



Enjoy the Dolce Vita.

Win a Trip with Laika's AI Experience at the Caravan Salon in Düsseldorf

San Casciano in Val di Pesa, July 2024

- *Create your "Motorhome of the Future" at the Caravan Salon Düsseldorf 2024*
- *Enjoy the Laika AI Experience and share your creation on Instagram*
- *The post with the most likes will win a trip with a Laika motorhome**

Since its foundation in 1964, Laika has been renowned for its innovative vision and passion for exploring the world's wonders. With this same pioneering spirit, we are excited to launch the **Laika AI Experience** at the Caravan Salon Düsseldorf 2024.

The project, first showcased at Milan Design Week 2024, involves creating digital artworks using Artificial Intelligence, inspired by the forms and spaces of Laika motorhomes.

Each visitor will have the chance to **design their own unique Motorhome of the Future!** By engaging with the **Laika AI Experience**, visitors can share their creations on Instagram with the hashtag **#LaikaCSD2024**. **The image with the most likes will win a trip with a Laika motorhome.***

The Laika AI Experience has been developed in collaboration with Temera, a company specialising in IoT solutions for businesses, and Open Innovation. This partnership aims to create a unique and enjoyable experience, bringing a touch of La Dolce Vita to the Laika stand at the Caravan Salon Düsseldorf.



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Terms and conditions of the promotion are provided below.

Terms and Conditions

**The promotion applies exclusively to images generated by the Laika Experience "Create Your Motorhome of the Future" and shared on Instagram with the hashtag #LaikaCSD2024.*

Promotion period: 30.08.2024 to 08.09.2024, inclusive.

The creator of the image with the most likes by 9:00 AM on September 9, 2024, will win a trip with a Laika vehicle, on loan, free of charge for 4 days (Thursday to Monday), to be taken between October 2024 and April 2025, subject to vehicle availability. The vehicle must be picked up at and returned to Laika Caravans S.p.A., San Casciano in Val di Pesa (FI), via Certaldese 41/A, between 8 AM and 4 PM.

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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