



*Enjoy the Dolce Vita.*

## Laika and Tomas Navarro: a journey through the Dolce Vita

*San Casciano in Val di Pesa, November 2024*

*Laika, icon of Italian motorhoming, and Tomas Navarro\*, successful author, share a common vision to celebrate the art of living.*

Laika has always been more than just a vehicle manufacturer: it is a true lifestyle brand that embodies the Dolce Vita philosophy. An invitation to enjoy every moment, to travel in style and to discover the beauty of the world.

The new book by Tomas Navarro\*, **'Dolce Vita a Strappo'**, published by Giunti, is a fascinating journey to discover the keys to live each day to its fullest. Through 60 illustrated aphorisms, the author invites us to adopt a more positive mindset and to find happiness in the small things.

An inspiration that finds its highest expression on board a Laika motorhome. During an on-the-road trip through Italy, Navarro was able to experience first-hand how the freedom of movement and the comfort of a Laika vehicle can amplify the travel experience and encourage a profound contact with oneself and the surrounding world.

'I am in love with Italy, its people, food and landscapes,' the author reveals. 'And one of the things I love most about this country is the concept of Dolce Vita. Laika has allowed me to live this philosophy in an authentic way, exploring enchanting places and creating unforgettable memories.'



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Laika and Tomas Navarro invite everybody to embark on a journey to discover the Dolce Vita. A journey that can begin on board a Laika motorhome and continue by reading the book 'Dolce Vita a Strappo'.

#### \*The author

TOMÁS NAVARRO is a psychologist who has inspired readers all over the world with his books, translated into more than forty languages. He also collaborates with numerous media and lectures on psychology, motivation and resilience. The author lives in the Pyrenees, where he pursues his passion for skiing, climbing and cycling. His works are a reference for psychologists, as well as for people who want to improve their quality of life.

You can download the pictures from here: <https://www.laika.it/wp-content/uploads/2024/11/Laika-Tomas-Navarro-Pictures.zip>

#### 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/](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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