

Q14. Which appliances are in the eRV2?

A. The Winnebago eRV2 prototype incorporates all-electric, high-efficiency roof mounted air conditioner, portable induction cooktop and compressor driven refrigerator. We have developed special appliances to maximize comfort and functionality while minimizing energy consumption which helps make it possible to boondock for up to 7 days.

Q15. Which subsystems are on the eRV2?

A. The Winnebago eRV2 prototype vehicle is designed for modern, mobile living including thoughtfully designed systems and features that take full advantage of the all-electric zero



emissions platform. The eRV2 galley offers premium amenities including a modern, marine-grade refrigerator, portable induction cooktop, and premium/residential sink fixtures. The eRV2 bathroom includes a removable cassette toilet that allows users more room for taking a shower, and or storage space, and an L-track storage system for strapping down storage items and flexible fixtures including a detachable, handheld shower head.

Q16. Does the eRV2 have LP or a generator on board?

A. As a fully functioning zero emission, all-electric vehicle, the eRV2 has no need for on board fossil fuel powered energy sources. All of the house systems are powered by a IonBlade Battery system which provides the most powerful, most compact, and safest lithium battery on the market. This battery system was developed in partnership with Lithionics Battery.

Q17. Which chassis does the eRV2 use? Who is the chassis provider?

A. The eRV2 prototype vehicle is based on a readily available Ford E-Transit platform. We have a rich history of utilizing chassis from a variety of chassis suppliers to best meet the needs of our intended applications and in working with OEM chassis manufacturers and vendors to develop features and enhanced functions specific to our needs.

Q18. Did Winnebago work with any partners to develop the eRV2?

A. We have and continue to work with a wide variety of vendor and technology resources related to the eRV2 and other product work. Three key partners for the eRV2 include: Ford for the E-Transit™ chassis, Lithionics® for the IonBlade® house battery system, and 3M® for insulation that is sandwiched between the interior and exterior wall to help keep the interior at the ideal temperature.

Q19. Has Winnebago filed patents on any of the innovations in the eRV2?

A. The advanced work related to the development of the eRV2 prototype has resulted in numerous and unique advances that are proprietary in nature. When applicable, we seek patent protection, but do not comment on specifics until those processes are completed and a patent has been issued.

Q20. Is it easy to charge the eRV2?

A. Yes, the eRV2 has a flexible 3-in-1 charging plug-in that allows for charging at home, campgrounds and dedicated charging stations.

Q21. How long does it take to charge the eRV2?

A. For chassis - using a DC fast charger it takes 45-minutes to get to 80% of full. (everything else is quite a significant difference); **For house** - 2 hours @ 240V/50A charger or 5 hours @ 120V/30A.

Q22. Is the eRV2 easy to drive and maintain?

A. The eRV2 built on the Ford E-Transit platform provides easy and efficient driving and is backed by Ford's extensive dealer network for all chassis maintenance needs. Based on Ford research, scheduled maintenance costs for the all-electric E-Transit model are estimated to be [40% less](#) than the average scheduled maintenance costs for the gas-powered 2020 standard Transit over 8 years/100,000 miles.²

² Per Ford: Scheduled maintenance costs based on recommended service schedule as published in the Owner's Manual. Analysis reflects Ford Motor Company's standard method for calculating scheduling maintenance cost, and reflects data available in 2019 & 2020.



Q22b. What is the chassis warranty?

A. Electric Vehicle Component Coverage from Ford is currently 8-years or 100,000 miles (whichever occurs first).

The eRV2 Testing Program

Q23. For any questions specific to the pilot program and/or testers, who should I contact? *(Internal use only)*

A. Questions that are specific to the pilot program and its participants should be directed to the Pilot Program Coordinators:

- John Bonczyk:
 - E: JCBonczyk@winnebagoind.com
 - O: (952) 828- 8450
 - M: (651) 363-1973
- Joe Liviero:
 - E: jliviero@winnebagoind.com
 - O: (641) 585-6568
 - M: (458) 210-8428

Q24. How will Winnebago collect insights from the pilot program?

A. We will be doing Digital Ethnography, which means participants will share videos (like TikTok), pictures (like Instagram), or type out their experiences as they are in the experience itself. We'll also be conducting interviews with each participant before, during, and after the pilot, to understand more about who they are, what they expect, and what their experience was like.

Q25. How does one follow the pilot program?

A. Consumers can receive periodic insider updates about the prototype testing program by signing up on winnebago.com/all-electric.

Q26. Can anyone sign up to participate in the pilot program?

A. Anyone can have the chance to be considered. After the RV Super Show, people who have signed up on Winnebago.com/all-electric will learn more about how they can be considered to be a tester.

Q27. Where will the eRV2 travel during the pilot program?

A. The pilot program will travel throughout the United States with extended periods of testing time in Florida, California and Washington state. Winnebago has partnered with Sun Outdoors to utilize their best-in-class RV resorts within these locations as home bases for operations.

Q28. What support and technical services are available to pilot participants?

A. For product usage and support, participants will have 24/7 phone access to trained service representatives for product usage questions and emergency roadside assistance. If the representative is unable to resolve the issue immediately, it will be directed to the appropriate resources for resolution. In case of issues, participants should be encouraged to contact the following number: **(866) 311-0461**

Note: This Coach-Net service number will NOT be activated until the start date of the pilot program on Monday, January 30.



The eRV2 Full Consumer Launch

Q29. When, where and how many vehicles will be available for sale?

A. Winnebago knows there is a real demand for an all-electric, zero-emission RV that will allow consumers the ability to explore their world with less impact on the environment. That said, to continue to deliver Winnebago's premium quality standards, we need to complete the final stages of testing and development before we announce a firm commercial launch date.

Q30. What platform will the eRV2 be on when you take it to market?

A. We are not ready to share the final chassis configuration but expect to announce that later this year. The electric vehicle marketplace is rapidly evolving and there will be good opportunities for us to improve the eRV2 range for our commercial product launch.

Q31. What range do you expect when you launch the retail version of the eRV2?

A. In our extensive research, range while important is not the only feature driving demand – as is affordability, but also charge speed and trip planning. Our research indicates a good point for us will be something that can support a comfortable 3-hour drive before rapid charging. Considering that the charging experience for an eRV2 traveler can be much more enjoyable than waiting in a car, this range will provide incredible experiences for our owners. If your destination requires a stop or two on the way, you've got your home on wheels to quickly pass the time. Make a meal, enjoy the outdoors, or take a quick nap. When you reach your destination, the eRV2 will fully recharge overnight on typical 50-amp campground connections. The #eVANLIFE is a stress-free and refreshing way to travel. It's all about endless adventures.

For example, a common trip for many folks in San Francisco, is a trip to Lake Tahoe. The total distance is 186 miles, which on average should be 3 hrs. and 20 min, non-stop. In the eRV2, an additional 60 minutes would be required - 45 min on a DC fast charger with give or take an additional 15 min. We already see many folks break this trip up to grab lunch or snacks, so this added time is not out of the ordinary. This is only one example scenario. Given today's charging infrastructure there are trips that most certainly support an electric transition; however, we also recognize there are scenarios where the infrastructure and range most certainly are limited. As technology matures, we will continue to unlock opportunities for customers to transition to the #eVANLIFE.

Q32. What is the expected sale price of the eRV2 and how will it compare to other Class B vans?

A. The ultimate pricing will not be available until the development is completed as some features are still subject to change. The eRV2 will likely have a price premium that is similar to electric automobiles in relation to their internal combustion engine comparables.

Q33. What customer and dealer support services does Winnebago plan to offer when it launches an electric RV to the public?

A. Support services for an electric RV, like all Winnebago manufactured products, would be supported by our carefully chosen dealer base as well as our trusted chassis manufacturer. Prior to an official launch, our sales and service teams will provide specialized training on all aspects of an electric RV to ensure excellent customer care support.

Additional questions will be added as the pilot program progresses.



FOOTNOTES

**The eRV2 is a prototype vehicle and is not available for sale. Up to seven days of boondocking capability based on a full charge. Actual boondocking capability varies with conditions such as external environment, vehicle use, vehicle maintenance, and battery age and health. Go to Winnebago.com for the latest information.*

1 Per Ford: Based on full charge. Projected range reflecting capability based on CAE analytical adjustments from tested vehicle consistent with US EPA MCT drive cycle methodology ([www.fueleconomy.gov/feb/pdfs/EPA test procedure for EVs-PHEVs-11-14-2017.pdf](http://www.fueleconomy.gov/feb/pdfs/EPA_test_procedure_for_EVs-PHEVs-11-14-2017.pdf)) at ALVW (Adjusted Loaded Vehicle Weight). Actual range varies with conditions such as external environment, vehicle use, upfits and alterations, vehicle maintenance, lithium-ion battery age and state of health.

2 Per Ford: Scheduled maintenance costs based on recommended service schedule as published in the Owner's Manual. Analysis reflects Ford Motor Company's standard method for calculating scheduling maintenance cost, and reflects data available in 2019 & 2020.

3 Winnebago recommends following the winter use guidelines and winterization procedures outlined in your owner's manual whenever camping in freezing conditions.