



Enjoy the Dolce Vita.

GFG STYLE – LAIKA COLLABORATION

San Casciano in Val di Pesa, August 2025

- *Italian Design Is More Than Style – It's a State of Mind*
- *GFG Style & Giorgetto and Fabrizio Giugiaro – Design that Shapes History*

Italian Design Is More Than Style – It's a State of Mind

Italian design thrives on **emotion, function**, and *artigianalità* – the joy of making. It's not just about form, but about culture – a seamless interplay between life and creation. What looks beautiful should feel beautiful – and inspire.

GFG Style embodies this spirit. The design studio led by **Giorgetto and Fabrizio Giugiaro** creates vehicles that go far beyond surface appeal. Their work is progressive, technically sophisticated – and deeply human. Giorgetto Giugiaro himself is the embodiment of Italian design: part engineer, part artist, part visionary.

Two vehicles at this stand bring that idea to life: The **Bandini Dora**, a fully electric barchetta full of lightness and refinement – *una macchina da sogno* that pays homage to Italy's golden age of sports cars while looking boldly ahead.

Facing it: the Laika Kreos. A motorhome that brings the same design values into everyday life. Sculptural, functional, emotional – and deeply rooted in Tuscan craftsmanship. Developed in cooperation with GFG Style, the Kreos demonstrates how Italian design can be experienced through space, materials, and digital intelligence.

Fabrizio Giugiaro, CEO of GFG Style: "We wanted to bring the same design rigour and attention to detail that characterise automotive design to this world, blending it with architecture. The goal is clear: to combine functionality, beauty and the search for innovative materials, creating vehicles that are not only vehicles for travel, but also authentic expressions of style and ergonomics."



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Two very different vehicles. One shared philosophy: Design that moves us – because it means more than form. Because it reflects the Italian way of shaping the world.

GFG Style & Giorgetto and Fabrizio Giugiaro – Design that Shapes History

Why design resonates with us: Great design doesn't just fulfill a function – it moves us. It connects technology with emotion, function with form, past with future. This is the guiding principle of **GFG Style**, the design studio founded by **Giorgetto and Fabrizio Giugiaro**. Their mission: to create vehicles that are more than transportation – they are cultural objects, icons, signposts.

Who they are: **Giorgetto Giugiaro** is considered one of the most influential industrial designers of all time. Over the past six decades, he has shaped the world of mobility with over 200 production and concept vehicles – more than 60 million of which have been sold. From sleek sports cars to everyday icons, from futuristic to functional – Giugiaro's work is always bold, modern, and profoundly human.

Fabrizio Giugiaro has been active in the field of automotive design and architecture for over thirty years. Fabrizio's design methodology emphasises functional elements combined with comfort. Each creative challenge is approached with particular attention to feasibility and production costs, thanks to the use of the most advanced technologies.

Founded in 2015 together with his son Fabrizio, **GFG Style** carries this legacy forward. Based in Turin, the studio combines Italian design culture with engineering precision and technological innovation. Their work is consistently visionary – often electric, sustainable, and formally radical.

What makes them different: Giugiaro designs not just with aesthetics in mind, but with feasibility. To him, a car is not just an object – it's a reflection of the human being. An expression of freedom, identity, and attitude. His designs are engineered with logic but felt with emotion – *bellezza funzionale*, as one would say in Italy.



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Milestones – Icons Designed by Giorgetto and Fabrizio Giugiaro & GFG Style

- **Volkswagen Golf (1974)** – The rebirth of the compact car.
- **Lotus Esprit (1976)** – Bond-worthy performance and style.
- **BMW M1 (1978)** – A supercar with sharp lines.
- **DeLorean DMC-12 (1981)** – Immortalized by “Back to the Future.”
- **Fiat Panda (1980)** – Design for the masses, as functional as denim.
- **Maserati Boomerang (1972)** – Origami on wheels.
- **BMW Nazca (1991)** Concept vehicle made of carbon fibre with futuristic performance aspirations.
- **Biga Concept (1992)** – A vision for urban car sharing.
- **Alfa Romeo Brera (2002)** – Where emotion meets elegance.
- **GFG Sibylla (2018)** – A bold electric concept with a panoramic glass roof.
- **GFG Kangaroo (2019)** – Electric Hyper SUV for all terrains.
- **GFG Bandini Dora (2020)** – A reimagined electric barchetta.
- **Laika Kreos (2022)** – A motorhome icon shaped by Italian design values.
- **GFG Peralta (2025)** One-off piece with Maserati Boomerang DNA, made of polished aluminium and carbon fibre.

You can download the pictures from the following link:

<https://www.laika.it/wp-content/uploads/2025/08/Collab-GFG-Style-Pictures.zip>

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/



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Contacts:

Anna Maria Fusi email - annamaria.fusi@laika.it Tel. +39 055 80581

Roberto Gugliotta email - roberto.gugliotta@laika.it Tel. +39 055 80581

Laika Caravans S.p.A.
Via Certaldese 41/A
San Casciano in Val di Pesa
50026 Florence | Italy

T +39 055 805 81
F +39 055 805 85 00
E laika@laika.it
W www.laika.it

VAT number
IT 01029840483

A company of the ERWIN HYMER GROUP