

AUTUMN20

# inspirations

magazine

Every Adria  
has a story  
to tell.



**MEET THE  
NEW GENERATION:**

**MATRIX**

Live your best life.

**CORAL**

Follow the sky!

**ADORA**

Designed around you.

**TWIN SPORTS EDITION**

Sporty van for sporty people.

**ADRIA**

# inspiration for *your* adventures

Adria recreational vehicles offer many lifestyle benefits, which now seem more relevant than ever and stretch back to our first caravan in 1965. You can dive into holiday trends, past and future in **Find your freedom and adventures with Adria**, here in the magazine.

We give an exclusive preview of the inspired new generation **Matrix** and **Coral** motorhomes and the new **Adora** caravan. These vehicles are a result of Adria Mobil's approach to design management, read more in our article **Inspired Design**. You can also discover more about the Adria brand in our story **From the heart, for the soul**.

We take a trip to the Llŷn Peninsula in North Wales, for a holiday just like they used to be and we go truffle hunting in a **Compact** in Istria.

We explore the idea of luxury, when it comes to camping, with leading Swedish journalist Sanna Ohlander, who gets to experience the **Astella**.

Van life has become a movement in recent years on social media, so we ask Olympic gold medalist, Tina Maze, to find her way of van life, in a **Twin Supreme** and we preview the new **Twin Sports Edition** and new generation Twin Axess models.



**Enjoy the magazine**  
Neil Morley, Editor.

Issue  
Autumn  
2020

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FROM THE HEART,  
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UNDERSTANDING THE ADRIA BRAND.

## FROM THE HEART, FOR THE SOUL.

*We know that every Adria isn't just a vehicle, its part of a story – yours and ours. This year, the Adria brand reaches another milestone, 55 years, from humble beginnings and with many twists and turns along the way.*

A story guided by passion for over half a century, a love of the outdoor life, of freedom and independent travel bringing so many unforgettable memories to owners around the globe. Adria Mobil has been designing and manufacturing Adria brand caravans since 1965. That's over 500,000 caravans sold with the Adria name. Motorhomes were added in 1982, initially with the 'Adriatic' name and since the 1990's as the Adria brand, with campervans added in 1995. That's another 125,000 Adria vehicles.

This constant development of new products and new ideas, this innovative spirit and an obsession for quality have served the brand well and still guide us every day. For those of us lucky enough to work for Adria Mobil, the company behind the brand, we often reflect that we have the best job in the world. Every day we make vehicles of course, but really – we inspire adventures.

*Adria's vision as a brand is simple -*

**“TO BE THE MOST DESIRABLE RECREATIONAL VEHICLE BRAND”.**

We share a passion with our customers, for adventures and for the lifestyle that having a recreational vehicle brings. This year more than ever, with all the restrictions to travel, these benefits have never been more sought after.



**ADRIA BRAND VALUES:**

**VITALITY.**

*Being mobile, strong, fit, active and spontaneous. Possessing energy and being light-hearted and playful.*

**PASSION.**

*Feeling passionate about product excellence and the recreational vehicle lifestyle, in all conditions and environments.*

**PREMIUM QUALITY.**

*Delivering excellent design and functionality, with durability, reliability and security built-in and built-to last.*

**PREMIUM VALUE.**

*Delivering superior quality at a reasonable price, a recreational vehicle which is well worth the money spent on it.*

If you share our passion, you'll understand. If you are tempted by the recreational vehicle lifestyle, then come join our family. What are you waiting for?

Adria. Inspiration for *your* adventures.





CORAL

*Inspired design*

COMFORT

PRACTICALITY

NEW MATRIX AND NEW CORAL

MEET THE NEW GENERATION



STYLE

TECHNOLOGY

MATRIX

*Inspired design*

THE DEVELOPMENT STORY

## ONE PROJECT, TWO GAME-CHANGING MOTORHOMES

*The Adria development team decided to design the new generation Matrix and Coral at the same time.*

**Why?** Because the two vehicles share the same core strengths, the same platform and vehicle architecture, the same quality construction and attention to detail. It's all about personal choice, which vehicle best suits your needs. Choose the new Matrix if you need more sleeping accommodation, thanks to the extra bedroom with the front-pull-down bed; Choose the new Coral if you prefer more 'atrium-style' living under the Adria Exclusive Design SunRoof® which adds light and the feeling of space. Both are built on the Fiat Ducato in Supreme (with Silver body) and Plus models (with Silver and White body), with all-new exterior and interior design and high levels of equipment.



*"We reviewed every aspect of these current best-selling vehicles, with a clear view on the experience we wanted to deliver with the new generation. We found a new design language and made big steps in style, comfort, practicality and technology".*

Matjaž Grm, Adria Mobil's Executive sales and marketing director

Inspired design



INSPIRED DESIGN

Both vehicles feature new more aerodynamic exterior profiles, with sleek new front cap designs, new inclined rear walls, with new Hella LED lights and sporty new graphics.



CORAL

MATRIX

HIGHLIGHTS:

- Sleek new exterior profile for improved aerodynamics and efficiency.
- New sleek design front cap, with integrated lights.
- New inclined rear wall with airflow diffuser, new bumper and Hella LED lights.
- Bicycle rack mount and towing hook options.



Inspired design



SIGNATURE FEATURES

Both vehicles share Adria signature features, including new rear wall and LED lights, a large new SunRoof® and new double floor.



The **NEW SUNROOF®** is 15% larger than before, for a light and spacious feeling inside. Designed with integrated blinds and can be opened for extra ventilation.

The **NEW DOUBLE FLOOR**, is part constructed from recyclable composites and provides a single level floor throughout and 13 cm underfloor space. This enables integrated utilities, insulation and provides extra useful storage space.

**ADRIA EXCLUSIVE DESIGN SUNROOF®**

The principal distinguishing feature from the Matrix is the new Adria Exclusive Design SunRoof® for 'atrium-style' living. Coral shares the same front panoramic window as the Matrix, but adds an additional large SunRoof® above the dinette, which gives more natural light and adds the feeling of space, with shading and ventilation.

**ADRIA MACH** smart control mobile application is available on both vehicles as an option. MACH controls key functions, monitor utilities, gives access to user manuals and provides navigation data and Mobile Office functions.



See [www.adria-mobil.com/MACH](http://www.adria-mobil.com/MACH) for details



HOME-STYLE FEELING

Both vehicles feature all-new interior design, with flowing living spaces, new softer, more integrated forms and a special ambiance. Choose your furniture style with Cashmere or Moro (in Supreme models) and Alpine White or Naturale (Plus models).



The comfortable home environment, offers great living spaces and practical features, complemented by a new selection of textiles and soft furnishings.



Always feel cosy and warm when the conditions demand it, any time of year with Adria Air Flow System, Thermo-build insulation and a choice of Alde or Truma heating. Tested to extremes in our own Climate Chamber.



CONTEMPORARY LIVING SPACES

LIVING ROOM

The new dinette with low separation wall and more comfortable seating. Foldable and rotatable table adds maximum flexibility for eating, relaxing and socializing. Seating can be turned into a bed and table can be stowed away for extra space.



KITCHEN

Inspired by the best homes the new S Series kitchen, offers more worktop space, more storage and the best appliances. Features slim solid laminate FENIX NTM® worktop, soft-closing drawers and integrated sink and 3 burner gas stove, 142l absorption fridge. An oven and coffee machine also available.



**BEDROOM**

Large rear bedroom in a choice of bed formats, all with higher quality mattresses. Overhead and bedside cupboards including spot lights and USB ports. Underbed and overhead storage and bedside cupboards for personal items.



**INSPIRED SOLUTIONS**

Everything has been reviewed and improved, with innovative new solutions for inspired living.

**MULTI-MEDIA**

Enjoy great entertainment with new multi-media wall, with TV holder (up to 32"), USB port and phone charging surface. New sound system kit available with exciter and subwoofer, with hidden speakers and Bluetooth® operation.

Adria's new digital controller is easy to use and controls all main living functions.



**COFFEE MACHINE**

Nespresso system coffee machine for perfect coffee every time. Weighing 2,3kg with removable 0,6l water tank and used container store.



**UTILITIES**

New central service area for easy utility connections and the newly located and insulated fresh water tank, with 115l volume capacity.

**BATHROOM**

New bathroom design, completely restyled for more space and comfort, including new shower with elegant and functional shower wall. Mirror with spotlights and storage throughout for personal items.



**STORAGE / GARAGE**

Convex overhead cupboards with illuminated profile and easy push to open mechanism. Available in two different styles with integrated LED lighting. Large wardrobe design and kitchen with large capacity drawers and utensils track. Bathroom with storage for personal items. Large garage with minimum 120 cm height (model dependent) and two doors and 220v and 12v connectors and LED lights. Habitation door with quiet, smooth operation and multi-functional storage container.





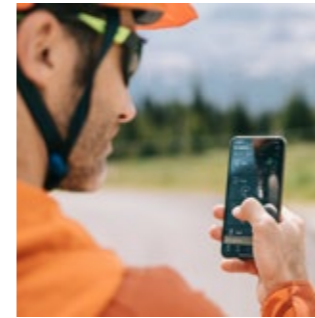
Inspired design

MATRIX.  
LIVE  
YOUR  
BEST  
LIFE.

Live your best life with the new generation Matrix. A motorhome which takes style and versatility to a new level, making every day a new adventure. Available in a choice of inspired layouts.

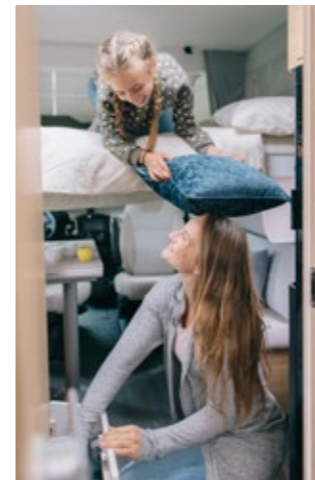


The new Matrix include recognizable Adria signature features including many new technical improvements.



**EXTERIOR FEATURES**

- Sleek new exterior profile
- New front cap with SunRoof®
- New inclined rear wall with LED lights
- Bicycle rack mount and towing hook options
- New SunRoof®
- New technical double floor
- Optional Adria MACH smart control app



The new Matrix features all-new interior design, with flowing living spaces, new softer, more integrated forms and a special ambiance. Choose your furniture style with Cashmere or Moro (in Supreme models) and Alpine White or Naturale (Plus models).

**FRONT PULL-DOWN BED**

The front bed is perfectly integrated with improved access, new lighting and ventilation. The bed area is larger than previous models at 1300 x 2000mm, is lighter and offers better standing height when not in use.



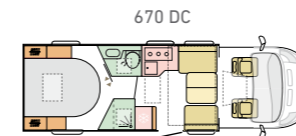
**INTERIOR HIGHLIGHTS**

- New interior design and ambiance
- Choice of furniture style, textiles and soft furnishings
- Choice of Alde or Truma heating
- Front Pull-down Bed
- New overhead cupboard design
- New multi-media centre
- Smart storage solutions
- New Central Service unit
- Newly located fresh water tank



"The Matrix has long been Adria's best seller, because it delivers so well on style, versatility and of course quality. It's the only motorhome most users would ever need".

Denis Car,  
Product manager for Adria motorhome  
& Van programme



For all layouts visit the online version at [adria-mobil.com/inspirations](http://adria-mobil.com/inspirations)

The new generation Matrix is available in Silver body (Supreme models) and Silver and White body (Plus models) on the Fiat Ducato.



WATCH PRODUCT VIDEO AT:  
[WWW.ADRIA-MOBIL.COM/MATRIX](http://WWW.ADRIA-MOBIL.COM/MATRIX)

Inspired design

CORAL.  
FOLLOW  
THE SKY!

Once you've experienced the new Coral, you'll follow the sky! No other motorhome gets you so close to nature in such comfort. Perfect for all kinds of adventures and touring weekend breaks with unique living spaces and great practicality.



NEW LED LIGHTS  
FOR MATRIX AND CORAL

New design LED multifunctional rear lights for automotive style and functionality.



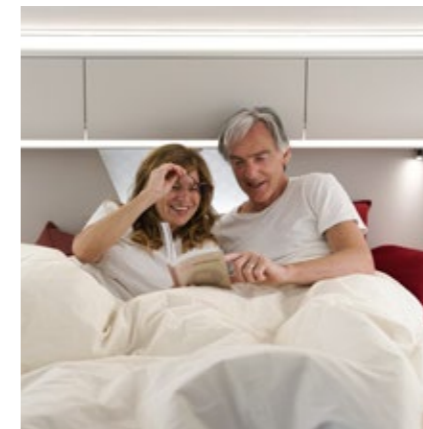
"With the new generation we took the time to really review and upgrade every aspect of the vehicle, down to the smallest details. From the re-designed front cap and rear wall, to the vehicle architecture – so it now has a double floor and improved serviceability with a central service unit and relocated water tank for example".

Denis Car,  
Product manager for Adria motorhome  
& Van programme



WATCH PRODUCT VIDEO AT:  
[WWW.ADRIA-MOBIL.COM/CORAL](http://WWW.ADRIA-MOBIL.COM/CORAL)

The new generation Coral is available in Silver body (Supreme models) and Silver and White body (Plus models) on the Fiat Ducato. The new Coral includes recognizable Adria signature features, including new technical improvements.



Coral has its own interior ambiance, thanks to the unique sun roof and the atrium-style living this brings, full of light and the feeling of space. The new Coral is designed for living, with inspired solutions and a focus on the details that make a difference.

INTERIOR HIGHLIGHTS

- New interior design and ambiance
- Choice of furniture style, textiles and soft furnishings
- Choice of Alde or Truma heating
- Adria Exclusive Design SunRoof®
- New overhead cupboard design
- New multi-media centre
- Smart storage solutions
- New Central Service unit
- Newly located fresh water tank

670 DC



For all layouts visit the online version at [adria-mobil.com/inspirations](http://adria-mobil.com/inspirations)



*Sense of adventure*

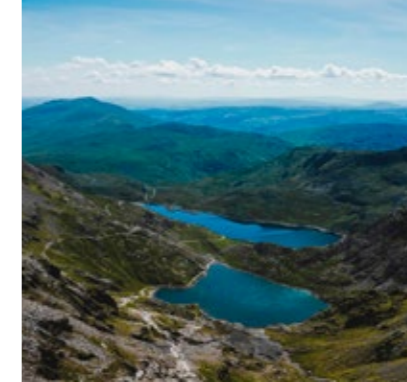


# North Wales. For holidays like they used to be.

A SURFING, WALKING AND OUTDOOR HAVEN,  
THAT'S THE LLŶN PENINSULA.

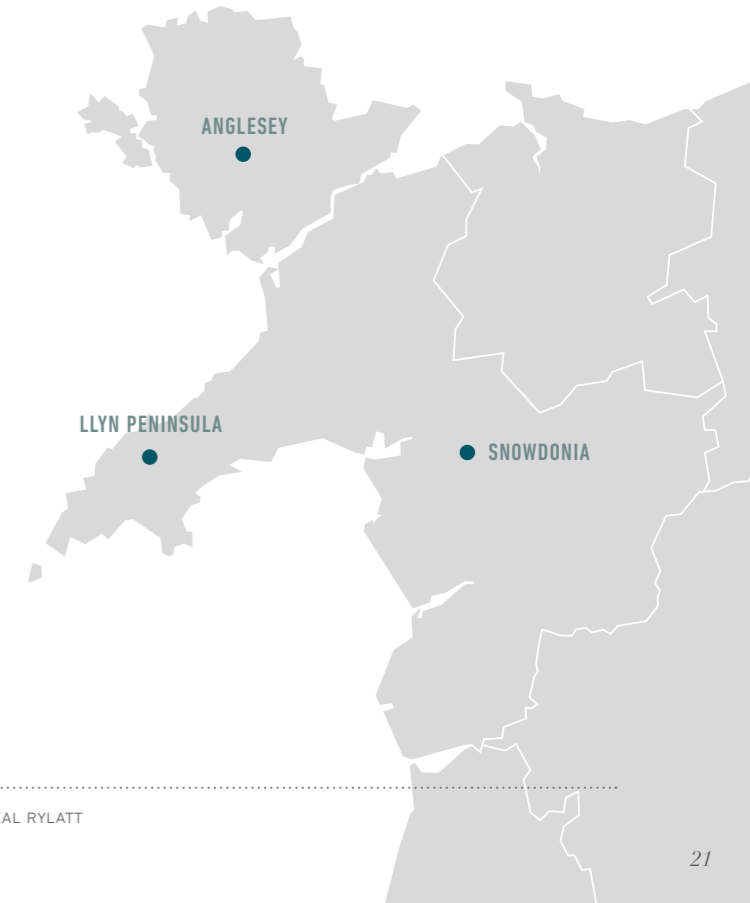


*Sense of adventure*



*Located right next to Snowdonia National Park and the Isle of Anglesea, no wonder North Wales recently made the top ten global destinations by the popular travel guide, Lonely Planet.*

Welsh is commonly spoken and the area has a gentle timeless feel about it, reminiscent of holidays long past. There's an emerging foodie and brewing culture and plenty of history, with some of Britain's greatest castles. In fact something for everyone and a great touring destination to add to your adventures 'to do' list.



BY DAVID CARRADALE - PHOTOGRAPHY FROM NEIL MORLEY, FROM STOCK AND FROM NEAL RYLATT

# Here's six things to look out for:

## #1 - BEACHES

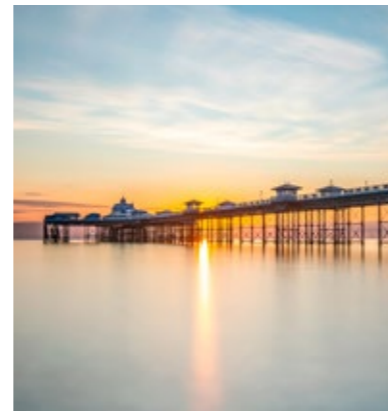
Largely undeveloped natural beaches, with long sweeping stretches of sand, dunes and not much else, except the views. Quiet too, if you visit midweek or out of season before or after August. The Llŷn Peninsula boasts many fine beaches to explore. Our favourites? Without doubt, visit Morfa Nefyn just along from Trefor, especially the extraordinary Porthdinllaen beach, with the popular Ty Coch Inn, ranked in the top three in the world for beach pubs.

Try Harlech, with the fine castle just behind it and Porthlago, Rhydlios for golden sands, clear waters and an ancient hillfort above and Abersoch and Aberdaron for surfing and beach life.



## #2 - BIG SKY AND EVEN BETTER SUNSETS

The biggest sky and best sunsets we have ever experienced. Yes, we were lucky with the weather and gorgeous September cloud free days. Harlech beach and on the Menai straights delivered a nightly hour long light show which will live long in our memories.



## #4 - CURIOSITIES

There's nothing quite as curious as Portmeirion. An eccentric and visually stunning location, designed and built by Sir Clough Williams-Ellis between 1925 and 1975 in the style of an Italian village, now owned by a charitable trust. Famously the setting of the 1960's TV series, The Prisoner too.



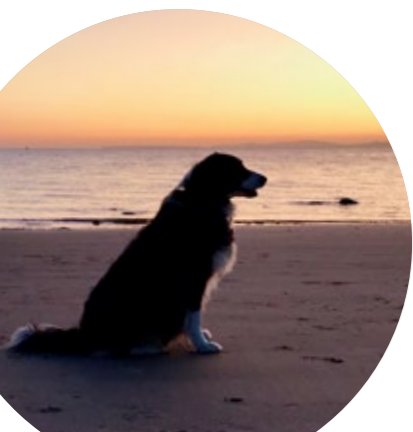
## #3 - CASTLES

For history buffs, castles a plenty. You'll be spoilt for choice. The best by far, at Conwy, built by Edward I, during his conquest of Wales, between 1283 and 1289 where you can also walk the walls above this pretty town. Caernarfon castle's pumped-up appearance is unashamedly muscle-bound and intimidating and dominates the landscape from all angles. Smaller but no less visit worthy, Harlech castle, with commanding views out to sea.



### THE LONELY PLANET'S VERDICT

North Wales was named among the top places in the world to visit in 2017 according to Lonely Planet's annual 'Best in Travel' list, compiled by a panel of the travel publisher's writers and experts. It was praised for its host of new adventures, such as Surf Snowdonia in the Conwy Valley, an inland surfing lake. Zip World has attractions at three locations in north Wales, including the world's fastest and Europe's longest zip line, the first four-person zip line, and Bounce Below, a network of giant trampolines rigged together in the caverns beneath Blaenau Ffestiniog.



## *Sense of adventure*

### #5 - MOUNTAINS (EVEN BY TRAIN)

Snowdonia National Park. Over 800 square miles of wilderness, for walking, cycling and exploring. A mecca for outdoor enthusiasts and even a train to take you to the top of Mount Snowdon, for views to die for. Visit Beddgelert, a tiny village, one of the most charming little places and a favourite starting point for walks and climbs. Betws-y-Coed in Gwydyr Forest at the junction of the Conwy, Lledr, and Llugwy valleys, this popular holiday spot famous for Pany Mill and the 15th-century Pont-y-Pair Bridge.



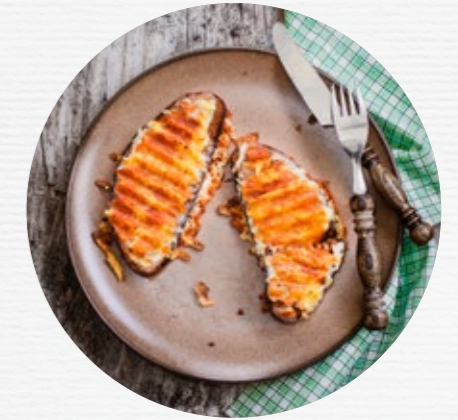
The immediate surroundings are beautiful, with the Fairy Glen, Swallow Falls, and Conwy waterfalls being particularly popular destinations for a stroll. If you like steam trains, there's no better holiday destination. Our pick? The Snowdon Mountain Railway and we took a nice trip from Caernarfon to Porthmadog on the Welsh Highland Railway, sitting in a partially open carriage which was great for photos and experiencing the thrills of a steam driven train.

### #6 - LIGHTHOUSES

Lots of these magical structures, especially on Anglesey and always in spectacular locations. Our picks, South Stack, an area which is also a haven for birdwatching and Penmon, with nearby Puffin Island.



FOR THE FULL INSIGHTS  
INTO THE NEW CORAL  
SEE PAGES 18-19.



## There's no rabbit in it!

Try out the local delicacy, a snack called Welsh rarebit. I expected rabbit, but it was not to be – however you can't go wrong with these ingredients – cheese, Worcestershire sauce, mustard and beer!



Try the recipe:

*1 tsp English mustard powder*  
*3 tablespoon of stout beer*  
*30g butter*  
*175g Lancashire cheese, grated*  
*2 egg yolks*  
*2 slices bread*  
*Worcestershire sauce, to taste*



VISIT THE DIGITAL VERSION  
OF THE INSPIRATION MAGAZINE  
TO HAVE A LOOK AT THE RECIPE.

*Inspired Design*



*Inspired Design*

MEET THE NEW GENERATION ADORA  
**DESIGNED AROUND YOU**

**IT'S 55 YEARS SINCE ADRIA LAUNCHED ITS FIRST EVER CARAVAN, THE 375. AND ITS TIME TO MEET THE NEW GENERATION. WITH THE LAUNCH OF THE NEW ADORA, ADRIA'S BEST-SELLING CARAVAN JUST GOT EVEN BETTER!**

Since its launch in 2015 the Adora has become Adria's best-selling caravan, thanks to its unbeatable formula of classic, elegant simplicity and great performance. That and the extra-large panoramic window, which seems to change not just the view but the whole living experience inside. In many ways Adora has defined the modern-day caravan, but guess what? – there's a new generation available, right now! We get behind the story and the new design, to see how the Adria team bring a new look and feel, and new technology, to this much-loved caravan.

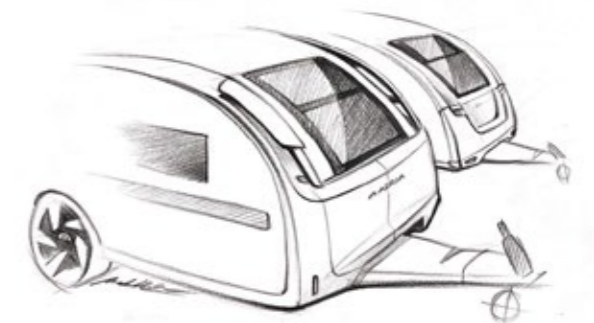


**INSPIRED DESIGN**

**THE NEW GENERATION ADRIA EXTERIOR DESIGN.** With the new generation Adora, the designers took inspiration from the Astella, to bring a whole new exterior design for this new generation caravan.

*"You'll see the design direction from the ground-breaking Astella, with really clean lines, automotive appearance and the rear wall with integrated new full LED multifunctional light. It has an elegant new front shape with even bigger panorama and innovative new aerodynamic aids, including wind deflectors for improved towing efficiency. Inside out full of smart and home-like features. Designed to fully enjoy your holidays."*

Erna Povh -  
Product manager for Adria Caravan programe



Inspired Design



SIGNATURE FEATURES

Adria's designers took the best of the Adora's signature features and improved them.



**NEW IN-LINE PANORAMIC WINDOW.** Adora has always offered the largest panoramic window available in any caravan and the new in-line design is wider and brings incredible light and the feeling of space to the interior for true 'atrium-style living'. Includes integrated shading and ventilation features for total comfort.

**NEW LED LIGHTS.** New design LED multifunctional rear lights for automotive style and functionality.

**NEW AERODYNAMIC WIND DIFFUSERS.** This innovative feature, aids wind diffusion and is based on learning from the Astella. Designed with our aerospace partners, they look stylish and help towing efficiency.

**NEW EXTERIOR GRAPHICS.** The new Adora with new automotive style graphics, with familiar Adria lines.

**PERFORMANCE CHASSIS.** The new Adora retains its premium quality GFK body construction and warranty. And it's great for towing, featuring improved aero-dynamics and optimised weight distribution, with an AL-KO chassis for safer handling with AKS and optional ATC.

**ADRIA MACH.** Our smart control mobile application controls lighting, heating, cooling and utilities from your smart phone. It provides navigation and points of interest data. You can access vehicle user manuals and add Mobile Office features.



ADRIA MACH

Discover more at page 50 or at [www.adria-mobil.com](http://www.adria-mobil.com)



HOME-STYLE FEELING

Adora has always led the way with its' modern classic elegant interiors. The new generation offers flowing spaces, new softer, more integrated forms and a special home-style ambiance.



"We've been working on the new interior for nearly two years, determined to review every single aspect and detail. Most important to us was having a real feeling of a home not a caravan. We believe we have delivered a really elegant interior design, with great living space and outstanding comfort." Erna Povh

HIGHLIGHTS

- Elegant interior with large flowing living spaces and contemporary chic décor.
- New lighting system for controllable ambiance in all living spaces.
- Atrium-style living with extra-large panoramic window.
- New sound system with hidden speakers.
- Organized storage throughout with dedicated spaces for personal items.
- Heating by Truma and Alde for all year-round comfort.



360° WALKTHROUGH

Step inside at [www.adria-mobil.com](http://www.adria-mobil.com)





CONTEMPORARY LIVING SPACES

The Adora's inspired living spaces are arranged so everything is designed around the way you want to live.

"It's a proper home, don't think of it as just a caravan. We put living comfort first, including the shape and comfort of the new seating and headrests and found new solutions for the lighting and sound system, so it's a really modern way of living with all home comforts."

Erna Povh



LIVING ROOM

The large panoramic window means 'atrium-style' living, with great natural light and controllable shading and ventilation. The comfortable new seating and dinette design offers improved comfort, with elegant headrests and flexible living space.



KITCHEN

Home-style kitchen design inspired by the best home kitchens. More worktop space, more storage including capacious split drawers and the best appliances. Everything in the right place and built to the highest quality.



BEDROOM

New bedroom designs, with all formats of bed, each with higher beds and Evopore® mattresses for extra comfort. Controllable lighting ambiance and plenty of storage too.



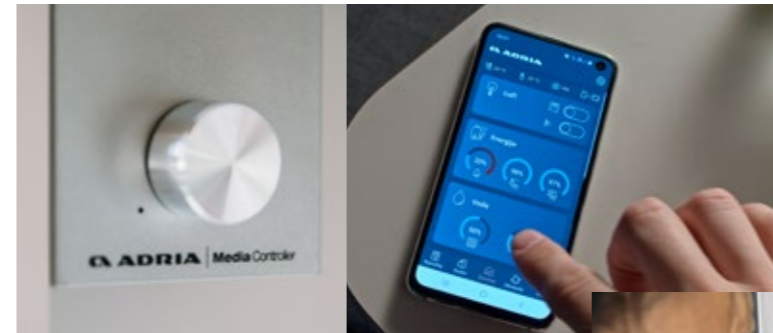
BATHROOM

Our new Ergo bathroom, an inspired design featuring a new fold-away sink in new materials with improved drainage and easy serviceability. Extra space, new lighting and plenty of innovative storage.



INSPIRED SOLUTIONS

Everything has been reviewed and improved, with innovative new solutions for inspired living and maximum permitted weight loading as standard.



MULTI-MEDIA

Enjoy more connected living, with a range of multi-media solutions including new high-quality sound system with hidden speakers, Bluetooth® amplifier, TV point and holder, and multiple USB ports in the living room and bedroom.



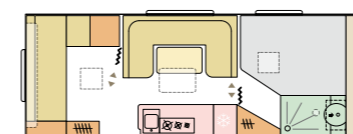
STORAGE

More storage than you'd think possible. Easy access gas storage outside and inside there's large volume concave design cupboards. Large wardrobe design and multi-purpose kitchen storage, including large capacity drawers and utensils track. Bathroom storage for personal items, including removable optional storage solution.

LAYOUTS

New season sees a total of 12 layouts, 9 in Europe and 3 in the United Kingdom.

ADORA 613 PK



For all layouts visit the online version at [adria-mobil.com/inspirations](http://adria-mobil.com/inspirations)



FEATURED LAYOUT

Look out for Adora 613 PK our new layout for families, for 2 adults and 1-3 kids, all with 2m beds. Brilliant for guests too thanks to the Adria Exclusive Design® additional rear living accommodation, which is also great day rest space. More living space, flexible play space and 2 TV points, plus rear panoramic window.





# #vanlife

VAN LIFE HAS BECOME A LIFESTYLE MOVEMENT, WITH A FOLLOWING, ITS OWN #HASHTAG AND SOME 6 MILLION DEVOTEES ON LINE, ESPECIALLY ON INSTAGRAM. STARTED BY AMERICAN MILLENNIALS SEARCHING FOR FREEDOM AND EXPERIENCES, AND EVEN AS AN ALTERNATIVE TO HOUSING, WITH A SPIRIT OF DO-IT-YOURSELF CONVERSION AND MICRO-LIVING. IT'S GROWN TO ENCOMPASS BIG BRANDS AND A DEMAND FOR READY-TO-GO CAMPERVANS FOR ADVENTURES. EASY TO DRIVE, USE OFTEN THE CAMPERVAN SERVES AS AN EVERYDAY CAR.



Adria campervans have also seen a surge in sales in recent years too. Driven by the award-winning Twin Supreme, the first van sporting a double sun roof and with open style interior, Twin life has its fans too. *We asked two Twin users to give us their stories.*

## TINA MAZE ON #VANLIFE GOING OFF-PISTE IN OUR TWIN!

*Exclusive! We catch up with multiple Olympic Gold Medal Winner and World Champion skier, Tina Maze in Cortina, Italy.*



**TINA MAZE**

*Adria World Class partner and double Olympic Gold Medallist alpine skier.*

♡ @TINAMAZE83

**"THIS VAN REALLY FITS OUR LIFESTYLE. WE USE IT ALMOST DAILY AND IT INSPIRES US TO GO ON MORE ADVENTURES. THE REAL JOY IS YOU CAN GET AWAY FOR WEEKENDS TO GO SKI, OR TO THE COAST. JUST PARK UP AND GO."**



*"I follow this hashtag van life on social media. It seems really cool, people following their dreams and passions. But that's what life is about isn't it? Being with your family and friends and really enjoying life, especially the outdoor life!"*

Tina Maze, one of the best ever alpine skiers is a recent convert to 'vanlife', with her own Adria Twin 640 SGX and has been using it over the winter, skiing and exploring the mountains near her home. Now retired from competitive skiing, she balances her family life with her partner and young daughter, with the demands of her career and her undimmed passion for sports. We caught up with her during a ski weekend in Cortina, in the beautiful Italian Dolomites.



Tina on  
#twinlife



“THIS MODEL, THE SGX SEEMS LIKE IT WAS MADE FOR ME! THERE IS SO MUCH USEFUL STORAGE FOR ALL MY SKI GEAR AND YET IT’S LIKE A SMALL APARTMENT. I HAVE EVERYTHING I NEED TO BE AWAY FROM HOME. IT’S PRETTY COSY AND COMFORTABLE IN HERE, EVEN IN THE MOUNTAINS, I CAN JUST CRANK UP THE HEATING AND RELAX AFTER A DAY ON THE SLOPES.”



“Waking up next to the slopes and hiking to some great skiing is a dream. On this trip, we really explored the area around Cortina. It’s one of my favourite ski resorts as it has just a great vibe. It’s so beautiful up above the village and the Twin got us to where we needed to be, away from the main pistes. From here I could trek to some great skiing and feel really free.”

You can follow Tina’s adventures at [www.tina-maze.com](http://www.tina-maze.com) and on Instagram and Facebook. For the full range of Adria Twins and more of Tina’s Twin SGX go to [www.adria-mobil.com/vanlife](http://www.adria-mobil.com/vanlife)

Andrew on #vanlife



ANDREW DITTON ON #VANLIFE

## SCOTLAND. WHAT A MAGICAL COUNTRY!

Recently I took a nimble Twin Supreme to distant islands where larger vehicles fear to tread. How grateful I was for the luxurious shower compartment at a music festival in Tiree. That stunning SunRoof®, it framed Hebridean sunsets in a way that no artist could ever achieve.



ANDREW DITTON

Respected British journalist and expert caravanner. Recently lived for two months in a Twin travelling Scotland’s Route 500.

♡ @ANDREWJDITTON



“WITH MY TWIN SUPREME I REALLY DID FEEL LIKE I COULD GO ANYWHERE AND DO ANYTHING, A FEELING OF PURE ABSOLUTE FREEDOM.”

# #highlights

## TWINS – WHAT'S NEW?

### TWIN SUPREME



The award-winning Twin Supreme with Adria Exclusive Design SunRoof® get a new 2 stove burner, new Thetford® compressor fridge, improved soft-closing door and mosquito screen and improved insulation.



### TWIN PLUS



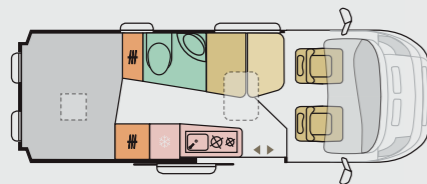
Twin Plus models get a new stove, improved insulation and adds the new 640 SGX layout, without 'pop-top' roof.



Find new layouts on our website [adria-mobil.com](http://adria-mobil.com).

Twin Supreme **640 SPB Family model**. A family-friendly layout sleeping up-to 5 people, with Truma heating, large storage and 4 homologated seats.

### TWIN SUPREME 640 SPB FAMILY MODEL



For all layouts visit [adria-mobil.com](http://adria-mobil.com)

### TWIN AXESS



Axess models are now available on Fiat or Citroen (model offer varies by country) with the open style 'Cabin loft' interior.



# #sportlife

## NEW SPORTY VAN FOR SPORTY PEOPLE!

### NEW TWIN SPORTS EDITION



**Lift the lid on great adventures.** Adria enter the Sports van market with a new edition Twin combining the best signature features of the acclaimed Twin Supreme and innovative new 'pop-top' roof and sleeping compartment, adding extra versatility and accommodation for 5 people.

#### HIGHLIGHTS:

- Built on Fiat Ducato, in white, with sporty new graphics.
- Adria Exclusive Design 'pop-top' roof.
- 'Pop-top' large sleeping compartment for 2 people.
- Electrical drop-down double bed for 2.
- Additional bed for 1 converting from dinette.
- Onyx interior design with glossy white furniture.
- Dinette in open plan interior, with expandable table.
- Kitchen with 2 burner stove, sink & large compressor fridge.
- Duplex bathroom with swivel wall feature.
- Large rear garage with dedicated storage.

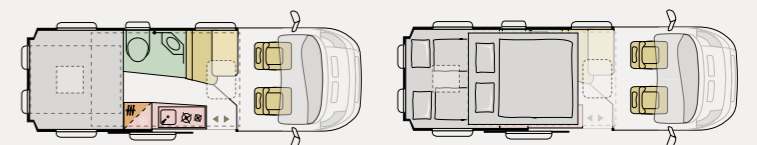


The new 'pop top' roof and sleeping compartment is exclusive to Adria, designed with the benefits of effortless opening and closing, and by being lighter weight than competitive products. It integrates with Adria Exclusive Design SunRoof® and roof window and can be used with awnings, solar panels and other accessories.

#### COOL FEATURES INSIDE TOO:

- 'Pop-top' large sleeping compartment for 2 people.
- 100% waterproof canvas, insulated and breathable.
- Features storage, lights, USB ports.
- Windows on three sides with mosquito screens.

CHECK OUT THE LAYOUT HERE!



WATCH PRODUCT VIDEO AT:  
[WWW.ADRIA-MOBIL.COM](http://WWW.ADRIA-MOBIL.COM)

Note. Twins – Standard, optional equipment and layouts can vary by market so please check with your Adria dealer and visit [www.adria-mobil.com](http://www.adria-mobil.com)

into twin.

Why choose Adria?

## WHY DESIGN MANAGEMENT MATTERS AT ADRIA MOBIL.

*“Ten years ago, if you asked a hundred consumers what they thought about Adria, they would know it for two things: quality and price. If you were to do the same thing today, the consumers would recognize Adria for its quality and design.”*

The words of Adria Mobil's sales and marketing executive director Matjaž Grm, as he shared with us, the latest international consumer research on the Adria brand.

Slovenia-based company Adria Mobil Group is one of the biggest recreational vehicle and mobile home companies in Europe. Presented through a wide dealership network across 30 EU markets, it is considered one of the leading brands, based on a high brand image, well-recognized design of its products, and high perceived quality resulting from state-of-the-art manufacturing.

Positive consumer feedback, the consistent growth in Adria sales and proliferation in independent awards are rewards for a company, which now puts design at the heart of its business strategy.



Anton Kastrevc, Executive research and development director and Matjaž Grm, Executive sales and marketing director

### DESIGN MANAGEMENT.

Matjaz continues: *“We put design as a core part of the business strategy and introduced, a new design process with sales, marketing and new external designers working alongside the research and development team. New design principles were agreed, important new products were designed and launched, quickly proving successful in the markets”.*

Adria Mobil's distribution partners are a key part of the process and a new focus on UX ('user experience') and consumer insights, ensure products meet consumer's needs, with real user innovative solutions brought to new vehicles. As a result, Adria vehicles have a consistent design language, with recognizable signature features and many inspired solutions, brought to an even higher level with the new generation products this year. If you'd like to discover the inside story, watch the interviews with key members of the Adria Mobil product development team on the online version.



ASTELLA WINS BEST OF BEST AWARD  
IN AUTOMOTIVE BRAND CONTEST 2020  
AND RED DOT DESIGN AWARD.



German Design Council -  
Automotive Brand Contest  
Award winner for product and  
communication design



Adria Astella wins Best of  
Best award in Automotive  
Brand Contest and Red Dot  
design award.



The **Automotive Brand Contest** is the only international design competition for automobile marques, run by the German Design Council, to honour outstanding product and communication design. An interdisciplinary jury awarded this to the Astella against criteria of overall concept/brand fit, product aesthetics and functionality. This award followed Astella winning a 2020 **Red Dot design award**, the prestigious international design prize awarded by Red Dot GmbH & Co.

Matjaž Grm commented:

*“With Astella we are already delivering the future design concept of our next generation caravan range. We redefined the luxury holiday experience with the best experience a caravan and a mobile home can deliver. It appeals to consumers who want the ultimate experience in their own holiday home at fixed location or having it as moveable unit which our consumers can tow themselves.*

*With these awards we are the only RV manufacturer getting such recognition in field of design excellence and this is more confirmation that our product development strategy, led by our product management, based on consistent design management and with proven quality and functionality developed with our R&D colleagues, is bringing the Adria brand to the next level”.*



*Luxury Experience*



Find your perfect place.

A WEEK'S ENJOYMENT  
IN BEAUTIFUL SMÅLAND.



*Luxury Experience*

*Next to a glittering lake in the middle beautiful Småland in Sweden, we spent a week in Adria's new luxury Astella.*

 *Torbjörn and Sanna*



Its early spring, the trees have not yet turned green and occasionally a cold wind blows. We enjoy outdoor activities when the sun shines and when it's cold we relax with books and good food inside.

We drive to Småland towing smoothly on the roads and slowly but surely approach our goal, Sjöstugans Camping in Älmhult. Here at Lake Möckeln we will enjoy nature, water and above all for a week experiencing the Astella.

The campsite is quiet which makes it a great place with a wooden deck and a view of the lake. The Astella is easy to set up and when everything is switched on, we quickly get out chairs, tables and grill.

Spring feels like a good time to be in this type of caravan in this weather.

The Astella's kitchen and living spaces are well sized and we can both move freely, almost as if we were at home. The kitchen has a good workspace and quite quickly we have come to know how everything works. We fill up with groceries, clothes and other things.

When the sun is looking ahead, we open the doors to the kitchen and enjoy cooking with a view of the lake while the breeze from the wind looks in.

The comfort is evident when moving between the different "rooms". The bedroom is well separated and yet connected. Then the unbelievable luxury of having double doors even in the bedroom. Waking up in the morning, opening the doors and drinking a cup of morning coffee in bed quickly becomes a habit.



  
*Astella in  
Sjöstugans Camping*



BY SANNA OHLANDER - PHOTOGRAPHY FROM TORBJÖRN LAGERWALL

*The spacious Astella's kitchen*



The days go fast, we enjoy hiking in the woods and in the nearby nature reserves and interrupting visits to the glass kingdom, to farm shops and furniture stores.

Every now and then a restaurant gets a visit, but most often we cook in the Astella and sit on the sofa or on the wooden deck and watch the sunset.

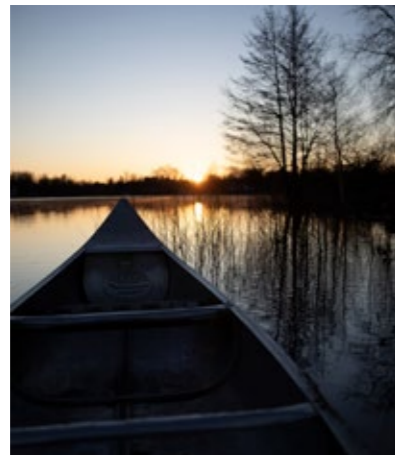
At the end of our week, at our perfect place, with a little sadness in our hearts, we unpack and head for home. But we take with us great memories of our time in Astella, which clearly gave added flavor!



### SJÖSTUGANS CAMPING

The campsite is beautifully situated on Lake Möckeln, just on the outskirts of Älmhult. Great beach and restaurant. Fishing, boating, canoes and end the day with a sauna.

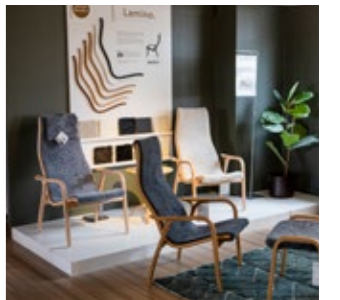
*More info about the camping: [sjostugan.com](http://sjostugan.com)*



## Nature, culture and design in Småland

Småland is not only nature experiences but also an area in Sweden rich in design and successful entrepreneurs. It was here that Carl von Linné was born, Ingvar Kamprad started IKEA, Astrid Lindgren drew inspiration for his books on Emil in Lönneberga and the Bullerby children. Here you will find the foundation of the Swedish furniture history and what is today called the Kingdom of Glass.

*IKEA museum in Älmhult*



### VAKÖ MYR

Just 10 minutes drive southeast of Älmhult on the border between Småland and Skåne, lies Vakö marsh. The bog is about 13 km<sup>2</sup> large and is one of the county's largest marshes. In 1998, the marsh became a nature reserve and today there is a 4km hiking trail. If you are lucky you can see some moose strolling by.



### ÅSNENS NATIONAL PARK

You could say all of Sweden's nature is housed in one place: Åsnen National Park. The park was inaugurated in 2018, is a landscape with an inland archipelago with 100's of islands. Find wonderful deciduous forests, deep coniferous forests and enchanting marshes. There are two entrances, Trollberget and Sunnabron, where hiking trails start. Or rent a canoe and visit the islands. The flat landscape is perfect for cycling, follow cycle paths Åsnen Runt and Banvallsleden.

### KINGDOM OF CRYSTAL

The forests with their firewood, the lakes with their sand, the hydropower from streams and streams and plenty of labor are why so many glassworks were established in Småland. At the end of the 19th century 77 glassworks were established in Sweden in total and more than half were in what is today called the Kingdom of Glass in Småland. Here, a collaboration between glass designers, skilled glassblowers and craftsmen continues to this day. Everything from large glassworks to smaller cabins with everything from working glass to beautiful art glass. At Kosta Glassworks, started in 1742, you follow the production from the melting of glass pulp to glass blowing, grinding and painting. Amazing!



*Rent a canoe is a good choice for visit the islands*

## Småland flavors

Ice cream ribbon, cheesecake, body cookies and lingonberries. Dishes that come from the small country's inventive wealth to be able to utilize and make use of what nature has to offer. The livestock, the forest, the lakes and its supply of raw materials have made their mark on the Småland food traditions. Great restaurants and farms that open up to visitors and sell their products and raw materials.

### BARKHULT'S FARM,

just southeast of Älmhult, run by Lars and Kristin run with great commitment to preserving the old, vegetables, berries and fruits grown according to all the rules of art. The animals go out into the pasture in the summer. The chickens and roosters are fed and produce eggs both for the farm and for sale. The bees produce great honey every year. The farm shop is open every day of the year and on weekends it is opened for figs serving with classic Småland cheese cake and freshly brewed coffee. In the shop you can buy homemade lard, sausages, beef and beef from the animals on the farm and from the region.

*Barkhults Gård*



“For us it is a matter of course to operate the farm without poisons and fertilizers. We also strive to be as self-sufficient as possible to feed the animals as far as possible. On the meat side, we now have an eu-eco-certified business.”.

*Delicious local products*

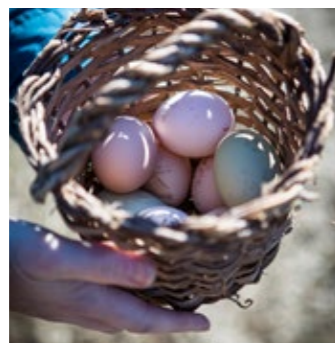


### CHEESECAKE

The cheesecake has probably existed since the Middle Ages. In Sweden, there are two types of cheesecake, the Hälsinge cheese cake and the Småland cheese cake. They differ in taste and texture as well as serving. The Småland cheese cake is baked in the oven, has a grainy texture and consists of milk, flour, cheese, eggs, cream, almonds and sugar. In the past, the cheesecake was a symbol of wealth and each household with status had its own “secret” recipe. The cheesecake was often a gift and is served lukewarm with cream and jam. Today to find a genuine Småland variant you have to find a local producer who still makes the cheesecake according to all the rules of art.

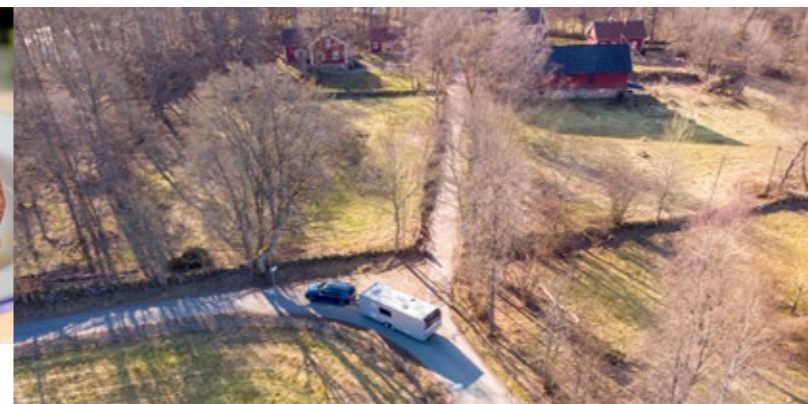
### FOOD WITH SOUL AND HEART

Småland has restaurants that you should not miss if you are in the area. We stopped for a lunch at Brasserie Goaroije and next time we are here it will definitely be a trip to Växjö and a visit to PM & Friends in Växjö. During the summer, Småland is booming with small cafes everywhere. Cafes with 50's feel and own jukebox, cafes that are housed in old barns or with flea markets. If you want to experience something a little different but as tourist's pilgrims to, you should go to Börjes in Tingsryd and eat shrimp. Great value and taste!



### WIENERS

This easily smoked lactic acid fermented sausage used to be everyday food in Småland. Today it has even migrated to the best restaurants. The sausage contains beef and pork as well as potatoes and barley grains. The sour taste comes from letting the pre-stuffed sausages hang above the wood stove and dry. Then the naturally occurring lactic acid bacteria multiplied in the sausage and gave it its characteristic sour taste. Isterband is served in a classic way with dill stewed potatoes and lingonberry jam.



DISCOVER MORE ABOUT ASTELLA at [www.adria-mobil.com](http://www.adria-mobil.com)

### OUR TIPS:

#### *Brasserie Goaroije*

*In the heart of Älmhult, Småland's classics are served in modern vintage with ingredients from local producers.*

#### *Brasserie 1742*

*At the Kosta boda Art Hotel, Karim Khouani and his team create the extraordinary! French classics based on seasonal French products and collaboration with local suppliers around Småland. Awarded "Plate" by Guide Michelin and "Fab" by White Guide 2019.*

#### *Pm & Friends*

*With a star in Guide Michelin and a Grand Award in Wine Spectator, it is worth a trip to Växjö for a dinner while in Småland. The food philosophy is based on the three cornerstones of forest, meadow and lake, to showcase what the landscape can offer. Seasonal menu paired with divinely good wines.*

More can be found on [visitsmaland.se](http://visitsmaland.se)



WATCH THE MOVIE AT: [ADRIA-MOBIL.COM/INSPIRATIONS](http://ADRIA-MOBIL.COM/INSPIRATIONS)

NEW PRODUCT FOCUSED  
**HUNTING FOR GOLD  
IN THE NEW COMPACT.**

HAVE YOU EVER BEEN TRUFFLE HUNTING IN A MOTORHOME? GOURMET CUISINE TODAY IS UNTHINKABLE WITHOUT THE TRUFFLE. THIS SOUGHT AFTER FUNGI GROWS SOMEWHAT SECRETLY IN SELECTED PARTS OF EUROPE, NOTABLY IN SOUTH WESTERN FRANCE, IN UMBRIA AND TUSCANY IN ITALY WHERE SPECIFIC SOIL AND TREE ROOTS PROVIDE IDEAL CONDITIONS.



**A lesser known hot spot is Istria,  
a land of well-hidden plenty.**

ISTRIA (OR ISTRIA) HAD A COLOURFUL PAST WITH OWNERSHIP OVER THE CENTURIES BY MANY EMPIRES AND COUNTRIES BUT ESSENTIALLY IT'S AN UNSPOILT PART OF NORTHERN CROATIA, RIGHT NEXT TO SLOVENIA, THE HOME OF ADRIA MOBIL. SO NEXT TIME YOU'RE RUSHING DOWN TO THE CROATIAN COAST, GIVE INLAND ISTRIA A TRY AND YOU MIGHT REALLY STRIKE GOLD.

Istria is well known for the highest quality white truffle, which rivals those of Italian regions of Alba and Piedmont. But can you hunt them in a motorhome? We tried.



Our vehicle by choice, the new Adria Compact – great for getting us to the hard to reach hill villages and down farm tracks without stress, effortlessly easy to drive and very comfortable too.



**GO ANYWHERE!** That's the claim for the new Compact. Well not absolutely anywhere but you get the point, it's a motorhome with compact dimensions. At 2,12m wide it will navigate more old towns and country lanes than most motorhomes and with lengths of 5,99m 6,89m and 6,99m there's no compromise on interior space.

We took a Compact Supreme model into the Istrian hills in search of gastronomy, visiting Motovun and a less discovered gem of a village, nearby Oprtalj. The area is known for many of the finer things in life, not least truffles and so called 'black' wine. Motovun also holds a famous international film festival (usually at the end of July or early August). Oprtalj is noticeably quieter but you are rewarded with great views and we also found a charming restaurant called Konoba Oprtalj with famously good pasta, home-made schnapps and a roaring fire. Perfect.



WATCH PRODUCT VIDEO AT:  
WWW.ADRIA-MOBIL.COM



“Truffles are notoriously hard to farm commercially, hence their price with the very best ones fetching over \$3000 a pound. The best truffles grow naturally in very specific conditions and are found using trained pigs and dogs”.

THE COMPACT'S INTERIOR IS ALSO A RELAXING PLACE TO BE. OUR MODEL, THE SUPREME, ALSO FEATURED A 'SILVER' BODY AND THE ACCLAIMED FIAT DUCATO WITH THE LATEST EURO6 ENGINE. IT'S A MUCH IMPROVED DRIVING EXPERIENCE AND PARKING THE COMPACT IS EASY, EVEN IN THE NARROW STREETS. THE HERO FEATURE IS THE PANORAMIC SUN ROOF, AS IT LETS THE LIGHT FLOOD IN AND MAKES EVERYTHING FEEL SPACIOUS. OUR LAYOUT, THE DL OPEN SALON MODEL, GIVES SO MUCH INTERIOR FLEXIBILITY AND COMFORT. COMBINED WITH THE NEW KITCHEN AND INNOVATIVE BATHROOM, WITH INGENUOUS SWIVEL WALL SEPARATE SHOWER, IT'S A GREAT PACKAGE.

## Top truffle locations!

### #1 - PÉRIGORD

*in France is for many the #1 place to be for black truffle hunting. Join the celebrity chefs at the markets in January for the best finds.*

### #2 - ALBA

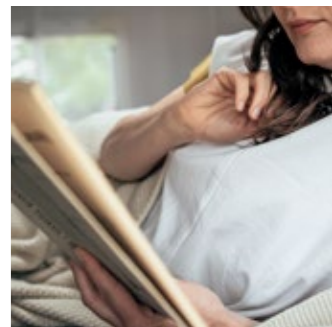
*The Italian city of Alba in Piedmont is hailed as the Mecca of the white truffle and it is the centre of Europe's premier truffle festival each autumn.*

### #3 - SAN MINIATO

*The Exhibition Market Festival of White Truffles in San Miniato, Tuscany is also a hot spot for truffle enthusiasts, in November.*

If you go in spring or summer you'll find truffle dishes on most menus in the area and there's also wine festivals and events on during many weekends in April and May. Finally, after a day doing touristy things, back to camp and time to test out the new bedroom design and Adria's new Luxe mattresses. A fine end to a great day out. So if you are in this part of the world, don't rush by the Istrian hinterlands heading straight to the beach (although we would also recommend Rovinj as the quintessential stop off by the sea), instead head for the hills for at least a nice (truffle) lunch.

See [www.istra.hr](http://www.istra.hr) for more information on visiting Istria.  
For Livade Truffle Days [www.sajamtartufa.com](http://www.sajamtartufa.com)  
For restaurant Konoba Oprtalj phone ahead and see on Tripadvisor.



*New adventures*

HOW ACTIVE ARE YOU?

*Our Active Multi-Purpose Camper is a great every day driver, always ready for adventures, overnight stays, weekends away and even longer holidays. With new Base and Pro variants, Active really is a perfect mini-van which can accommodate different user profiles. So how Active are you? Find out which model fits you best.*



**HIGHLIGHTS**

- Graphic design – automotive minimalistic design
- Full LED headlights & front grill & logo
- Lifiable roof with integrated sleeping compartment
- Privacy style windows to side and rear
- Length under 5 m
- NEW Roof rails for lauggage
- NEW lighter awning
- Now available in 6 different exterior colours

ARE YOU MORE BASE OR MORE PRO ORIENTED?

**BASE**

Drives the family around every day and doesn't need much to take short family time-offs.

- You need a vehicle for every day family transportation
- You like to escape the daily routine with your family
- You appreciate space over luxury
- You don't need to cook in your vehicle

**PRO**

Goes to work every day and spends weekends away, always geared up for an adventure.

- You need a vehicle for every day transportation
- You want to be able to simply go away with your partner/family
- You appreciate luxury and comfort
- You need everything for vacation in your vehicle

PLAY ▶

*The Active lets you do whatever you want to do, providing a great basecamp from which to indulge your passions for sport and an active outdoor lifestyle.*



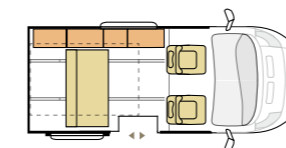
EVERYDAY 🏠

*The Active is the perfect alternative to a 'regular vehicle' as an everyday driver. Agile, easy to drive and with the extra benefits of more interior space, comfort and luggage capacity.*

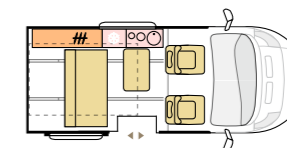


**BASE** is the new, stripped down model, without kitchen and water tank, but with more space, offering up to 5 sleeping and up to 6 driving spaces.

**PRO** model is the well-known Active model, offering sleeping for 4 and up to 6 driving spaces. It boasts full kitchen with 2 burner cooker and 36 L fridge, space for 2 100 Ah batteries and optimized gas box in the back.



ACTIVE BASE



ACTIVE PRO

Active is only available in certain markets and for specification details see [www.adria-mobil.com](http://www.adria-mobil.com)

STAY

*The Active is the perfect vehicle for overnight stays, weekends away and longer holidays. Stay close to nature but never feel far from home.*



## IN SEARCH OF MORE CAREFREE HOLIDAYS.

ADRIA'S SISTER BRAND, SUN LIVING HAS HAD A MAJOR MAKEOVER. THIS AWARD-WINNING BRAND, FAMOUS FOR ITS USER-CENTRIC DESIGN, HAS TAKEN A FRESH LOOK AT ITS RANGE OF MOTORHOMES AND CAMPERVANS AND SPENT THE LAST YEAR TALKING TO OWNERS AND INTERESTED VISITORS TO THE VARIOUS NATIONAL SHOWS.



## SO, WHAT'S NEW?

### + CHOICE

Sun Living vehicles are now available on the Fiat Ducato or Citroën Jumper, dependent on the market. There's a choice of cabin exteriors in white or silver and a choice of interior design too, with white or wooden cupboards. There's also a new van layout - V60SP Family.

### + STYLE

There's a completely new style interior, it's a little richer and warmer in tones and materials, still contemporary and cool but much more welcoming and harmonious. And complemented by redesigned handles, new spot lights plus carefully developed ambient lighting.

### + COMFORT

Smart Comfort backrest solution provides perfect seating and sleeping comfort, the new Ergo bathroom with sophisticated ergonomics and spaciousness is almost undetected when not in use, and the drop-down bed on S Series now comes as standard. There are also many pre-installations available now, factory-fitted.

### + PRACTICALITY

Here's where Sun Living always impresses, with large, easy access garages and plenty of storage solutions, and many practical solutions like extension of the table, which also folds to convert into a bed, portable LED spotlights and USB ports and many more. Small things but they make a difference.

### MORE VALUE

Sun Living vehicles have always been great value and with a philosophy of 'everything you need and nothing you don't' pricing is impressive, go check it out.



For a SIMPLY GREAT TIME  
look no further than the new Sun Living.  
[www.sun-living.com](http://www.sun-living.com)

*"Simplicity matters! We wanted to make our new range of vehicles as simple and easy to use as possible, make travelling carefree and more about the experience of being out there in nature. We believe ownership should be as simple as possible so we offer a robustly built, tried and tested range of vehicles, with a simple choice of best-selling layouts and the right equipment including heating by Truma and useful optional equipment ..."*

*In the fiercely competitive 'entry-level' market where Sun Living competes, the brand has found a strong following because of its simple modern design and its robust built-by-Adria-Mobil provenance. Users like the open, spacious designs and the flexibility inherent in the layouts.*

Says Sun Living product manager, Matevž Korosec, himself a regular S Series user, who spent months looking at every detail, at how things work and how to make owning and using a motorhome or campervan that much easier.



## FIND YOUR FREEDOM AND ADVENTURES WITH ADRIA.

OUR COLLECTIVE DESIRE FOR GETTING BACK TO INDEPENDENT TRAVELLING, HAS PERHAPS NEVER BEEN SO ACUTE, SO HOW WELL SUITED IS A RECREATIONAL VEHICLE FOR THIS NEW WORLD WE NOW LIVE IN?



**THE RECREATIONAL VEHICLE STORY.** Recreational vehicles date back over a century and follow the story of the automobile but became popular from the 1960's when car ownership and the demand for holidays boomed. First came caravans, then motorhomes and campervans, each fulfilling the same dream, the freedom of independent travel, which still proves strong today.

## 5 BENEFITS OF OWNING AN ADRIA.

Your vehicle, your freedom, when you want it, plan your get-away adventures and just go.

### 1 *your* VEHICLE

*your* ACCOMMODATION

### 2

Your own RV is your controlled environment not a hotel, or someone else's place. Only you get to use it. You set it up how you like it, you maintain and clean it to your own standards.

Your own RV means your own itinerary. No need for airports, hotels or package holidays or other people's itineraries. You can stay away from the crowds, travel with people of your choice and find your own freedom at your favourite destinations.

### 3 *your* ITINERARY

*your* ADVENTURES

### 4

Once you own an RV, life changes, the vehicle becomes your way of life, central to a world of new adventures. It's one of your family, central to your leisure time, planning weekends away and annual holidays, and sharing experiences.

Adria RV's are made by Europe's leading RV manufacturer, with almost 600,000 made and counting. Inspired design and superior quality, manufactured in Europe's leading state of the art RV factory and supported by over 500 Adria dealers.

### 5 *your* PEACE OF MIND

So, as we all navigate these extraordinary challenging times an RV might just be one good way of finding some future holiday normality, as times and conditions allow.



Inspiring adventures

ADRIA AT 55  
THE HOLIDAY STORY

55 years on from the first Adria caravan, the world is so different today, yet the allure of independent adventures remains strong.



"IN THE LATE 60'S AND 70'S ADRIA CARAVANS BECAME A FAMILIAR SIGHT ACROSS EUROPE AS PEOPLE SOUGHT THE OUTDOOR LIFESTYLE."

THEN.

The 1960's, still influence the way we live and how we holiday, over half a century later. The cultural and political revolution swept the Western world. You felt you could do pretty much anything, in a new era of personal freedom. Caravanning became popular, driven by the simple pleasures of living outdoors.

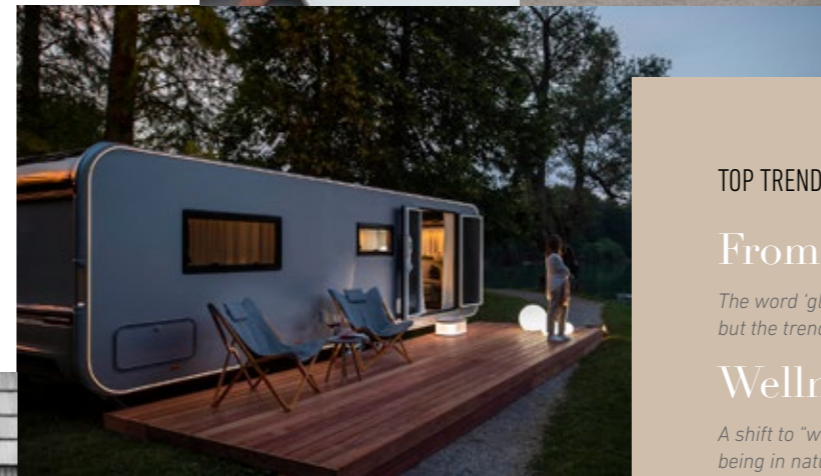


NOW.

A boom in independent holiday travel fostered by the internet and dramatically curtailed by the pandemic. For many, the RV is still essential to this sense of freedom, of having your own accommodation... and just going. Vehicle choice is greater than ever and levels of comfort and technology bare no comparison.



WATCH THE MOVIE AT:  
WWW.ADRIA-MOBIL.COM



TOP TRENDS

From Camping to Glamping

The word 'glamping' first used in 2007, but the trend for posh camping really took off in the past decade.

Wellness not wealth

A shift to "wellness" not material belongings, with a concern for health and being in nature. Experiences are the new luxury. Rather than splashing out on designer goods, people now spend it on "memorable experiences".

#Hashtag holidays

This era of social media where a picture can be worth a thousand words, driving holidaymakers to iconic spots for that priceless photo. For a new generation the lure of a simpler, freer, #Vanlife reminiscent of the 1960's is now a trend.

#Staycations

And after the disruption of 2020, who knows what will be next, maybe having your own mobile accommodation but not venturing too far from home will become a thing.

# ADRIA MACH. FOR AN EASIER, MORE COMFORTABLE LIFE.

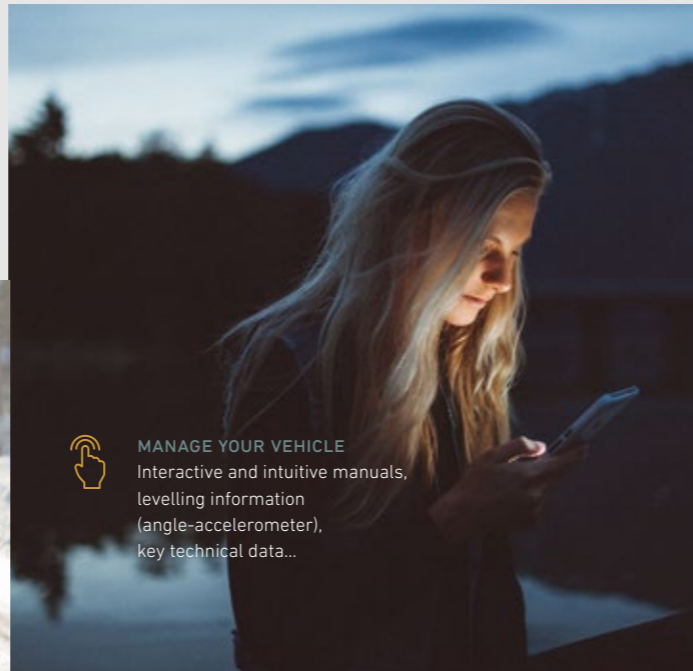
ADVANCED APP NOW OFFERS CLEVER REMOTE CONTROL OF ALL IMPORTANT FUNCTIONS AND EVEN MORE COMFORT WHEN INSIDE. ADRIA MACH PROVIDES INTUITIVE INSIGHTS INTO YOUR ENERGY AND WATER SUPPLIES, LARGE CARAVANNING POI DATABASE AND MANY EXTRAS.



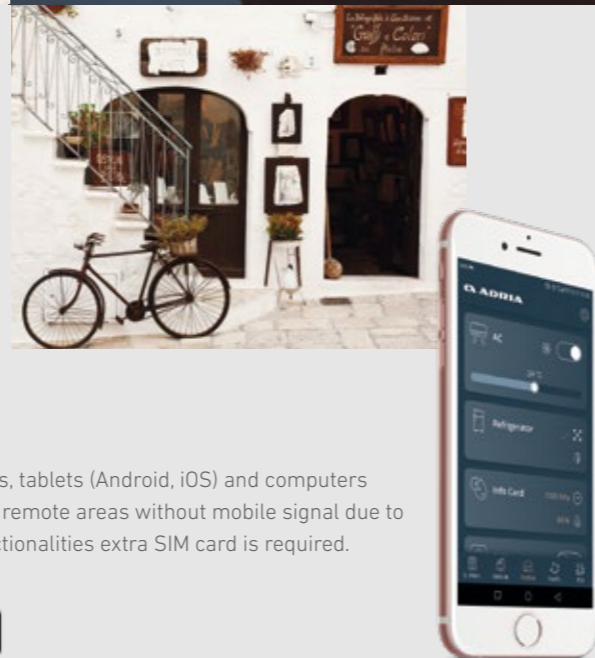
**REMOTE CONTROL OF IMPORTANT FUNCTIONS**  
Lights, heating, cooling, battery, water, gas, fridge...  
(with statistics and prediction)



**MANAGE YOUR VEHICLE**  
Interactive and intuitive manuals, levelling information (angle-accelerometer), key technical data...



**NAVIGATION & POI**  
Nearby refilling points suggestion and large POI database (Adria dealers, camps, parking spots, restaurants, landmarks...)



**MOBILE OFFICE**  
Wi-Fi hotspot functionality (access to web, listening to IP radio, watching IP TV ...)

MACH is available for smartphones, tablets (Android, iOS) and computers (web app). MACH functions also in remote areas without mobile signal due to its internal storage. For some functionalities extra SIM card is required.



**PRIMOŽ ROGLIČ**  
World-class cyclist, from Slovenia, 4th at 2018 Tour de France and 3rd at 2019 Giro d'Italia. 2019 season crowned him victor at Vuelta and at Giro dell Emilia and Tre Valli Varesine. Primož uses a Sonic when training and for holidays.

**ADRIA MOBIL CYCLING TEAM**  
The Adria-Mobil Cycling Team are the top Slovenian cycling team in the UCI European Tour. For more information visit [www.adria-mobil-cycling.com](http://www.adria-mobil-cycling.com)



**JAKOV FAK**  
Silver medal biathlon winner at the 2018 Winter Olympics and Bronze in Vancouver in 2010, Adria ambassador and Sonic user. His focus is now to compete in the 2022 winter Olympic games.

## ADRIA WORLD-CLASS PARTNERS

Adria recreational vehicles are the choice of champions.

**KTM MXGP FACTORY RACING TEAM**  
Custom-designed Adria Twins support KTM's team in the MXGP World Championship. This season Jeffrey Herlings already won the MXGP in Great Britain and Netherlands, with good results by Antonio Cairoli and Jorge Prado in the 2020 FIM Motocross World Championship.

**KTM FACTORY RACING TEAM**  
Every January since 2013, a fleet of Adria Sonic and Matrix motorhomes are taken on the Dakar Rally in South America by Red Bull KTM Factory Racing. Custom-designed Adria Twins also support KTM's team in the MXGP World Championship.



**TINA MAZE**  
Double World Champion and double Olympic gold medallist alpine skier. Catch up with her adventures in our van life story.

 **ADRIA**

[WWW.ADRIA-MOBIL.COM](http://WWW.ADRIA-MOBIL.COM)



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