



„A piece of Italy“: That’s Laika – endless passion, great ease and modern lifestyle

- Model year 2021 is coming with numerous innovations and improvements
- The Ecovip series presenting, amongst others, the L 3009 and three brand-new campervans
- Kosmo model range: the new Emblema and three convincing campervan layouts

San Casciano in Val di Pesa, 17th / 18th June 2020 – Proverbially, many roads lead to Rome and even more from Tuscany. Travelling the streets of Europe and spending marvellous days on campsites, you cannot pass by the models “fatto in Italia” without being amazed. One thing is always travelling with you: the remarkable Dolce Vita feeling. The feeling of always having a piece of Italy aboard, no matter if you are on a short trip or a long journey. Experience and discover the high stability of values, the exceptional Italian design and real handcraft combined with a maximum of safety in the new Laika product portfolio 2021. The prestigious manufacturer located in the heart of Tuscany presented its new product program during the innovation convention. “Laika is a piece of Italy with infinite passion that finds expression in all the creativity and love for details. The elegantly curved lines, the bent walls and the remarkable exterior design represent great ease as well as the premium interior design stands for contemporary lifestyle – both together arousing great anticipation to discover new destinations. The premium models of the current generation represent the core values of Laika that will help us to generate new market shares far beyond the borders of Italy”, says Ute Hofmann, managing director of Laika.

Model range Ecovip is growing further: 21 models

Tradition and innovation do not exclude each other. The model range Ecovip is on the road for nearly three decades. After achieving the last milestone of a new interior design two years ago, the next promising generation is coming this year. The Ecovip model range is very popular for families and couples with dogs thanks to the comfort and convenience of this all-round series. It offers 21 models in the product program of the upcoming model year: new motorhomes and Low-Profiles and for the first time ever it includes three campervans that satisfy even the highest standards referring to equipment, comfort and size.

New family layout: the Ecovip L 3009

A quick glimpse into the inside of the Ecovip L 3009 is enough to recognize that the model range Ecovip never misses a chance to surprise you. This model convinces everybody with a compact external length of 6.99 metres, a total height of 2.96 metres and an internal height of 2.10 metres for maximum comfort. The L 3009 has a width of 2.25 metres, two standard berths and two additional berths as an option. The front living room includes an L-shaped dinette and a large side couch that offers a lot of open space and up to five seats at the table. The entire surface of the vehicle is



equipped with a double pass-through floor. The TV compartment for 32" LCD/LED screen that can also be used from the drop-down bed ensures that you won't miss entertainment aboard.

New multifunctional bathroom with large separate shower

Also the bathroom is coming up with various innovations this year. The new multifunctional toilette has a large separate comfort shower. The most sophisticated part is the bathroom door with the possibility of double use. The separation of the bathroom and the simultaneous closing of the rear bedroom ensure maximum privacy in all conditions. Catching a glimpse into the bedroom: the large twin beds, which can be transformed to a maxi double bed, definitely get everybody's attention. The electric double drop-down bed is available as an option and can be adjusted in height according to the customer's needs. The space-saving retractable twin bed step ensures maximum freedom while the pull out wardrobe offers enough space for all kind of clothes. The maxi rear garage with double external access door is heated and isolated as well as all your belongings, such as your e-bike, your surfboard and all your garden chairs will find its place. The Ecovip L 3009 offers an additional load of 250 kilogram and has been particularly designed with an extra low cargo-level.

Automotive rear wall with 3D-design and reliable hot air heating system

With their automotive rear wall with 3D-design and their high performance LED lights the new Ecovip Low-Profiles are unbeatable. The XL entrance electric step is just one of the news aboard. These models convince with acoustic warming while the engine is running and a recall directly from the dashboard. The inside of the vehicle convinces everybody with a barrier-free living room, no steps between the chassis, the living room and the bedroom for a maximum of convenience and comfort. Additionally it fascinates with access hatches to the storage compartments integrated in the double floor. The 6kW ducted hot air heating system with integrated boiler and a programmable, performance-optimised, digital control panel with perimeter distribution in all areas of the vehicle ensures warm hours even during cold days.

New Ecovip campervan with three modern layouts

Besides the nine Low-Profiles and the nine motorhomes, the Ecovip family is growing: the compact Ecovip campervans 540, 600 and 641 complete the model range. Two berths in the rear are included in the standard equipment of each campervan and for larger groups up to three more berths can be added as an option. The length of the campervans vary from 5.41 metres, 5.99 metres up to 6.36 metres with a constant width of 2.05 metres and a total height of 2.65 metres. To make it briefly: the Ecovip campervans are a compact but agile trio that is both, the perfect company and place of retreat especially for the ones travelling as a couple.

Seven at one stroke: Kosmo Emblema

Introducing the Kosmo Emblema with seven convincing layouts based on a Fiat Ducato with 140 hp, Laika shows once more, how to convince the public with both, internal values and remarkable external attributes. The Greek origin of the word "Emblema" literally means, "What has been



inserted". During the development of the new Kosmo Emblema we were focusing on inserting the heart of our Laika-DNA into these vehicles and connect the whole range. The portfolio of the Kosmo Emblema consists of four Low-Profiles with a total length between 6.95 metres (209) and 7.41 metres (509, 509 and 512). The standard equipment of the vehicles include two berths but up to three berths can be additionally added. Besides the four Low-Profiles, the Kosmo Emblema model range consists of three motorhomes. The Emblema 909 E, 909 LE and 912 E have a total length of 7.41 metres and fascinate with four berths included in the standard equipment while one more berth can be added as an option. The standard equipment of the Kosmo Emblema model range includes anti-condensate wall for the living room and the rear bedroom, wall units with internal shelves, drawers and baskets with automatic soft-close and a wardrobe with automatic lighting. To ensure a maximum of comfort, the vehicles are all equipped with the latest generation electrical system that includes direct and indirect multilevel LED interior lighting. The interior furniture "Noce Italiano" creates a Dolce Vita atmosphere throughout the whole vehicle. The cab carpeting also guarantees maximum comfort. The bathroom has an opening window, blind and a mosquito net while the shower is completely equipped with a wooden footboard. Looking from the outside, the Kosmo Emblema convinces with an automotive exterior look, specific Laika Emblema graphics and chrome elements.

Kosmo campervans with three dynamic layouts

The high-quality Kosmo campervans are based on Fiat Ducato 120 up to 180 hp. This sophisticated and compact trio impresses with well-thought solutions. The Kosmo 5.4 has a total length of 5.41 metres while the Kosmo 6.0 has a total length of 5.99 metres and the Kosmo 6.4 a total length of 6.36 metres. Although the total length varies from layout to layout, they have many things in common: the standard equipment includes two high-quality beds guaranteeing a high comfort while sleeping. Another berth is available as an option in the living room or two more berths in the pop-top roof. The remarkable Italian design as well as the innovative technology and the modern interior design are just a few convincing attributes of this trio. The kitchen block with a two-burner stove and a stainless steel sink is perfect for preparing pasta, antipasti or even a whole menu. The high performance compressor refrigerator is accessible from both inside and outside the vehicle. The spacious and comfortable living room with an adjustable table and the possibility to extend the top if needed, guarantees cosy evenings. Even while travelling as a group of four, the comfortable seats offer a maximum of convenience during the journey. The Kosmo campervans are also equipped with a large bathroom including a separable shower. The inside height of 1.90 metres is ideal for most passengers.

Model range Kosmo: more comfort, improved technology

A constant improvement and improvement of its vehicles is one of the main goals of Laika. A great example is the latest generation of the optimized Kosmo model range. The styrosint insulation has been installed in the Kosmo Van-Duo Compact 5 and Compact 9 while the garage doors have an exterior coating in two portions. Looking inside the vehicle, you will notice the upholstered bed head in the rear area and the possibility of an extra bed in the living room. The standard equipment of both vans include new and high-quality slatted frames and mattresses for maximum comfort. Thanks to



the removable wardrobe you will get the feeling of freedom even in the compact vans. The new table top with black wood effect and the improved covering of the kitchen worktop amazes travellers and guests. The new upholstery Noto, Udine, Firenze, Vip Club and Alba guarantee maximum convenience in the living room.

Styrosint insulation and a new cab door always aboard

Not only are the compact vehicles presenting innovations and improvements this year. In the standard equipment of the Low-Profiles, the Over-Cabs and the motorhomes of the Kosmo model range a brand-new cab door is installed. Like in the vans, these models are also coming with the garage doors that have an exterior coating in two portions, the new table top with black wood effect and the optimized covering of the kitchen worktop. Different from last year these vehicles have new panels to cover the blackout system instead of the blinds.

Finally, presenting the news about Laikas premium class: the Kreos model range. The Low-Profiles (5009 and 5010) as well as the motorhomes (7009, 7012, 8002, 8009 and 8012) are coming with brand-new Dometic Series 10 refrigerators. The new upholstery guarantee maximum comfort, high-quality design and a cosy atmosphere while travelling new destinations.

TRAVELLING WITH YOU SINCE 1964

56 years have passed since, in 1964, Giovanbattista Moscardini founded LAIKA, naming it after the first dog in space. Fascinated by the adventure of space and the new horizons that were opening, Moscardini lay the foundations for the cutting-edge company of today, which is distinguished by its designer production and excellent construction technique. Part of the Erwin Hymer Group, Laika Caravans creates vehicles designed with state-of-the-art construction techniques, made to last and designed for all climates. Customer satisfaction is the key objective of Laika, which thanks to its team – with a long history of competence and experience – creates vehicles where attention is paid to the smallest detail. www.laika.it

ABOUT ERWIN HYMER GROUP

The Erwin Hymer Group is a 100 percent subsidiary of Thor Industries, the world's leading manufacturer of recreational vehicles with more than 25,000 employees worldwide. The Erwin Hymer Group unites motorhome and caravan manufacturers as well as motorhome and caravan accessory specialists, hire and financing services under one roof. The motorhome and caravan brands Buccaneer, Bürstner, Carado, Crosscamp, Compass, Dethleffs, Elddis, Eriba, Etrusco, Hymer, Niesmann+Bischoff, Laika, LMC, Roadtrek, Sunlight and Xplore, the motorhome rental companies McRent and rent easy, and also the chassis specialist Goldschmitt, the accessories specialist Movera and the touring portal freeontour all belong to the Erwin Hymer Group.

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