



LAIKA



ITALIAN EXCELLENCE IN MOTION: LAIKA UNVEILS ITS NEW BRAND IDENTITY

San Casciano in Val di Pesa, July 2026



- Laika introduces its new brand identity, centered around the claim “Italian Excellence in Motion”
- Website, configurator and app: a fully renewed digital ecosystem.
- A consistent brand and product experience across every touchpoint, building on more than 60 years of heritage.

For more than 60 years, Laika has combined Italian design, craftsmanship and innovation to redefine the way people experience travel. Today, that vision is expressed with greater clarity than ever.

With the launch of the 26/27 season, Laika unveils a completely renewed brand experience. A refined visual identity, a redesigned digital presence and a more distinctive way of communicating the brand come together to express what has always defined Laika.

This transformation is built around a new claim that captures the essence of the brand:

ITALIAN EXCELLENCE IN MOTION.

The relaunch spans every aspect of the Laika brand - from its logo and digital ecosystem to the way its products are presented - with a clear goal: to deliver a consistent brand experience across every touchpoint, with a strong focus on performance, design and digital excellence.



THE VISION DRIVING LAIKA

The new brand identity is built around a clear vision: setting a new standard for how the world travels.

This ambition is reflected in Laika's mission to create sophisticated motorhomes that combine Italian design, engineering excellence and intelligent innovation to redefine the travel experience.

Laika reinforces its position as a premium motorhome manufacturer rooted in Italian design and craftsmanship, where

architecture, technology and timeless aesthetics come together. Every vehicle is conceived as a living space in motion, designed for people who travel with purpose and intention.

This vision translates into a clear market positioning: a premium performance brand in the motorhome and campervan segment, with a strong emphasis on design clarity, technical innovation and emotional product storytelling that highlights the unique strengths of every model.



A NEW VISUAL LANGUAGE

The new identity reflects a brand mindset fully aligned with a performance-driven approach, where reduction becomes the fundamental design principle: greater clarity, stronger technological expression and enhanced emotional precision.

The logo has also been refined in line with this philosophy, reducing visual weight while enhancing perceptual performance. Inspired by contemporary automotive and luxury design codes, it introduces a minimal, future-oriented visual language that reflects Laika's ongoing digital transformation.



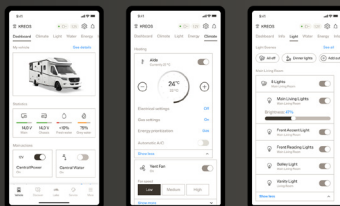
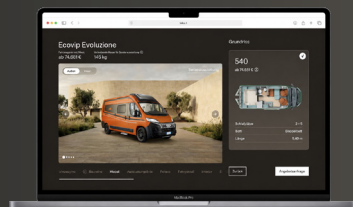
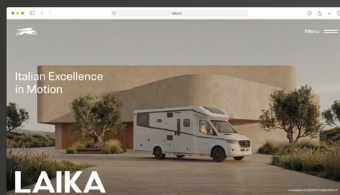
A FULLY RENEWED DIGITAL ECOSYSTEM

The transformation extends across the entire Laika digital ecosystem.

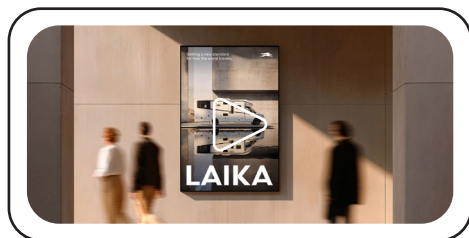
The website has been completely redesigned according to the new Corporate Identity, featuring a clearer structure, reduced complexity and a stronger focus on intuitive storytelling and immersive product experiences.

The configurator has been enhanced to provide a more intuitive and user-friendly experience, with expanded customisation options, improved product visualisation and a faster, more streamlined decision-making journey.

The app has also been fully aligned with the new identity, becoming a seamless extension of the digital customer experience. It strengthens the connection between vehicle, user and brand, with every 2026/2027 motorhome and campervan fully connected through the app for an even more integrated ownership experience.



EXPERIENCE THE NEW CI-PREVIEW-VIDEO



With its new brand identity, Laika is doing more than refreshing its image.

It's redefining how it communicates more than six decades of heritage, innovation and passion for travel.

[Download images and logo here](#)



CORPORATE IDENTITY | PRESS RELEASE

LAIKA, WITH YOU ON YOUR TRAVELS SINCE 1964

62 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 100 percent subsidiary of THOR Industries, the world's leading manufacturers of recreational vehicles with just over 22,000 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, Dethleffs, Elddis, Eriba, Etrusco, Hymer, Laika, LMC, Niesmann+Bischoff, Sunlight and Xplore, the rental companies Crossrent, McRent and rent easy, the chassis specialist Goldschmitt, the accessories specialist Movera and the touring portal freeontour all belong to the Erwin Hymer Group.

Further information is provided at www.erwinhymergroup.com

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