

Icons of Travelling

Statement Motorhomes
made in San Casciano, Firenze, Italia

We are Laika, an Italian motorhome brand founded in 1964 in the hills of Tuscany, where we have been based ever since. Our founder, Giovanbattista Moscardini, revolutionised motorhome travelling by uniting the optimism of the '60s, the glamour of the Dolce Vita and the rapidly evolving technical possibilities of the time. To this day, everything we do is an expression of this founding spirit of curiosity and passion.



How we experience
and enjoy the world is
defined by the way
we move through it.

We believe in
motorhome travelling
as an immersive
and engaging way
of experiencing
the world — and in
the Italian way
of enjoying life.





That's why we create
motorhomes infused
with the Italian
spirit, for the mindful,
unhurried and
elegant traveller.







Enjoy the Dolce

V
I
T
A

We create
motorhomes infused with
the Italian spirit.



Italy is our source of inspiration.

Italy and its culture of enjoying the moment, appreciating the so-called simple things in life and celebrating beauty — this is our source of inspiration, and the ingredient that makes our motorhomes unique.



MADE IN SAN CASCIANO,
FIRENZE, ITALY

In Tuscany, beauty is draped gently across the entire landscape. It's also deeply rooted in a centuries-old tradition of craftsmanship. In San Casciano in Val di Pesa, you can still visit traditional, family-run craft workshops and experience the original Tuscan art of woodworking first hand. Since Laika was founded in 1964, we have been producing all our motorhomes right here.

With this way of life in mind, we create innovative spatial concepts and surprising features, constantly refining our vision of iconic motorhomes that let travellers enjoy the Dolce Vita.



Our ideas for enjoying the Dolce Vita:

Rejuvenate in our Italian spa-inspired bathrooms.

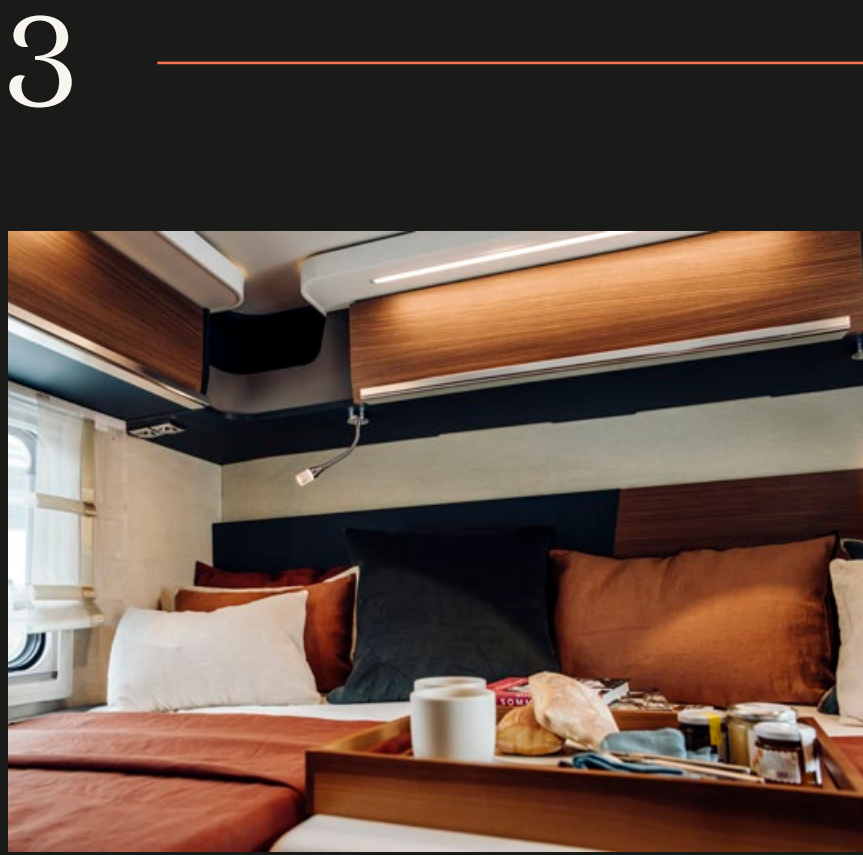


The Laika bathroom: A luxurious and sensual oasis of well-being, equipped with a rain shower and finished with refined materials.

2 A special wine cellar for connoisseurs.



Loading and unloading are a breeze thanks to the well-designed, spacious storage areas with low loading sills and large doors. And those who want to bring along very special wines from special places can opt for an integrated wine cellar.



Unwind in style.

Designs that include real wood elements, indirect lighting and seamless curved transitions immerse travellers in a sense of well-being.

Celebrate togetherness and culinary pleasure with exceptionally well-equipped kitchens.



The table is set! Exceptionally large and well-designed kitchens for passionate chefs and a rounded dining area beneath a large skylight make for a fine evening with friends.

4



Each Laika motorhome is a declaration of love
for travelling and the Italian way of life.

Explore in

BEAUTY

Italian design and
craftsmanship make our
motorhomes stand out.



2



Designed to be a vital part of the most beautiful landscapes and memorable moments of a journey.



We combine Italian design and craftsmanship. The result is an aesthetic composition of beautiful colours, elegant shapes and pleasing materials.

A perfect harmony
of form and function
that nurtures the
mind, body and soul.



1



Contemporary Italian design

For us, embracing Italian design means striving for more than the obvious and creating nothing less than iconic motorhomes. Our design style is expressive, sculptural and highly aesthetic. It helps us make the most of limited spaces, create unique statement pieces and develop elegant motorhomes that are tailored to the needs of today's sophisticated traveller.

2

The roots of true craftsmanship can be found in every corner of Tuscany. Modern Tuscan manufacturers build on this experience to create furniture that is innovative and functional.

A motorhome is a travelling home. Its furniture has to withstand vibrations, temperature fluctuations and movement – which is why we pay great attention to every detail. This is how Laika creates motorhomes that are not only beautiful, but extremely robust.

Selecting the best materials creates a perfect interplay of fabric and wood in the interior of every motorhome.

Italian craftsmanship



3



The art of creating a motorhome

Our founder Giovanbattista Moscardini was fascinated by the endless possibilities provided by technological innovation. From the time he built his first caravan in 1964, he sought new travel ideas and innovative ways to discover the world.

Today, Laika models are developed and produced using the most modern methods, blending traditional craftsmanship with the latest in technology. Each motorhome is a robust and precisely manufactured creation, built from the best materials and incorporating the best technology.

Modern interiors and lighting design complete the ensemble. But one thing remains unchanged: our passionate search for innovation continues – in the spirit of the visionaries of the past.



We combine Italian design and craftsmanship.
The result is an aesthetic composition of beautiful colours,
elegant shapes and pleasing materials.



Statement Motorhomes



MADE IN SAN CASCIANO, FIRENZE, ITALIA

Each of our motorhomes is a statement
for conscious, open-minded and unhurried travel.
An invitation to blend in with the beauty
of the world and enjoy it with all the senses.
An expression of travelling and living in
elegance and comfort. A celebration of beautiful
things made well.

KREOS

THE ICONIC VOYAGER



ECOVIP

THE ELEGANT EXPLORER



KOSMO

THE CHIC COMPANION

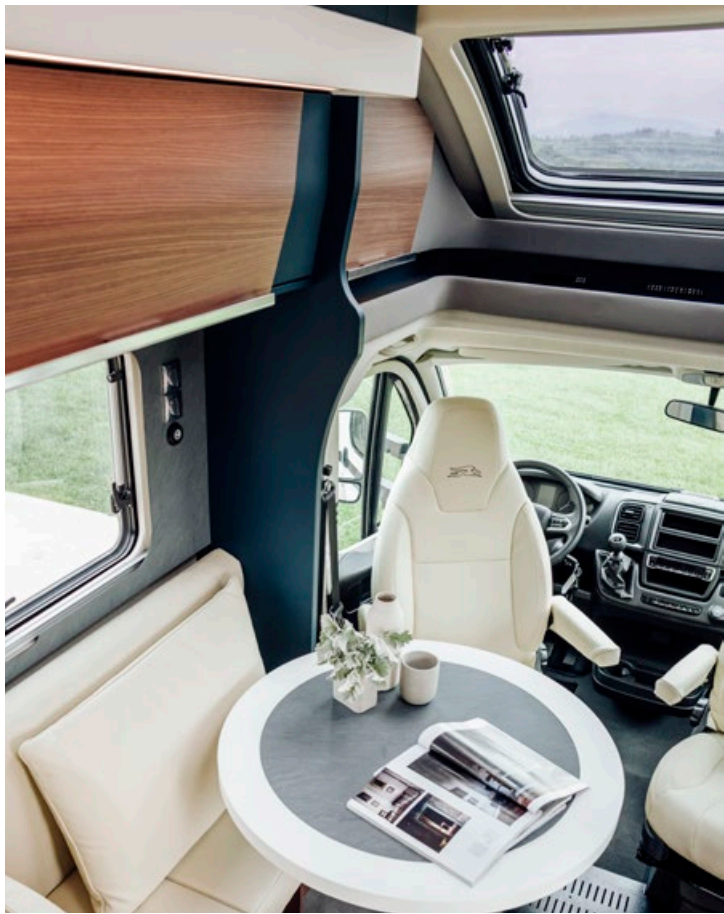


KREOS

The **LAIKA KREOS** is the iconic voyager for long-distance travellers who strive for more than the obvious. It's a bold statement of distinctive style and uncompromising quality. A celebration of Italian design and craftsmanship.



THE ICONIC VOYAGER



The Kreos is Laika's flagship project built to showcase the vast possibilities of motorhome design and engineering. It marks the birth of a new generation of motorhomes which centres the traveller in an environment designed to be an oasis of well-being. Renowned Italian design studio GFG Style envisioned this low-profile motorhome as the epitome of luxurious travelling. Innovative technology, materials of the highest quality and its iconic design make it a unique experience.

The latest smart-home technology makes you the conductor of a well-coordinated orchestra — climate, skylights, awnings and much more are at your command and can



Material & Quality

Corian® is a high-quality surface that is smooth to the touch

be easily controlled via app. The complete absence of steps and edges ensures maximum comfort. The centrepiece of the innovative lighting concept is the large skylight in the living room. With three customisable large and well-equipped kitchens to choose from, nothing stands in the way of culinary enjoyment and togetherness. The bathroom is designed with top-tier materials and includes a soothing rain shower as a place to rest and rejuvenate. With a generous water tank, long battery life and expansive storage, the Kreos is a motorhome for those who want to travel long distances independently. A motorhome for those who want it all.

Portrait



“The **LAIKA KREOS** is an icon of travelling, an elegant residence with the view of your choice.”

Ute Hofmann,
Managing Director

Space & Design



The interior design sparkles with elegance and sophistication. A soothing spatial concept made with natural materials inspires you to relax and unwind.



Kreos
Low Profile



Harmony of form and function:
a tribute to Italian craftsmanship
and design.

Choose your favourite floor plan



and customise your Kreos.

Portrait



“With the ECOVIP series we are constantly challenging the status quo of the entire industry.”

Michel Vuillermoz,
Head of
Product Management

Space & Design



Perfect the Ecovip design by customising it to meet all your needs.



THE ELEGANT EXPLORER



Material & Quality

The elegant interior design concept offers a choice of five floor plans and two types of wood – the light Pero Toscano and dark Rovere Moka.

This series includes camper vans, low-profiles and motorhomes, each created to achieve premium standards of elegant design, comfort and usability. In addition, they are highly customisable – you can choose between 2 furniture styles, 55 fabric combinations, 5 heating systems and 3 kitchen designs. An Ecovip is a durable luxury companion that performs regardless of season, climate or weather. The double

floor – standard even in the compact camper van – provides additional insulation while also increasing storage space for longer expeditions that require extra luggage.

Highly aesthetic Italian design, all-natural Biolatex mattresses and a wood veneer create easeful surroundings, while generous headroom and a stepless floor maximise comfort.

Statement Motorhomes

ECOVIP

LAIKA ECOVIP is an elegant explorer for those seeking the perfect balance of agility, spaciousness and comfort. It's a legendary Italian success story to which we have been adding new chapters since 1992. The ECOVIP is highly customisable in order to bring your personal vision of travelling to life: make a statement and experience the world your way.



Choose your favourite floor plan



and customise your Ecovip.

Ecovip Models



Motorhome



Low Profile



Camper Vans

KOSMO

Just as a strong Italian espresso gets you started in the morning, the LAIKA KOSMO energizes you for every kind of adventure with ease and in style. Expressive Italian design and smart, contemporary space concepts make it a statement for enjoying the moment and exploring the world in comfort.



THE CHIC COMPANION



Material & Quality

The Laika Kosmo is for purists. It represents the very spirit of the Laika experience: optimum comfort and unique style through Italian design and craftsmanship. Its price, design and versatility give you the freedom to bypass endless comparisons of costs and features and just start travelling.

The urban vehicles, camper vans and compacts are for those looking for something agile that will take you through narrow alleyways as well as out into the great wide world.

The interior design concept is enhanced by pale Pero Toscano wood, while the dark Noce Italiano underscores that the Kosmo Emblema is an extraordinary object of design.

The low-profile and integrated models are for those who value additional space and customisation options in a lightweight but versatile vehicle. Thanks to its intuitive handling, each and every Kosmo model offers exploration with ease and enjoyment.

And when it comes to interior design, lighting concept and materials, the Kosmo models deliver the superior Laika quality you expect and appreciate.

Kosmo Models



Motorhome



Low Profile



Compact



Camper Vans



Urban

Portrait



“The LAIKA KOSMO series is our offer to young travellers who want maximum agility, always in style.”

Anna Maria Fusi,
Head of Marketing
& Communication

Space & Design



The tried-and-true spatial concepts of Kosmo are tailored to travellers who pay special attention to intuitive and easy handling.



Choose your favourite floor plan



and customise your Kosmo.

A day at Laika

It’s one of those days when Tuscany shows its very best side. The morning sun bathes the rolling hills in rose-coloured light, the road to San Casciano is a pleasure to drive and promises beauty. And for us at Laika one feeling stands out: this is the ideal place to create motorhomes.



8:34
DESIGN
OFFICE

While most of the Laika production facility is still quiet, Head of Design Francesco Gabbrielli and R&D Specialist Giovanni Pratesi are already in the Laika Design Studio, searching out materials for the new Laika Kreos. They are looking for materials that are not only exceptionally high-quality and robust, but that also underscore the new floor plan and design concept. A decision is finally made: Noce Naturale from a local manufacturer that has an impressive natural feel.



It's 10:35 a.m. and the Laika Design Studio is bustling. A manufacturer from Florence brings in the latest fabric samples. Now it's up to the design team to create a harmonious ensemble from these materials – combining Tuscan craftsmanship with the customers' contemporary needs and expectations.

10:12
PRODUCTION
LINE



As in a large orchestra, every move seems perfect, every item finds its intended place, turning the vision into a remarkable reality.



Anyone who leaves the creative hustle and bustle of the design studio behind and enters the brightly lit production hall immediately senses the high level of concentration and precision with which the specialists build the motorhomes.

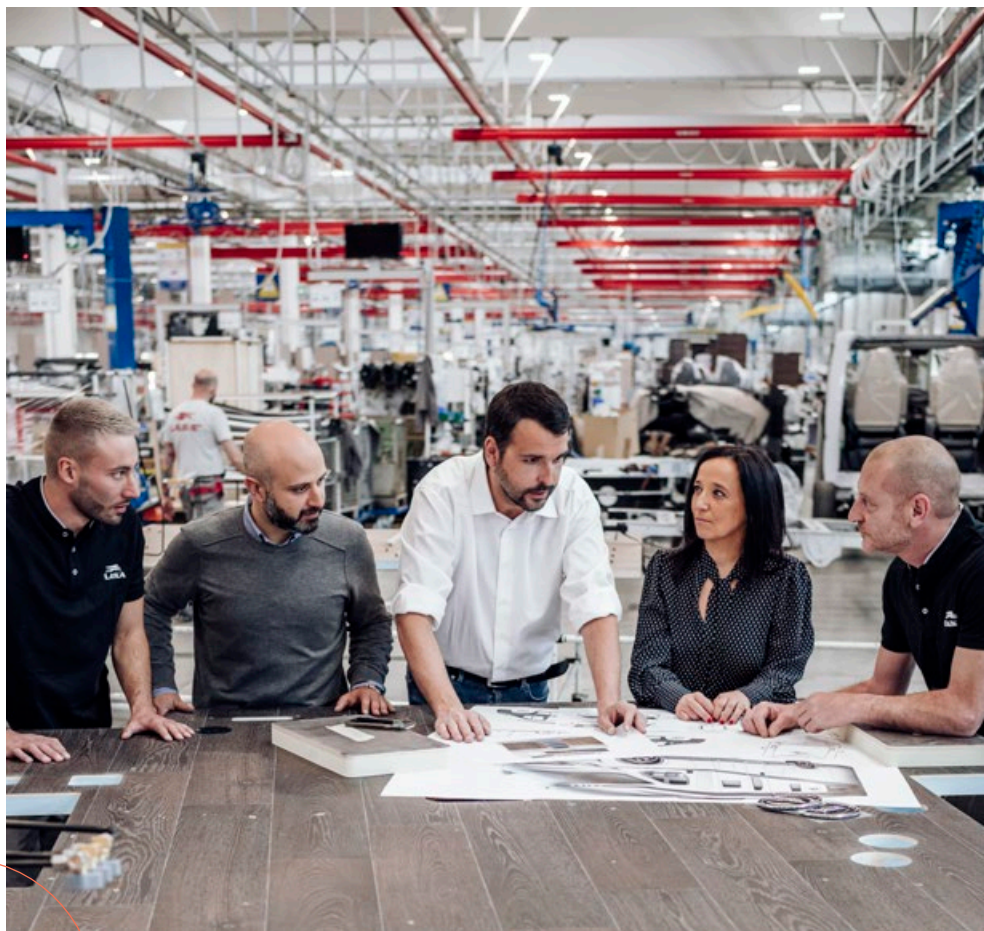


“Our roots also influence our design choices. Italian is just how we think, act and build motorhomes.”

Francesco Gabbrielli, Head of Design

“We once stopped an entire production at the last second just because we came up with a better solution. If you are passionate, you have to stay flexible.”

Michel Vuillermoz, Head of Product Management



11:24
PROTOTYPING

Laika's lively culture of discussion and collaboration is immediately noticeable. Despite the detailed work plans that require intense calm and concentration, there is always plenty of space for energetic conversation and interactive planning.

“We are a team of specialists with experience in a wide variety of fields. That's why it's always important to let everyone have their say. Each of us should see him- and herself as an important part of the big picture,” says Claudia Vanni during discussions about a prototype for the newest motorhome.

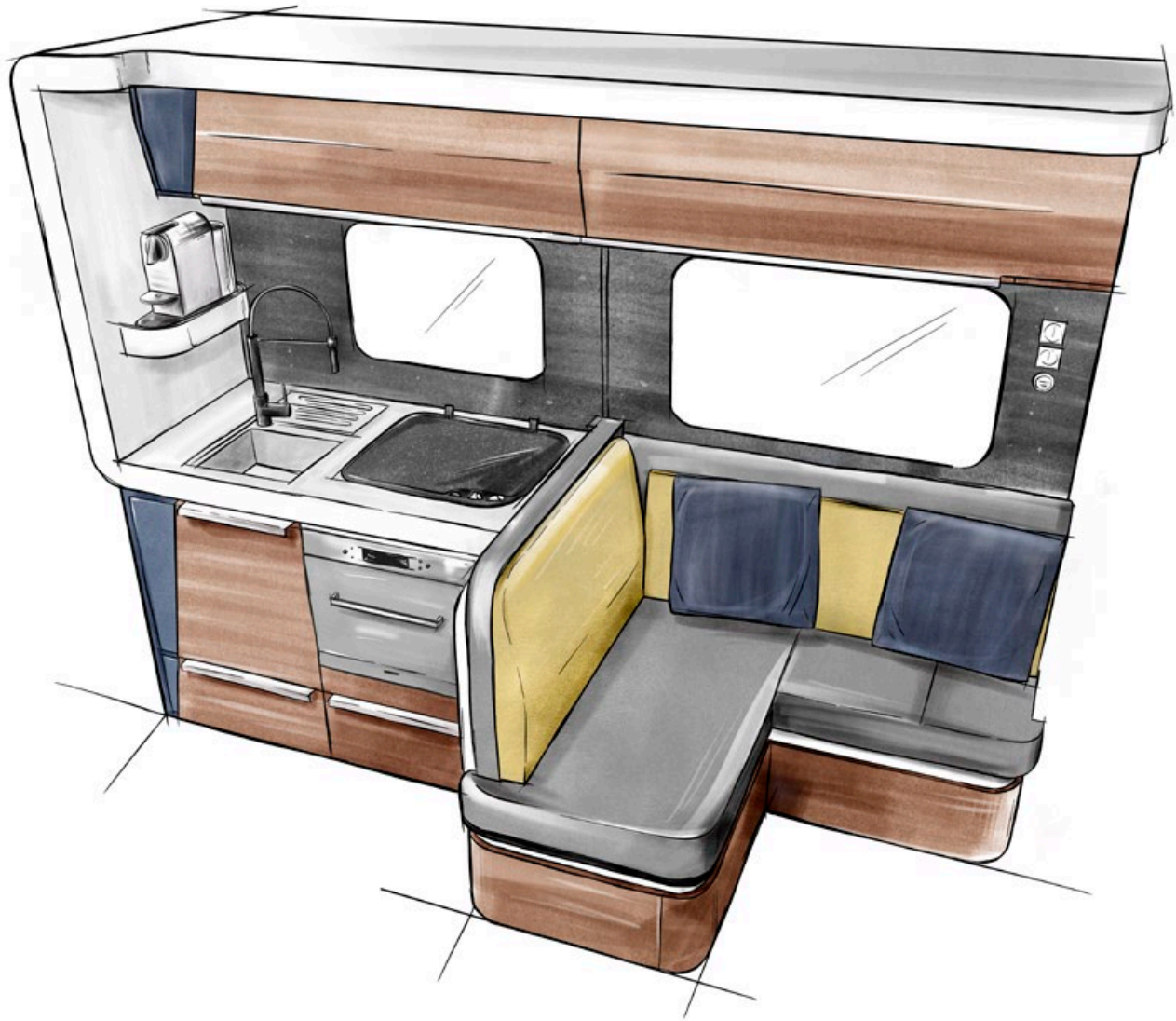


Even the unfinished components are a testament to an incredibly high design standard and great attention to detail. Components made of wood and leather can be found everywhere, demonstrating the great value Laika places on natural, tactile materials.



14:20
QUALITY
CONTROL

It is early afternoon and Daniele Cutillo has begun the meticulous process of quality control. Right now he's inspecting one of the motorhomes, ensuring that every last step in manufacturing a Laika motorhome has been completed to perfection. The seams of the upholstery, the joints between the floorboards and so much more – from top to bottom, and down to the smallest detail, everything is checked.



“Our engineers and production team are always looking for new solutions to make even better insulation possible without losing space,” says Domenico Sirufo before presenting his new idea to Product Management at lunchtime. Today there's something special on the menu: it's mozzarella affogata day in the cafeteria.



16:43
SAN
CASCIANO



Later in the afternoon, the sun slowly disappears behind the Tuscan hills. It has been a day packed with decisions, focussed work and the tireless search for new solutions. Nevertheless, everyone seems to be going home with a certain lightness, energised by a sense of anticipation for the following day.

Laika Canteen
Favourite



Mozzarella
affogata

When mozzarella affogata is on the menu, the Laika canteen fills up quickly. This simple dish not only tastes wonderful, it illustrates many of the principles we have learned over the years. When you make something with the best ingredients, passion and love, pleasure will be your reward.

INGREDIENTS

mozzarella
tomato purée
basil
parsley
salt
capers
extra virgin olive oil

1. Finely chop the parsley and roast in oil until brown. Slice the mozzarella.
2. Add the tomato purée and capers to the hot oil and cook for several minutes.
3. Once the purée is hot, add the mozzarella and cook for a minute or two.
4. Add fresh basil. Ready to serve!

For those who like things spicy, add fresh black pepper and chili pepper.

Recommended wine:
a good white
wine from Frescobaldi



GENERAL INFORMATION

Laika Caravans S.p.A. reserves the right to modify the technical characteristics of the bodywork and chassis, the features of the interior and the equipment of the vehicles presented in this Brand Book at any time and without prior notice. Despite careful checks, there may be typographical errors in this catalogue. Some of the vehicle illustrations are photos of prototypes for which the final series version had not yet been determined at the time of printing (August 2022). The images contained in this Brand Book are for illustrative purposes and, as such, the products you may purchase from Laika may differ (as explained below) from those depicted in the photos included herein. We therefore ask you to contact your Laika dealer, who will be happy to inform you of any deviations. The changes may concern the construction, materials, colours, shapes and equipment, and they may be subject to availability of the product. Some of the vehicles photographed and featured in this Brand Book have accessories that are not included in the standard equipment and can therefore only be supplied at a price premium. The photographs may also depict furnishing items, e.g. plates, glasses, and other items, such as TV sets or surfboards, which are not included in the equipment of the vehicles and are not traded by Laika. This Brand Book reflects the equipment and characteristics valid at the time of printing. For the technical specifications of our vehicles, please refer to our official price list, our website or contact our Laika dealers. Your authorised Laika dealer will inform you of any changes made to the products after the brochures have been printed. Special and/or specific uses requested by the customer must be communicated to the Laika dealer before the purchase contract is concluded. The photographs are for illustrative purposes and do not form part of the contract.

Art Direction and layout: HammerAlbrecht | Pictures: Korbinian Seifert |
Styling: Lise Lotte Christiansen | Print: Rotolito



Statement Motorhomes
from San Casciano, Firenze, Italia



Laika Caravans S.p.A.
Via Certaldese 41/A
San Casciano in Val di Pesa
50026 Firenze, Italia

laika.it