



Enjoy the Dolce Vita.

Laika accompanies Flaminia Fazi on her journey from Milan to Rome

San Casciano in Val di Pesa, April 2025

- *A project that celebrates the value of time and the freedom to explore*
- *Flaminia will travel with an Ecovip L 3009 for the entire journey*
- *A path of approximately 800 km that blends exploration and personal growth, rediscovering oneself along the way*

Laika has always been synonymous with exploration, freedom, and a commitment to quality travel experiences. With this same spirit, Laika has chosen to support Flaminia Fazi - corporate trainer and founder of U2COACH - on her journey from Milan to Rome, a route that embodies resilience and personal transformation.

An 800-kilometer journey retracing the Via Francigena, culminating at St. Peter's Basilica in the heart of Rome. Throughout the trip, Flaminia will have a Laika Ecovip L 3009 at her disposal - a true home on four wheels - allowing her to manage each stage of the journey while enjoying moments of reflection and comfort along the way.

The words of Anna Maria Fusi, Head of Marketing & Communication in Laika

"For Laika, travel is much more than just moving from one place to another – it's rather an opportunity to discover new horizons and reconnect with oneself. Flaminia's journey is a unique experience that combines movement and introspection, addressing key themes such as change, self-awareness, and the freedom to push beyond one's limits."

The initiative will be shared in real time on Flaminia's social media channels, offering inspiration and insights to anyone interested in a transformative travel experience.



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Anna Maria Fusi continues: "Laika has always been focused on the passions of those who love to explore the world, and we are proud to accompany Flaminia on an adventure that celebrates the value of time and the freedom to explore. We believe that every journey, both outward and inward, is an opportunity to fully embrace the beauty of life."

You can download the image at the following link: https://www.laika.it/wp-content/uploads/2025/04/Flaminia-Fazi_Laika.png

LAIKA, WITH YOU ON YOUR TRAVELS SINCE 1964

61 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

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