HEARTLAND

The Bunkhouse Brand With Floor Plan Problems

Heartland. The Thor brand selling you the dream of a bunkhouse for your kids. Floor plan first. Engineering second. Here's what that trade-off costs.

Big Country. Bighorn. Landmark. Sundance. Pioneer. North Trail. — all Heartland. Most of them have bunkhouse versions. Family-targeted marketing. Photos always show two parents and two kids.

Floor plan first means — engineers have to fit structural members around the windows the marketing team wanted. You end up with framed walls that don't carry load efficiently, slide-out reinforcements that compromise, weight distribution that's borderline.

Common Heartland complaints — front-cap stress cracking, slide-out wall flex, slide-floor sag under load. Pull the owner forums.

Buy a Heartland because you actually need the floor plan — fine. Buy it because the brochure showed your family — slow down. The marketing photos were styled. Your three kids and a dog will use it differently.

THE BOTTOM LINE

Next Monday — Grand Design. The 'better' brand of the Winnebago family. Comment your Heartland model and I'll dig forum patterns.

One owner’s experience and opinion — not legal or purchase advice. Do your own pre-delivery inspection.