



Enjoy the Dolce Vita.

MyLaika: the app for enjoying the Dolce Vita

San Casciano in Val di Pesa, 26 August 2024

- *More functions, on-board connectivity and smart management of the vehicle*
- *Keep up to date with all the latest from Laika in the “News” section*
- *The app will be available in the Google and Apple stores from 26 August 2024*

Convenient, user-friendly and functional: the **MyLaika App** for the 24/25 season appears with a new look and extended functions, making it a must-have for all Laika motorhome owners.

The MyLaika app offers travellers efficient, integrated management of their vehicles, keeps them up to date with the latest news from Laika, helps them to explore itineraries and provides answers to their technical queries.

The new version of the MyLaika app will be available in the Apple App Store and Google Play Store **from 26 August 2024**.

More comfort on board with the convenience of a smart motorhome

App “Vehicle” section

Smart management of the motorhome will be provided by the System Control Unit (SCU), the vehicle connectivity solution that enables travellers to view information about their van and control the living area components.

Functions include light and temperature control, as well as the estimation of power, gas and water levels in the living accommodation.



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One of the app's most distinctive features is the setup configuration function. Within the MyLaika app, alongside the standard setups provided you'll be able to customise the ideal atmosphere for your comfort. Whether you want the ideal lighting in the morning or to turn on the heating for the evening, your Laika will meet your every need.

The motorhome will monitor conditions and then decide which functions to activate for a relaxing evening or a great start to the day. Once the setup has been created and activated, the MyLaika app will perform all the functions required, such as switching on the light, activating the heating system and extending the satellite dish.

The function can be used both close to the vehicle via Bluetooth, and remotely. Networking the vehicle like this transforms every journey into an exclusive experience.

The SCU system is installable only at the time of purchase, and is available as standard on Kreos and as an option on Ecovip low-profile and Ecovip motorhome models.

Keep up to date with all the news from the Laika world with the app

App "News", "Service" and "Discover" sections

The MyLaika app's functions reach beyond 'just' management of the vehicle. So it's intended not only for owners of a Laika vehicle with System Control Unit but for all enthusiasts.

In the "News" section, for example, you can explore all the product innovations, check out the latest articles published and view travel itineraries for you and your motorhome. All the latest from the Laika world in a single section.

The "Discover" section, on the other hand, shows all Laika dealers and authorised service centres worldwide. The map also has a filter for searches by dealer/service centre name, which calls up detailed contact info and the physical address.

The "Service" section gives access to technical information, especially FAQ about Laika vehicles and a technical glossary, but also up-to-date price lists, technical data, use and maintenance manuals and travel information.



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The app will be available in 4 languages: Italian, English, German and French.

The MyLaika App aims to improve the management of your motorhome by facilitating various functions and integrating them in a platform including constantly updated information sections, and will be launched at the Düsseldorf 2024 Caravan Salon.

Images for download at: <https://www.laika.it/wp-content/uploads/2024/08/MyLaika-App-Pictures.zip>

LAIKA, WITH YOU ON YOUR TRAVELS SINCE 1964

60 years have passed since, in 1964, Giovanbattista Moscardini founded LAIKA, calling it after the first dog launched into space. Fascinated by the space adventures and the new horizons that were opening up, Moscardini laid the foundations for what is now an avant-garde company, which stands out for its production of design and excellent construction technique. Laika Caravans belongs to the Erwin Hymer Group and manufactures vehicles designed with excellent construction techniques, made to last and suitable for any climatic situation. Customer satisfaction is Laika's main goal. Thanks to its team with extensive competence and experience, it creates vehicles with attention paid to the smallest details. www.laika.it/en/

ERWIN HYMER GROUP

The Erwin Hymer Group is a wholly-owned subsidiary of THOR Industries, one of the world's leading recreational vehicle manufacturers with over 32,000 employees. The Erwin Hymer Group brings together motorhome and caravan manufacturers, spare parts specialists as well as rental and financing services under one roof. The Erwin Hymer Group includes the motorhome and caravan brands Buccaneer, Bürstner, Carado, Crosscamp, Compass, Dethleffs, Elddis, Eriba, Etrusco, Hymer, Laika, LMC, Niesmann+Bischoff, Sunlight and Xplore, the motorhome rental companies Crossrent, McRent and rent easy, the chassis specialist Goldschmitt, the spare parts specialist Movera and the freeontour travel portal. For more information, see the web site www.erwinhymergroup.com

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