**Kreos L 5009 selected in the ADI Design Index 2022**

*San Casciano in Val di Pesa, November 2022* - After winning the ABC Award 2022 in Germany in the "Transport" category and receiving a special mention at the German Design Award 2022 in the "Excellent Product Design Passenger Vehicles" category, the Kreos L 5009 enters the ADI Design Index in the "Design for Mobility" category.

The ADI Design Index 2022 represents the first volume of the two-year cycle that brings together the products eligible for the ADI Compasso d'Oro 2024 Award. It is the most prestigious design award in Italy and one of the most important in the world.

The Kreos L 5009 has a deeply Italian soul, combining craftsmanship and high technology.

The living area can be customised with fabrics and essences and is the beating heart of the Kreos L 5009, thanks also to the three kitchen versions, one of which has an - optional - dishwasher.

The sinuous surfaces of Corian, a high-quality, easy-to-clean, impact- and scratch-resistant material, and the indirect LED lighting create a warm and comfortable atmosphere inside the vehicle.

The ALDE heater, double fibreglass through-floor, Styrofoam XPS insulation and heated water tanks make this vehicle suitable for all kinds of temperatures. The Kreos L 5009 also offers a Wellness shower worthy of a leisure centre, suitable for those who do not want to give up the 'pleasures of the Dolce Vita'.

Laika's creativity can be found in the details with their typically Italian taste. Those who do not want to miss out on the flavours of the land can store bottles of wine in a special wine cooler located in the garage, which is lit, heated and has a non-slip floor.

The renowned Italian design studio GFG Style inspired the Kreos L 5009 with its style and creativity, making it even more of a travel icon.

Selection in the ADI Design Index 2022 confirms Laika's ability to combine functionality and aesthetic qualities in recreational vehicles.

**ADI DESIGN INDEX 2022**

Every year, ADI (Association for Industrial Design) identifies the best Italian design converted into production, selected by the ADI Permanent Design Watchdog Committee, and presents it in a communication path consisting of a yearbook, a dedicated website and a series of exhibitions. The selection includes products and product systems of all commodities, theoretical-critical research, process and business research, services, social initiatives: all with a focus on sustainability. Only products selected in the ADI Design Index can participate in the ADI Compasso d'Oro.

**LAIKA, WITH YOU ON YOUR TRAVELS SINCE 1964**

58 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 wholly-owned subsidiary of THOR Industries, one of the world's leading recreational vehicle manufacturers with over 31,000 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](http://www.erwinhymergroup.com)

Contacts:

***Anna Maria Fusi***: e-mail - annamaria.fusi@laika.it- Tel. +39 055 80581

***Roberto Gugliotta***: e-mail – roberto.gugliotta@laika.it Tel. +39 055 80581