



# LAIKA



## ECOVIP PERFORMANCE: THE NEW GENERATION OF LAIKA SIGNATURE CAMPERVANS

San Casciano in Val di Pesa, July 2026



- Laika unveils the new Ecovip Performance campervan range
- More comfort, more technology: advanced standard equipment
- Four exclusive identities for a truly personal travel experience



A new vision of travel, interpreted through Laika's distinctive approach. Four unique identities, one shared design philosophy: the new Ecovip Performance range builds on the legacy of the Ecovip Campervans, taking it to the next level with an exceptional combination of design, personality and premium comfort.

Available in three layouts - 540, 600 and 645 - the range has been developed to deliver an even more complete travel experience, enhancing every aspect of life

on board. At the heart of every model is the Fiat Ducato 35 Light chassis powered by the 160 bhp engine paired with a standard automatic transmission across the entire Ecovip Performance range. This reflects Laika's commitment to offering premium features as standard, ensuring driving comfort, reliability and effortless performance on every journey.

Personalisation is one of the defining features of the new range.

Four exclusive editions - Grigio Torino, Bianco Cortina, Azzurro Portofino and Grigio Napoli - interpret four distinct ways of experiencing travel, each paired with its own dedicated colour scheme: exterior, from alloy wheels to automotive-style graphics, and interior, with exclusive upholstery and details designed to enhance both automotive character and comfort.

The new Ecovip Performance range will make its world premiere at Caravan Salon Düsseldorf, where Laika will present its new 2027 collection.



# FOUR PERSONALITIES, ONE UNMISTAKABLE DESIGN LANGUAGE

Each Performance has been carefully crafted with its own distinctive identity, where colours, graphics, finishes and interior ambience come together in perfect harmony. The result is four exclusive

configurations that embody Laika's design philosophy through refined colour combinations, giving every model a unique and immediately recognisable character.



## GRIGIO TORINO Artense Grey + Ottanio & Carbon

Inspired by the understated elegance of Italian grand touring cars, Grigio Torino balances sportiness with sophistication. The refined grey exterior is enhanced by Ottanio and Carbon accents, creating a sophisticated identity, underscored by the exclusive 18" gloss black racing alloy wheels.

Standard upholstery: Misano black eco-leather with teal green stitching.  
Optional upholstery: Firenze milk eco-leather with matching stitching.

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## BIANCO CORTINA White + Metallic Red, Metallic Green & Carbon

Evoking the elegance of Italy's most exclusive alpine destinations, Bianco Cortina combines brightness, character and refined sophistication. Metallic red and green details, combined with carbon and the gold-finished 18" alloy wheels, pay tribute to the Tricolore, expressing a timeless elegance that is instantly recognisable.

Standard upholstery: Imola black eco-leather with red stitching.  
Optional upholstery: Firenze milk eco-leather with matching stitching.





## AZZURRO PORTOFINO Storm Blue + Bronze & Carbon

An intense, exclusive colour, bright and instantly recognisable: Azzurro Portofino pairs the allure of the sea with the appeal of Made in Italy luxury. Sporty and elegant in every detail, from the 18" bronze alloy wheels to the carbon-look side panels. Class on the outside, unmistakable charm on the inside.

Standard upholstery: Firenze milk eco-leather with matching stitching.  
Optional upholstery: Misano black eco-leather with teal green stitching.



## GRIGIO NAPOLI Iron Grey + Red & Carbon

Bold character and strong personality define Grigio Napoli. The deep metallic Iron Grey exterior, combined with vibrant red accents, creates a dynamic and confident design language for those looking for a campervan with a sporty yet urban spirit.

Standard upholstery: Imola black eco-leather with red stitching.  
Optional upholstery: Firenze milk eco-leather with matching stitching.



# LAIKA INSULATION: CERTIFIED COMFORT IN EVERY SEASON

True onboard comfort begins with what lies beneath the surface.

Behind the interiors of the Ecovip Performance range is a carefully engineered insulation system designed to deliver outstanding comfort throughout the year, whatever the destination or climate.

High-performance insulation materials and dedicated construction solutions are applied throughout the entire vehicle, including the walls, floor, roof, sliding door,

rear doors and driver's cab, reducing heat transfer and maintaining a consistently comfortable interior temperature.

This engineering approach has also been validated through climate chamber testing, where the Ecovip Performance range proved capable of maintaining excellent comfort in temperatures ranging from -10°C to +35°C. The result is a welcoming, protected living environment designed for year-round travel without compromise.

## ON BOARD THE ECOVIP PERFORMANCE

The design philosophy behind the range is equally evident inside, where premium materials, intelligent functionality and meticulous attention to detail create a refined contemporary living space. Stone-effect flooring and Noce Opéra furniture establish a consistent design language throughout the range, while the Fenix kitchen worktop combines elegance with exceptional resistance to fingerprints and scratches for everyday practicality.

The Ecovip Performance 540 introduces an entirely new bathroom concept. Its modular layout adapts effortlessly to different needs, transforming into a spacious, fully separate shower while retaining the convenience of external access. At the same time, it offers remarkably generous and intelligently organised storage solutions, ensuring that functionality and comfort are never compromised.

Technology and ease of use have also been further enhanced. Every Ecovip Performance model comes standard with LaikaC-



ontrol, Laika's smart connectivity system, allowing owners to remotely manage the vehicle's main onboard functions via a dedicated mobile app for an even more intuitive travel experience.

Standard equipment also includes a 150 Ah lithium battery, rear-view camera, and a 9-inch Pioneer infotainment system with Apple CarPlay and Android Auto. Across the entire range, heating is provided as standard by a powerful 6 kW Combi Diesel heating system, ensuring excellent thermal comfort and complete freedom to travel throughout the year.





# PREMIERE AT CARAVAN SALON DÜSSELDORF 2026

For those who seek the ultimate performance - in style, on the road and at every stop. Ecovip Performance delivers the perfect fusion of cutting-edge technology, distinctive elegance and unmistakable style in a refined, iconic campervan collection.



[Download the images here](#)

## 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/](http://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](http://www.erwinhymergroup.com)

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