



ADRIA

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45 LET ŽIVLJENJA V GIBANJU
YEARS OF LIVING IN MOTION

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Značaj je kot drevo, sloves pa kot njegova senca.
Senca je tisto, kar si mislimo, drevo pa je resničnost.
Abraham Lincoln

Dragi kolegi, partnerji in prijatelji karavaninga,

povzeti 45-letno zgodovino podjetja na eni strani je vedno izziv. Kako zajeti in omeniti vse ljudi in dogodke, ki so soustvarjali bogato, raznoliko in pestro zgodovino Adrie? Edini pravi način je, da pogledamo v temelje našega podjetja, v naše bistvo, ter razkrijemo trenutke motivacije, navdih in vrednot, na katerih se gradi preteklost, sedanjost in, verjamemo, tudi prihodnost.

Ko govorimo o bistvu podjetja, dejansko govorimo o ljudeh – nobena zamisel se ne porodi sama od sebe, nobena strategija, načrt ali cilj ni zastavljena oziroma uresničena brez ljudi. In, seveda, ne smemo pozabiti, da noben izdelek ne more preživeti na trgu, če ne zadovoljuje določene potrebe oziroma želje ljudi. Ko se osredotočamo na dolgoročno rast in uspešnost podjetja, moramo povezati vrednote ljudi s poslanstvom in z vizijo podjetja. Ne le zato, ker smo odgovorni, da izpolnimo pričakovanja in potrebe vseh, ki so kakor koli povezani z Adrio, ampak tudi zato, ker se čutimo odgovorne doseči in preseči ta pričakovanja, tako da gradimo in ustvarjamo partnerske odnose tako znotraj podjetja s sodelavci, v lokalni skupnosti kot tudi širše.

Zato poslanstvo, vizija in vrednote Adrie temeljijo na različnih vidikih našega vsakdanjega življenja. Naše poslanstvo je, da v vsaki novi sezoni kupcem predstavimo boljše, zanimivejše in bolj izpopolnjene izdelke. Ker sledimo svoji viziji, poskušamo združevati kakovost in znanje z najnovejšim oblikovanjem in funkcionalnostjo. In ker naše delo temelji na vrednotah, se zavedamo, da sta družbena in okoljska ozaveščenost pomemben del vsakega poslovanja. Tem načelom sledimo že 45 let in upam, da jih bodo prepoznale in v njih videle smisel, kot ga vidimo mi, tudi prihodnje generacije, ne glede na to, kako velika oziroma globoka bo senca.

Sonja Gole
direktorica Adrie Mobil

"Character is like a tree and reputation like its shadow.
The shadow is what we think of it; the tree is the real thing."

Abraham Lincoln

Dear colleagues, partners, friends of caravanning,

It is always a challenge to sum up a 45 year's history of a company on a single page – how to include everything and everyone, who participated in the creation of rich, diverse and dynamic history of Adria? I believe the only way to do it is to get down to grass-roots of probably every company's essence, to reveal the moments of motivation, inspiration and values upon which the past, the present and also the future will be built.

When talking about company's essence we are basically talking about people – no idea arises, no strategy is made and no plan or goal is set or reached without people. And not to forget – no product survives so long on the market if it doesn't correspond with a specific need or desire that people have. And when focused on long-term growth and success of a company we have to connect people's values with company's mission and vision. Not only because we are responsible for meeting the expectations and needs of all people in any way connected to Adria but we also feel responsible for achieving more than that in order to build partnership relations.

That is why Adria's mission, vision and values are based upon different aspects of our everyday lives. Understanding our mission we aim to present to our customers better and improved products in every new season; because we have a vision we strive to combine quality and know-how with up-to-date design and functionality; and because our work is value-based we believe that social and environmental responsibility should be an important part of every business. We have paved the past 45 years following these ideas and I hope this will be recognized also by the generations to come, no matter how big or deep the shadow will be.

Sonja Gole

Adria Mobil CEO

POTovanja. V vsakem izmed nas se skriva popotnik, odvisno pa je, kolikokrat temu popotniku dopustimo, da nas prevzame in popelje v nove kraje, med tuje kulture in drugačne ljudi – pa vendar med ljudi z enakimi željami, kot so naše. Tudi ti si želiš odkrivati neznane kraje, spoznavati različne kulture. In tako se vrti svet. In kakšen je pravi popotnik? Nedvomno nekdo, ki zna gledati in videti s srcem – kraje in ljudi. Je nekdo, ki zna uživati in užiti pot, kajti pravi popotnik kmalu ugotovi, da je cilj pot in ne destinacija, kamor smo namenjeni. Zato POTovanja.

Karavaning. Preživljanje prostega časa z lastno hišico na kolesih, ki se prilagaja našim željam, in ne mi njej, je nedvomno ena izmed največjih prednosti dopustovanja s prikolicami ali z avtodomom. Pravi ambasadorji karavaninga so ljudje svobodnega duha, ki si upajo in želijo odkrivati bližnje in manj bližnje kraje, to so ljudje z iskricami v očeh, ki se tudi na poti med vožnjo med seboj prepoznavajo in pozdravljajo kot pravi prijatelji, kar na neki način tudi so, saj se med seboj razumejo brez besed in si delijo enako prepričanje – srce je moj kompas. Zato karavaning.

Adria. Zgodba se začne s prikolicami in nadaljuje z avtodomi in s hišicami. Naši izdelki so bili že od vsega začetka zasnovani kakovostno, funkcionalno ter s poslušom za želje in potrebe naših končnih uporabnikov. Z inovativnimi idejami nam je v izdelkih uspelo pričarati občutek domačnosti, udobja in dobrega počutja, kar potrjujejo zadovoljni kupci iz cele Evrope in širše. Izdelki, ki nosijo pečat naših zaposlenih, naših sodelavcev, so narejeni v timskem duhu, z znanjem in s predanostjo vsakega in vseh, zato je njihova dodana vrednost neizmerljiva. Zato Adria.

Zbornik. V letošnjem letu blagovna znamka Adria praznuje svoj 45-letni jubilej, ki smo ga želeli obeležiti v besedi in sliki, vendar smo kljub tradicionalni karavaninški branži Adriino zgodbo želeli predstaviti na netradicionalen način. Zbrali in pregledali smo vse prejšnje Adriine kataloge, ki smo jih uspeli izbrskati bodisi iz arhivov podjetja bodisi iz osebnih arhivov, ter povzeli njihove bistvene značilnosti. Na ta način smo se sprehodili po bogati in plodni preteklosti 45-letnega obdobja, v katerem so Adriini izdelki iz leta v leto puščali svoj pečat, hkrati pa nam s pomočjo katalogov pričarali vzdušje časa, v katerem so narejeni. In ujeti posamezne trenutke te preteklosti, jih zbrati v celoto ter pogledati z malo drugačne perspektive je nedvomno posebno doživetje, ki pokaže veličino in globino Adriine zgodbe. Vsebinska je namenjena vsem, ki so bili del te zgodbe, vsem, ki še bodo, in seveda tistim, ki jih bo vsebinska zanimala zgolj zaradi radovednosti ali želje po prebiranju nečesa novega. Zato zbornik.

Želimo in verjamemo, da bo naša zgodba »najboljšega partnerja za prosti čas« tudi v prihodnje osvojila še marsikatero popotnika, ki bo z Adriinim izdelkom odkrival svet. Naj si za zaključek sposodimo nekaj misli iz knjige Svet je odprta knjiga, v kateri je na edinstven način predstavljena srž potovanj: »Potovanja so draž, so posebno darilo, ki si ga podarimo vsakokrat, ko se odpravimo na pot. Razbijajo skorjo starih izkušenj in v nas prebudijo užitke, skrivnosti in čudeže vsakdanjega življenja. S potovanji uresničujemo sanje, ki smo jih sanjali kot otroci. Ko v očeh tujcev zagledamo nove, že davno pozabljene prebliske sebe, občudujemo stvaritve ljudi, ki so živeli pred sto in več leti, in se srečujemo s tujimi kulturami, bolje razumemo sebe in druge.«

Travelling. In each one of us there is a hidden traveller, and it depends how many times we let him take us into new places, among foreign cultures and different people – among people sharing the same desires. They also want to discover unknown places, learn about new cultures. And that is the way the world keeps on spinning. And what is a true traveller like? Without a doubt, this is someone who knows how to observe and see with his heart – places and people. This is someone, who knows how to enjoy life in general and how to enjoy the path itself, since the true traveller soon finds out that the goal is the path itself and not the destination, where we might be heading to. That is why travelling.

Caravanning. Spending your leisure time with your own little house on wheels, which adapts to your desires and not us to her, is undoubtedly one of the greatest advantages of vacationing with a caravan or a motorhome. The true “ambassadors” of caravanning are people of the free spirit, who dare and wish to explore closer and less closer places, these are the people with sparkles in their eyes, who recognize each other while travelling and who greet each other like true friends, which they practically are, since they understand each other without words, sharing the same conviction – the heart is my compass. That is why caravanning.

Adria. The story begins with caravans and continues with motorhomes and mobile houses. Our products have been based on quality, functionality and with an ear for the wishes and needs of our final users from the very beginning. With innovative ideas in our products, we have managed to create the feeling of domesticity, comfort and wellness, which is proven by satisfied buyers from all around Europe and other parts of the world. The products, carrying the seal of our employees, our colleagues, are made in a team spirit, with the knowledge and dedication of everyone and all of us, and here lies the reason why the added value cannot be measured. That is why Adria.

The anthology. In this year the brand name Adria is celebrating its 45th jubilee, which we wanted to put down in words and pictures, but in spite of being a part of a traditional caravanning branch we wanted to present the story in a non-traditional manner. We have collected and checked all the past Adria catalogues, which we have managed to “ferret out” either from the company's archives or from personal ones, summarizing their main features. Thus we have “walked” down the rich and fertile past of a 45 years long period, in which Adria's products have left their mark, and at the same time conjuring up the feeling of the time in which they were made. And to catch the individual moments of that past, collect them and look at them from a slightly different perspective, is undoubtedly a special experience, showing the magnificence and depth of Adria's story. The summary is for everyone, who has been part of that story, for those who will become part of the story and, of course, for those who will be more interested in the summary out of sheer curiosity or a desire to read something new. That is why the anthology.

We wish and believe that our story “of the best partner for your leisure time” will “conquer” more travellers in the future, who will be exploring the world with an Adria product. In the end, let us borrow some thoughts from the book *The World Is an Open Book*, in which the gist for travelling is presented in an original way: “Travels are a charm, they are a special gift, which we give to ourselves everytime we set off. They break down the crust of old experiences and awaken in us the joys, secrets and wonders of daily life. When travelling, we realize the dreams we were dreaming as children. When we see in the eyes of strangers new reflections of ourselves, long forgotten, we start to admire the creations of people who lived hundreds and hundreds of years ago, and meeting other cultures, we understand ourselves and others better.”



Poslanstvo Adrie Mobil Adria Mobil's mission

45 let
življenja
v gibanju

Najboljši partner za prosti čas.

The best partner for your leisure time.



Vizija Adrie Mobil

Dolgoročna rast in razvoj podjetja s ciljem postati eden vodilnih proizvajalcev izdelkov za prosti čas.

Adria Mobil's vision

The company's long-term growth and development with the objective of becoming one of the leading manufacturers of leisure time products.



Vrednote Adrie Mobil

Adria Mobil's values

- Timsko delo
- Znanje in inovativnost
- Zadovoljstvo strank in zaposlenih
- Pravi ljudje na pravem mestu
- Pozitivna komunikacija na vseh nivojih

- Teamwork
- Know-how and innovativeness
- The satisfaction of our customers and employees
- The right people at the right place
- Positive communication on all levels

45 let
življenja
v gibanju

1965



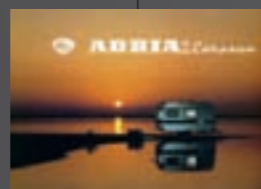
1969



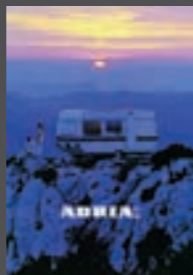
1970



1976



1978



1979



1980



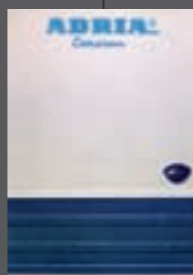
1981



1983



1985



1986



1988



1989



1990



1991



1992



1993



1994



1995



1996



1997



1998



1999



2000



2001



2002



2003



2004



2005



2006



2007



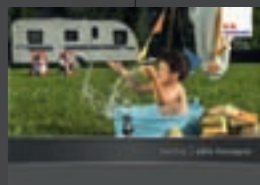
2008



2009



2010



2011

45 let življenja v gibanju

ADRIA® Caravan



INDUSTRIJA MOTORNIH VOZIL NOVO MESTO JUGOSLAVIJA

Naslovnica nemškega kataloga prikolic sezone 1969, enega prvih Adriinih katalogov.

The front-page of the German caravan catalogue for 1969, one of the first of Adria's catalogues.

1. Prvi prikazi tlorisnih različic so bili dokaj enostavni, v začetku še brez nočne postavitve.

The first depictions of ground plan versions were rather simple, in the beginning without the nocturnal stand.

2. Adriine prikolicice so bile že v sezoni 1969 pravi dom na kolesih.

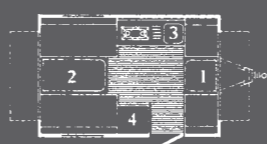
In the year 1969, Adria's caravans were a true home on wheels.

3. Hidravlično vzmetena naletna zavora in prezračevanje sta skrbela za varno vožnjo in dobro počutje.

Hydraulic car spring impact breaks and air conditioning took care of safe driving and a good feeling.

4. Deljena vhodna vrata in dvižno zadnje okno sta bila del serijske opreme prikolic, ki so bile takrat še brez modrega traku.

The separate entrance door and a lift - up rear window were a part of the serial caravan equipment, which at that time were still without a blue ribbon.



1

V letu 1969 se karavanning kot oblika preživljanja prostega časa vse bolj uveljavlja in čedalje več popotnikov prepozna njegove prednosti, kar nam že daje slutiti, da bo karavanning v prihodnosti ena izmed najbolj priljubljenih oblik preživljanja prostega časa: »Dopust z lastno prikolico, imenovan karavanning, ustreza potovalnemu stilu našega časa. Razlogi za nakup prikolicice so bolj brezčasne kot modne narave in zaradi njih število prepričanih »ambasadorjev karavanninga« stalno narašča.«

(Vir: nemški katalog sezone 1969)

In 1969 caravanning, as a form of spending one's leisure time, is becoming more and more important, and more and more travellers are becoming familiar with its advantages, which all makes us think that in the future this will become one of the most popular forms of spending one's leisure time: "Vacationing with your own caravan, also known as "caravanning", befits the travelling style of our time. The reasons for buying a caravan are more of timeless than of trendy nature and due to this the number of the avid "ambassadors of caravanning" is constantly increasing."

(Source: German catalogue, season 1969)



2

3

4

Leto 1965 – Izdelana je bila prva prikolica Adria 375.

The year 1965 – Adria's first caravan ADRIA 375 was produced.

1969

1965

1969

2010

45 let življenja v gibanju



ADRIA®

Caravan

INDUSTRIJA MOTORNIH VOZIL NOVO MESTO - JUGOSLAVIJA

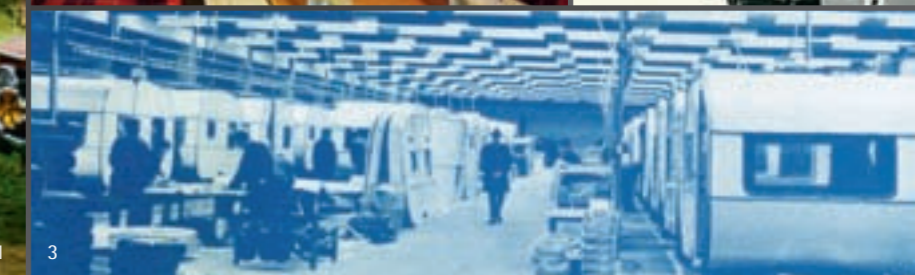


Že od začetka je bilo poslanstvo blagovne znamke Adria nezmotljivo povezano z vsemi prednostmi, ki jih ponuja karavaning. Življenjski slog, ki ga posebej Adria, so v katalogu iz sezone 1970 povzeli z naslednjimi besedami: »Kampiranje s počitniško prikolico je moderno. Da pa pri tem ne gre le za modo, je jasno iz več razlogov: svoboda pri načrtovanju dopusta, neodvisnost od hotelskih storitev in prevoznih sredstev, neposredni stik z naravo in dopust s celotno družino – tudi z najmlajšimi. Ustavite se lahko kjer koli in kadar koli želite.«

(Vir: jugoslovanski katalog prikolic sezone 1970)

Since the very beginning, brand name Adria's main mission has been infallibly connected with all the advantages that caravanning has to offer. The lifestyle, personified by Adria, was presented in the 1970 season's catalogue with the following words: "Camping with a caravan is modern. That everything is not only trend is clear for different reasons: freedom in vacation-planning, independence from the hotel services and means of transportation, being indirectly connected with nature and vacationing with the whole family- even with the youngest. You can stop anywhere at your heart's content."

(Source: Yugoslav caravan catalogue for season 1970)



Naslovnica jugoslovanskega kataloga prikolic sezone 1970.

The front-page of the Yugoslav caravan catalogue for season 1970.

1. Prikolica Adria z značilnim modrim trakom v višini oken.

Adria caravan with a typical blue ribbon at window height.

2. Notranjost prikolic izžareva duha svojega časa.

Caravan's interior radiates the spirit of its time.

3. Prva montažna linija Adriinih prikolic.

The first Adria caravans' assembly line.

4. Doma v Evropi.

At home in Europe.

1970

Predstavljena je bila prva generacija prikolic ovalne oblike s prepoznavnim modrim trakom.

The first generation of oval-shaped caravans with a typical blue ribbon was presented.



1965

1970

2010

45 years of living in motion



ADRIA®

Caravan



Adria je skozi svojo celotno zgodovino izkazovala veliko posluha za želje, potrebe in pričakovanja kupcev ter jih uspešno vgrajevala v svoje izdelke: »Zaradi želje po udobju, ki so jo izrazili prijatelji kampiranja, smo razširili svoj program. Naša ponudba obsega 17 različnih modelov prikolic v več različicah. Od začetkov z modelom 305 za dve osebi do hiše na kolesih. Optimalno oblikovanje prostora s harmonično usklajenim pohištvo vam nudi resnično stanovanjsko udobje. Funkcionalni toaletni prostori, pogradi in prostorna ležišča naredijo naše prikolice tudi otrokom prijazne, še posebej to velja za prostorno prikolico serije de Luxe.«

(Vir: nemški katalog prikolic sezone 1976)

Throughout its entire history, Adria has shown a great deal of attention to customers' desires, needs and expectations, which it has successfully incorporated in its products: "Due to the greater desire for comfort, expressed by the friends of camping, we have enlarged our programme. Thus our range of products encompasses 17 different caravan models in many variations. From the very beginning with the 305 model for two persons to the house on wheels. The optimal space design with the harmoniously adjusted furniture offers you a real residential comfort. The functional toilets, bunks and spacious beds make your caravans children-friendly, which especially applies to the spacious caravan of de Luxe series."

(Source: German caravan catalogue for season 1976)



Naslovnica nemškega kataloga prikolic sezone 1976.

The front-page of the German caravan catalogue for season 1976.

1. Notranja razporeditev je bila prostorno in sodobno zasnovana.

The interior layout was designed in a spacious and modern way.

2. Najprestižnejša serija 550 de Luxe.

The most prestigious 550 de Luxe series.

3. Še en pogled v notranjost prikolic, ki nazorno prikazuje popularni trend v preživljanju prostega časa.

Another view of the caravan's interior, clearly showing the popular trend in spending leisure time.

4. Praktičnost in večnamenskost uporabe prikolic so prepoznali tudi naši kupci, saj je Adria v tem letu prodala nekaj več kot 25 000 prikolic, kar je druga največja količina v 45-letni zgodovini podjetja.

Practicality and functionality of the caravan use was recognized by our buyers, as Adria has managed to sell more than 25 000 caravans, representing the second largest quantity in the company's 45-year old history.

1976

Odprta je bila nova tovarna oken za počitniške prikolice v Šmarjeti pri Novem mestu.

A new factory for the production of caravan windows in Šmarjeta near Novo mesto was opened.

1965

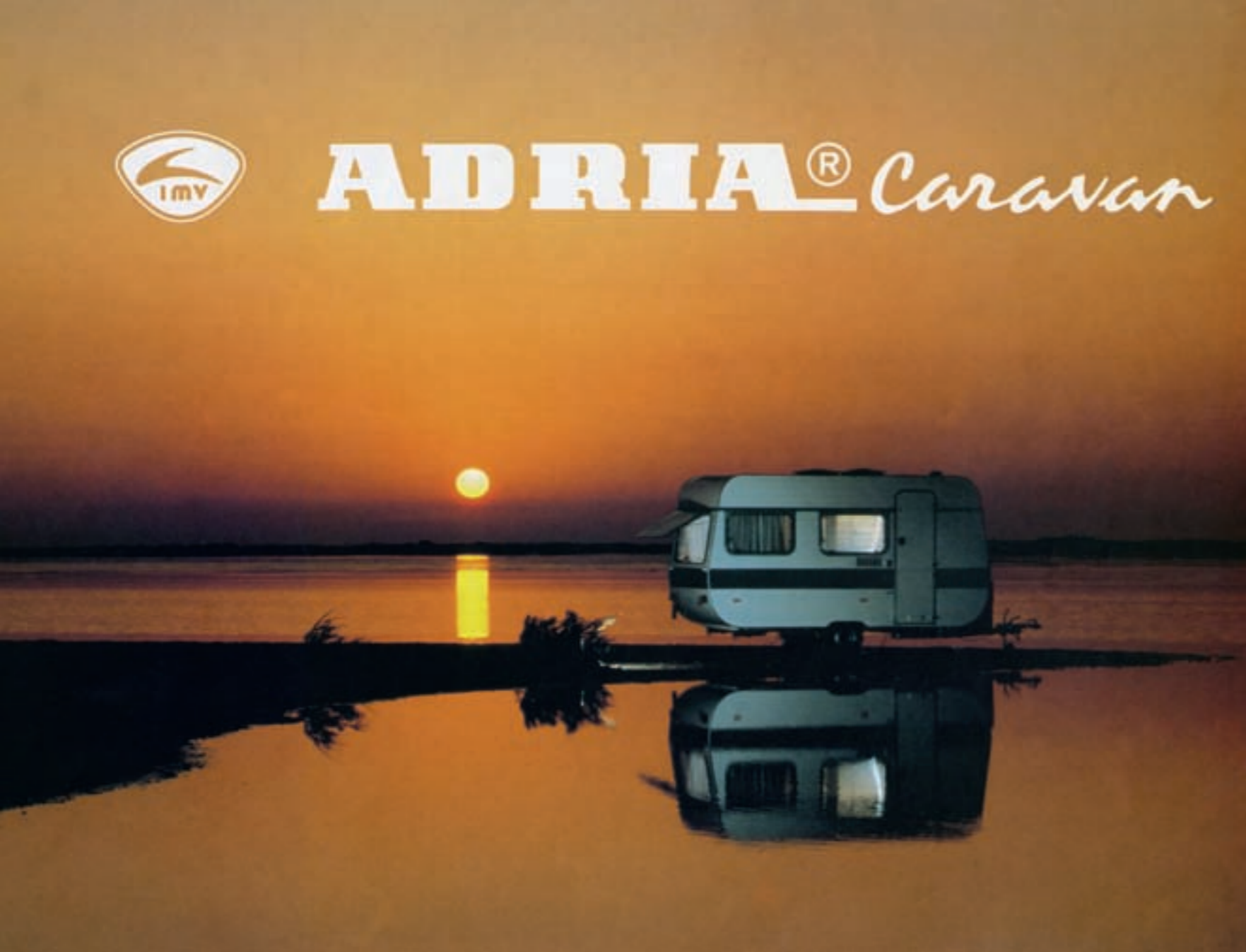
1976

2010

45 let življenja v gibanju



ADRIA® Caravan



Radovednost in želja po odkrivanju novega ostajata značajski lastnosti Adriinih popotnikov vse do današnjih dni: »V najskrivnejšem kotičku duše vsakega človeka tiči kanček nomada. Škoda, ker si ne dovolimo, da bi sprostil to pristno otroško stran naše osebnosti, ki nam lahko nudi mnogo zadovoljstva; recimo, resničen počitek, pustolovščino in rekreacijo. Pa tudi nove, neobičajne stike z naravo in kulturno dediščino. Najboljši počitek pa je po mojem letovanje v moji prikolici Adria. Nič nimam proti udobnosti, prav nasprotno! Toda ne delim mnenja tistih, ki so odvisni od luksuznih hotelskih aranžmajev (kakor tudi od vseh obveznosti, kar zadeva oblačenje, vedenje, večerja ob tej in tej uri in »pohiti, dragi, spet smo pozni«, pa čakanje in razburjanje). Cenim udobnost, pravo domačo udobnost. In udobnost moje prikolice služi meni, ne pa da bi jaz služil njej. Počivam, kadar hočem in kolikor hočem, ko pa odprem oči, vidim zdaj jezera, zdaj gozdove pa gore, travnike, ki valovijo v vetru ... Danes sem tu, jutri, kjer me je volja. Moja hišica – moja prostost.«

(Vir: slovenski katalog prikolic sezone 1978)

Curiosity and a desire for discovering the new have remained the distinctive qualities of Adria's travellers up to now: "In the most secret part of every man there is a part of nomad hidden. It is a pity that we do not let this unique child's side of our personality roam free, which can give us so much satisfaction, say, a true rest, adventure and recreation. And, also, new, unusual contacts with nature and cultural heritage. The best feeling is after my vacation in my own Adria caravan. I have nothing against comfort, on the contrary! But I do not share the opinion of those dependent on luxury hotel arrangements (as well as on other obligations, concerning putting on clothes, behaviour, dinner at this and that time and "Hurry up, darling, we are going to be late again", and waiting and excitement). I appreciate comfort, a true homely comfort. And the comfort of my caravan serves me, and not me serving it. I rest when I feel like and as much as I like, and when I open my eyes, I can see now the lakes, now the forests, and mountains, meadows, undulating in the wind..."

Today I am here, and tomorrow, where my heart takes me. My house – my liberty."

(Source: Slovenian caravan catalogue for the 1978 season)



Naslovnica slovenskega kataloga prikolic sezone 1978.

Front-page of the Slovenian caravan catalogue for season 1978.

1. Modri trak se pomakne pod okna.
The blue ribbon is moved under the windows.

2. Idilični prizori so prepričljivo nagovarjali vse večje število kupcev.

Such idyllic scenes have been convincingly speaking to more and more buyers.

3. Prijetno počutje in domačnost za brezskrben počitniški vsakdan.

A nice feeling and homeliness for a carefree holiday.

4. Tržna naravnost blagovne znamke Adria je narekovala slikovito in nazorno predstavitev tlorisnih različic.

A market – oriented brand name Adria was directing a picturesque and illuminating presentation of ground plan versions.

1978

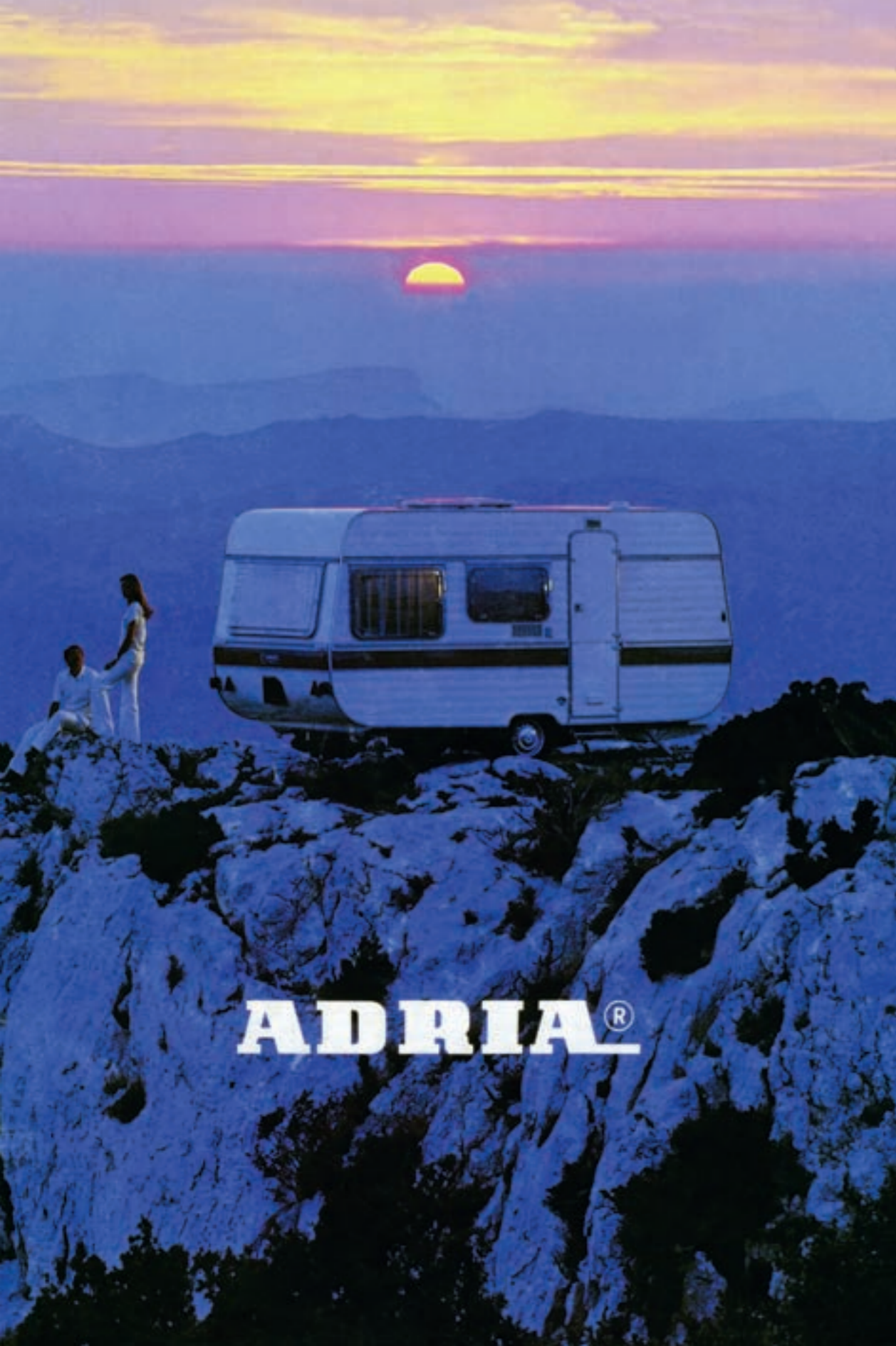
1965



1978

2010

45 years of living in motion



Naslovnica francoskega kataloga prikolic sezone 1979.

The front-page of the French caravan catalogue for season 1979.

1. Pogled v notranjost prikolic – izris v 3D tehniki.

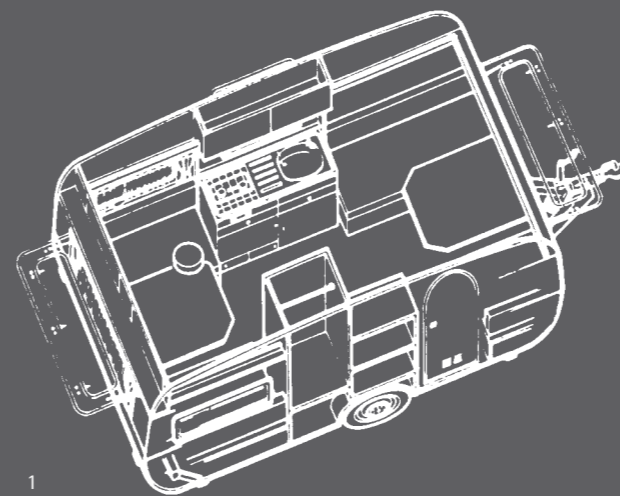
View of the caravan's interior – in 3D.

2. Kuhinjski blok in dnevni prostor ponujata najboljši možni izkoristek prostora ter funkcionalnost delovnih površin.

The kitchen block and the day area offer the maximal use of space and work area functionality.

3. V tem letu ponudba Adriinih prikolic obsega tako prvo kot tudi drugo generacijo.

In this year, Adria's offer includes the first and the second generation.



Z več kot 20 000 prodanimi prikolicami in skoraj 8-odstotnim tržnim deležem je Adria veljala za eno najbolj priljubljenih blagovnih znamk v evropski panogi karavaninga. Adria je zaupanje kupcev pridobila z vrhunsko tehnologijo proizvodnje ter bogato opremljenostjo svojih izdelkov: »Na voljo imate pet serij prikolic, kot se tudi spodobi za prvega evropskega konstruktorja. Odlikujejo jih naslednje skupne značilnosti: kakovost, ki jo dosežemo s pomočjo najboljših tehnoloških postopkov konstrukcije in skrbnim izborom opreme; robustnost in vzdržljivost, da tega nakupa ne boste obžalovali in da bo vaša prikolica lahko kljubovala času; lahka konstrukcija, ki omogoča vleko prikolic tudi vozilom z majhno ali s srednjo prostornino motorja.«
(Vir: francoski katalog prikolic sezone 1979)

With more than 20 000 caravans sold and an almost 8% market share, Adria is regarded as one of the most popular brand names in the European caravanning branch. It has managed to gain the buyers' trust with its state of the art production technology and with richly-equipped products: "You have five series of caravans at your disposal, as befits the first European constructor. They are distinguished by the following common characteristics: quality, achieved with the help of the best technological procedures in construction and a careful equipment selection; robustness and endurance, so that you will not regret this purchase and that your caravan will be able to defy time; light construction, enabling even vehicles with small or medium-range engine volume to tow the caravan."
(Source: French caravan catalogue for season 1979)

Na podlagi tržnega uspeha prikolic Adria je bila leta 1979 sprejeta odločitev o gradnji nove tovarne prikolic v Novem mestu.

On the basis of the market success of Adria caravans, a decision was made in 1979 to build a new caravan factory in Novo mesto.

1979

1965

1979

2010

45 let življenja v gibanju

ADRIA®



1980

Naslovnica francoskega kataloga prikolic sezone 1980.

The front-page of the French caravan catalogue for season 1980.

1. Prostornost in dizajn, ki bi s poudarkom na »retro« delovala prepričljivo tudi danes.

Spaciousness and design, which could effectively work even today with its emphasis on "retro".

2. Utrip podeželja še vedno privlači številne popotnike.

The beat of the countryside still attracts numerous travellers.

Kakovost izdelave, bogata opremljenost ter razvejana prodajno-servisna mreža so stalnica Adriine zgodbe: »Nakup prikolice je resna stvar in prav tako resne so tudi prikolice iz sezone 1980. Sezona ponuja bogat izbor 23 modelov, ki so razvrščeni v pet serij. Odlikujejo se po robustni in vzdržljivi, obenem pa lahki konstrukciji, kar omogoča lažjo vleko, ne glede na to ali prikolico priklopimo na vozilo z manjšo ali s srednjo prostornino motorja, ravno zaradi izjemnih vozni lastnosti Adriinih prikolic. Bogat je tudi seznam opreme in elementov dodatne opreme, katerih kakovost uvršča prikolice znamke Adria med izjemno dovršene že takoj po prihodu z montažnih trakov. Če k celotni podobi dodamo še prodajno in poprodajno mrežo z več kot 500 prodajnimi mesti in servisi po Evropi, ugodno ceno na ključ, boste imeli dovolj dobrih razlogov, da brez skrbi izberete katerega od Adriinih modelov, ki vam jih predstavljamo v nadaljevanju. Vsak izmed njih nudi evropskim kupcem celovito kakovost, bogato in izbrano opremo ter zmerne cene.«

(Vir: francoski katalog prikolic sezone 1980)

The production quality, rich equipment and branched-out sales - service network are a constant of the Adria story: "Buying a caravan is a serious thing, and that is why the 1980 season caravans are also serious. The season has 23 models on offer, divided into five series. They are distinguished by a robust and enduring and, at the same time, a light construction, enabling an easier tow, regardless as to whether we couple the caravan on a vehicle with a small or medium-range engine volume due to the superb driving qualities of Adria's caravans. The list of equipment and optional equipment elements is also rich, placing the quality of Adria's caravans among the most sophisticated, the moment they roll down the assembly lines. Add to this the sales and aftersales network with more than 500 sales outlets and services all around Europe, a favourable price on key, and you will have enough good reasons to choose without worry one of Adria's models, which are presented later on. Each one of them offers European buyers total quality, with opulent and selected equipment at fair prices."

(Source: French caravan catalogue for season 1980)



V tem letu je bilo prodanih več kot 26 000 Adriinih prikolic. S tem je bil dosežen 11,6-odstotni tržni delež.

In this year, more than 26 000 Adria caravans were sold, representing 11.6% market share.

1965

1980

2010

45 years of living in motion

Freie Fahrt für den großen Europäer mit dem blauen Band



Naslovnica nemškega kataloga prikolic sezone 1981.

The front-page of the German caravan catalogue for season 1981.

1. Majhna in okretna prikolica za poletne počitnice je bila izjemno priljubljena.

A small and nimble caravan for summer holidays was extremely popular.

2. Dizajn s posluhom za najmlajše popotnike.

A design with an ear for the youngest travellers.

3. Adria se je v teh letih po različnih evropskih trgih predstavljala s posebej oblikovanimi katalogi.

In these years, Adria was presenting itself on various European markets with specially designed catalogues.

1981

Po dostopnih podatkih je bil največji obseg prodaje v evropski panogi karavaninga dosežen v letu 1974, ko je bilo prodanih kar 320 000 počitniških prikolic. Obseg prodaje se je po letu 1975 spustil pod 300 000 izdelkov ter je v letu 1981 dosegel 198 000 enot prodaje. V tem letu je blagovna znamka Adria uresničila prodajo 23 300 izdelkov in s tem dosegla svoj najvišji, kar 11,8-odstotni tržni delež v evropski panogi.

According to the available data, the largest range of sales in the European caravanning branch was achieved in the year 1974, when 320 000 caravans were sold. The range of sales after 1975 fell below 300 000 products, achieving 198 000 units in 1981. In that year, brand name Adria realized the sales totalling 23 300 products, thus achieving its biggest, 11.8% market share in the European branch.



"Komfort wohnend" heißt das Motto für unsere neuen Modelle... und gilt damit auch schon für den 330 SLB, der ebenfalls unsere Serie Europa de Luxe.

Chassisplanung Blue gelte als ebenso selbstverständlich wie Vollkennung und Thoma-Henning 3300, Kühlschrank, Küchen-Schüssel und Kristall-Weichen-Kunden-Service. Angebot als natürlich alles in der bekanntesten Adria-Qualität.



Izdelan je bil prvi katalog rezervnih delov za prikolice.

The first caravan spare parts' catalogue was made.



Naslovnica francoskega kataloga prikolic sezone 1982.

The front-page of the French caravan catalogue for season 1982.

1. Dekorativni modri trak se pri 3. generaciji pomakne v spodnji del prikolice.

Decorative blue ribbon is moved to the caravan's lower part with the 3rd generation.

2. Inovativno zasnovana kopalnica z dviznim umivalnikom.

Innovatively designed bathroom with a pull-up sink.

3. Adria Plus je z bogato ponudbo dodatne opreme zaokrožala celovitost Adriinega programa.

Adria Plus with its rich offer of additional equipment rounds off Adria's programme wholeness.



V letu 1982 je bila predstavljena 3. generacija prikolic, imenovana Mistral. Značilnost te generacije je bila aerodinamična oblika sprednjega dela, kar je veljalo za veliko konkurenčno prednost v času krize v oskrbi z gorivom. Veliko pozornosti je bilo namenjene vsečnemu dizajnu in funkcionalnosti, o čemer govori tudi naslednji tekst: »Oblikovanje je obenem umetnost in znanost. Njegov namen je najti najboljšo estetsko in tehnično rešitev ter izdelke popolnoma prilagoditi njihovim funkcijam. V najširšem pomenu besede se oblikovanje umešča na stičišče potreb podjetja, pri čemer naj bi vzpostavilo optimalno razmerje med »izdelki«, »njihovo uporabo« in »njihovim okoljem«. Ta načela so prišla posebej do izraza pri razvoju novih Adriinih prikolic Mistral.«

(Vir: francoski katalog prikolic sezone 1982)

In 1982, the third generation of caravans named Mistral was presented. Its main characteristic was the aerodynamic shape of the front part, which was considered a great competitive advantage during the oil supply crisis. Great attention was given to the agreeable design and functionality, which can be seen in the following text: "The process of designing is art and science at the same time. Its function is to find the best aesthetic and technical solution and to fully adapt the products to their functions. In the most general meaning of the word, designing itself is placed at the intersection of the company's needs, where the final result should be the optimal ratio between "products" and "their environment". These principles came to the fore with the design of the new Adria Mistral caravans."

(Source: French caravan catalogue for season 1982)

ADRIA®

1982

V letu 1982 sta bila narejena prva prototipa avtodomov Adriatik 420 in 450. Adria je vpeljala t. i. sendvič tehnologijo za izdelavo karoserijskih delov.

In 1982 the first motorhome prototypes Adriatik 420 and 450 were produced. Adria introduced so-called sandwich technology for the production of the body elements.

1965

1982

2010

45 years of living in motion



catalogo 1983

1983

Naslovnica italijanskega kataloga prikolic sezone 1983.

The front-page of the Italian caravan catalogue for season 1983.

1. Fotografije v katalogu so izrazito tematsko obarvane in nakazujejo različne možnosti uporabe prikolic Adria.

The catalogue's photos are thematically coloured and show various usage possibilities of Adria caravans.

2. Deljiva vhodna vrata ter značilen modri trak Adriinih prikolic.

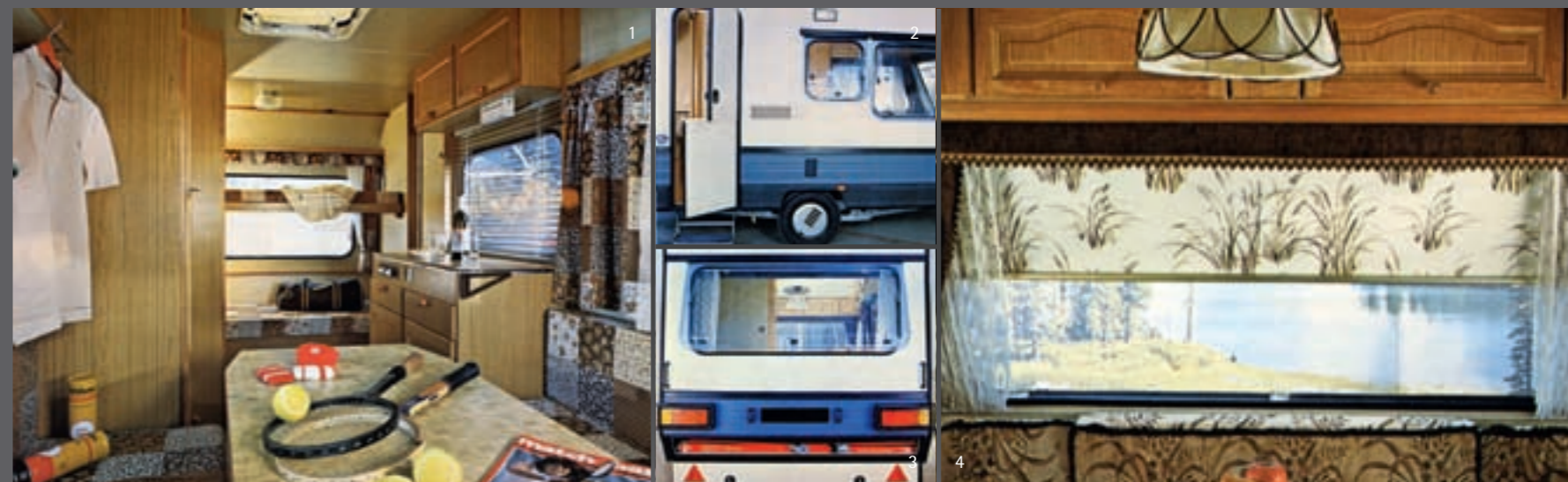
The separable entrance door and a characteristic blue ribbon on Adria caravans.

3. Izjemno praktičen prtljažni prostor v zadnjem delu prikolic.

An extremely practical luggage compartment in the caravan's rear part.

4. Okenski rolo je imel enak vzorec kot oblažinjenje sedežne enote.

The window blind had the same pattern as the upholstered sitting groups.



Iz brežiške tovarne je bilo na skandinavski trg odpremljenih prvih 50 prikolic, ki so bile narejene po novi »sendvič« tehnologiji.

From the factory in Brežice the first 50 caravans made with new »sandwich« technology were exported to Scandinavia.

»Dolga modra črta osvaja Evropo« je slogan z naslovnice italijanskega kataloga, ki nezmotljivo poudarja širok izbor Adriinih izdelkov. V katalogu so izpostavljene tudi konkurenčne prednosti takratne kolekcije:

- robusten in praktičen mehanski del,
- varne in udobne obloge ter izolacija,
- udobna in funkcionalna oprema in dodatki.

(Vir: italijanski katalog prikolic sezone 1983)

"The long blue line is conquering Europe" is a slogan from the Italian catalogue's front-page, which unmistakably emphasizes a wide selection of Adria's products. Other competitive advantages of that time's collection are also shown:

- robust and practical mechanical part,
- safe and comfortable coating and insulation,
- comfortable and functional equipment and accessories.

(Source: Italian caravan catalogue for season 1983)

1965

1983

2010

45 let življenja v gibanju

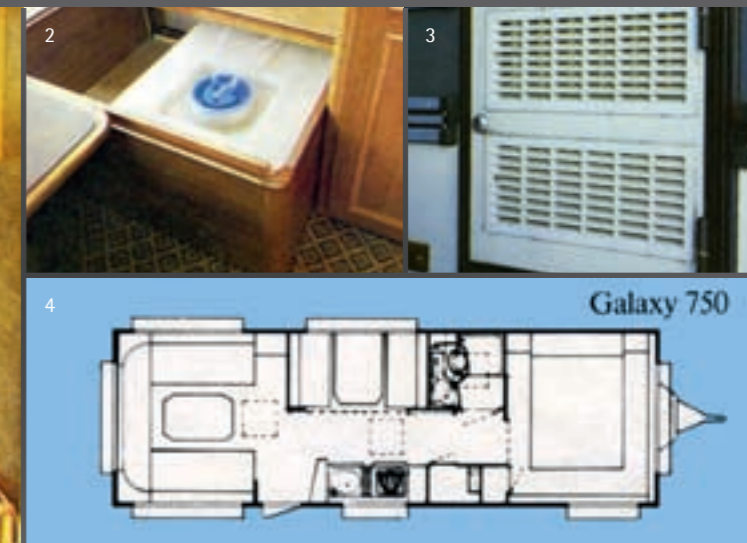


Tudi katalogi so poudarjali tržno usmerjenost oziroma prilagojenost izdelkov različnim geografskim razmeram. Tako je v norveškem katalogu iz tega leta poudarek predvsem na kakovosti konstrukcije, poprodajni podpori uporabnikom ter izolativnosti karoserijskih elementov: »Aerodinamična sendvič konstrukcija karoserije z 20-milimetrsko izolacijo v straneh in strehi ter s 40-milimetrsko izolacijo v tleh. Lahka AL-KO šasija z jeklenim torzijskim vzmetenjem omogoča maksimalno dobre vozne lastnosti in zelo ekonomično porabo goriva. Posebej velika medkolesna razdalja omogoča stabilno vožnjo in boljši izkoristek notranjega prostora. Spodnji rob karoserije je zaščiten s širokim odbijačem iz plastike, sestavljenim iz več delov, kar omogoča lahko zamenjavo. V primeru nesreče pogosto pride do poškodb prav v tem delu karoserije; ker je treba zamenjati le del odbijača, se strošek sicer dragih popravil bistveno zmanjša. Hladno kovana površina karoserije nima vijakov in okovja, ki bi lahko rjaveli in učinek sendvič konstrukcije je med drugim v tem, da plošče ostanejo ravne, brez bočenja.«

(Vir: norveški katalog prikolic sezone 1984)

Even the catalogues emphasized the market orientation or the products adaptability to different geographical conditions. Thus the Norwegian catalogue from the same year lays emphasis mainly on the construction quality and the insulation of body part elements: "The aerodynamic sandwich chassis construction has 20-millimeter side and roof insulation and 40-millimeter floor insulation. The light AL-KO chassis with steel torsion suspension enables optimally-good driving qualities and very economical gas consumption. An especially great distance between the wheels enables stable driving and better use of the internal space. The lower car body part is protected with a wide plastic bumper. This is made up of several parts, enabling easy and quick replacement where most damage occurs in the case of an accident. As only a part of the bumper needs replacement, the total cost of otherwise expensive repairs is thus significantly lower. The cold forged car body has no screws and studs which could rust. The sandwich construction has the effect, among others, of keeping the plates level, without bending."

(Source: Norwegian caravan catalogue, season 1984)



Naslovnica norveškega kataloga prikolic sezone 1984.

The front-page of the Norwegian caravan catalogue for season 1984.

1. Prikolice so namenjene celoletni uporabi. Caravans are designed for a year-long use.

2. Med standardno opremo, ki je zagotavljala obilo udobja, je bil tudi 40-litrski zbiralnik za vodo. Današnji »volumen« udobja meri najmanj 80 litrov.

Among the standard equipment, ensuring a lot of comfort, was also a 40-litre water tank. Today's comfort "volume" measures at least 80-litres.

3. Enostaven dostop do hladilnika za izvajanje pregledov in popravil je bil mogoč z zunanje strani.

The simple access to the fridge in case of maintenance and repairs was made possible from the outside.

4. Model Galaxy 750 je ponujal prostorno bivanje kar 7 ljudem.

Galaxy 750 model offered a roomy living-space for up to seven people.

1984

V času olimpijskih iger v Sarajevu je bila olimpijskemu komiteju podarjena prikolica Adria 500E. V tem letu je nastal tudi prvi novinarski test avtodoma Adriatik A 450.

Sarajevo Olympic Committee was given an Adria 500E caravan at its disposal during the Olympic Games. This year also the first journalist's test of Adriatic A 450 motorhome was carried out by two newspaper reporters from Dolenjski list.

1965

1984

2010

45 years of living in motion



ADRIA®

Kot lahko razberemo iz kataloga, so bile v trendu prikolice z aerodinamično obliko čelne stene ter izboljšanimi voznimi lastnostmi: »Znamenite prikolice Mistral so nam dale nova znanja, Adria pa jih v tem katalogu dopolnjuje z dvema povsem novima serijama, Kobra in Tygra, ki ju je neposredno navdihnili prav prikolice Mistral. Tako Adria pri vseh treh serijah bivalnih prikolic uporablja tehnologijo sendvič plošč, ki jo odslej izključno uporabljajo za vse karoserijske različice. Tem smo izboljšali tudi aerodinamične lastnosti, kar omogoča občuten prihranek porabe goriva in izboljšanje voznih lastnosti. Poleg tega smo upoštevali tudi razmah razvoja avtomobilskih motorjev z manjšimi prostorninami, zato so prikolice Adria 85 bistveno lažje.«

(Vir: francoski katalog prikolic sezone 1985)

As can be seen from the catalogue, caravans with the aerodynamically-shaped front wall and improved driving characteristics were in trend: "The famous Mistral caravans have given us new knowledge, while Adria complements them in the catalogue with two completely new series, namely, Kobra and Tygra, which have been indirectly inspired by the very same Mistral caravan. Thus, Adria uses the technology of sandwich plates in all three caravan series, which has been exclusively used for all body element versions. All have also had the aerodynamic characteristics improved, enabling a considerable saving in fuel-consumption and improvement in driving characteristics. Besides, the tremendous small volume car engine headway was taken into account, making Adria 85 caravans fundamentally lighter."

(Source: French caravan catalogue for season 1985)



Naslovnica francoskega kataloga prikolic sezone 1985.

The front-page of the French caravan catalogue for season 1985.

1. Danes bi notranjost prikolic Adria Cobra opisali z dvema besedama: retro nostalgija.

Today the Adria Cobra caravan would be described with two words: retro nostalgia.

2. Adriini katalogi so vedno ponujali tudi ideje za aktivno preživljanje prostega časa.

Adria's catalogues have always given ideas on how to actively spend leisure time.

3. Največji in najprestižnejši model Adria Syrana je uporabnike razvajal z inovativnim dizajnom kopalnice, v kateri je svoje mesto našla tudi prava pravcata kad.

The biggest and most prestigious model Adria Syriana spoiled the users with the innovatively designed bathroom, where even the good old-fashioned bath-tub found its place.

4. Adria je uspešno ohranjala položaj ene najbolj priljubljenih blagovnih znamk v evropski panogi karavaninga.

Adria has successfully managed to keep the position of one of the most popular brands in the European caravanning line.

1985

Adria je razvila prve prototipe mobilnih hišic, ki so danes stalnica v ponudbi kampov in turističnih središč. Novinarja Dolenjskega lista v letu 1985 opravita drugi test avtodoma Adriatik A 420. Tokrat se odpravita proti jugu, in sicer do Krete in nazaj.

Adria developed the first prototypes of mobile houses, which today represent a constant on offer in camps and tourist sites.

In 1985, two newspaper reporters from Dolenjski list carry out the second test of Adriatik A 420 motorhome. This time they set off towards the South, namely towards the island of Crete and back.

1965

1985

2010

45 let življenja v gibanju

ADRIA®

Caravan

Naslovnica nizozemskega kataloga prikolic sezone 1986; prvič se na naslovnici pojavi le detalj izdelka, ne pa cela prikolica, kar govori o mednarodni prepoznavnosti blagovne znamke Adria in njenih izdelkov, ki so med uporabniki dodobra uveljavljeni in priljubljeni.

The front-page of the Dutch caravan catalogue for season 1986; For the first time, there is only a detail of the product, and not the entire caravan on the front-page, giving additional testimony to the international recognition of the brand name Adria and its products, which are well-recognized and popular among users.

1. Cilj ni vedno edini smoter potovanja – pot, ki nas do tja pelje, je večasih enako ali bolj zanimiva. Morda je bilo v preteklosti, ko nas na naslednji zavoj ni opozarjal GPS, to še bolj izrazito.

The goal is not the only aim of travelling – the path itself can sometimes be even more interesting. This might have been true especially in the past, when we were not warned about the next turn by the GPS.

2. Italijanski katalog je podrobno predstavil tudi tehnične lastnosti prikolic.

Italian catalogue showed the technical characteristics of caravans in detail.

3. Nepozabni in idilični trenutki, ki jih ponuja karavaning.

Unforgettable and idyllic moments, offered by caravanning.



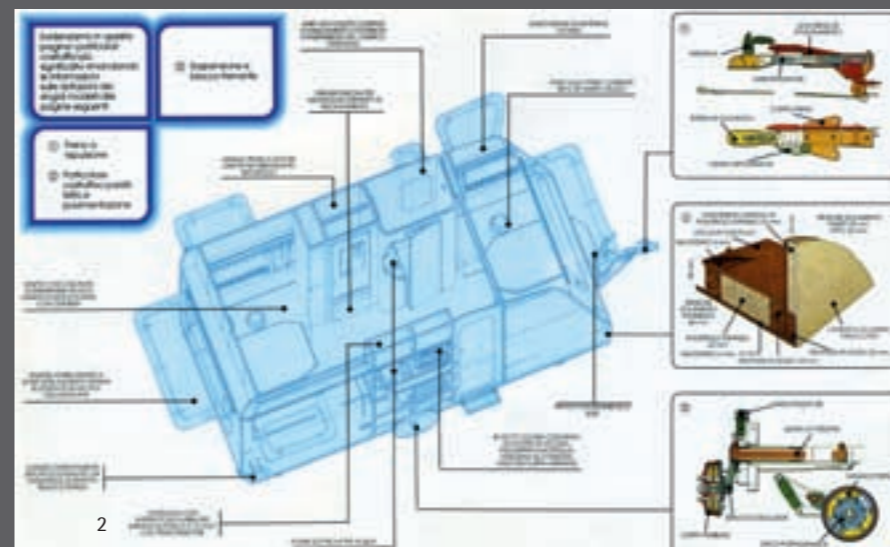
1

Adriini katalogi so poudarjali tudi pomen poprodajnih storitev, ki so za zadovoljstvo in zaupanje Adriinih kupcev bistvenega pomena: »Adria se lahko pohvali z eno najbolje organiziranih servisnih storitev za pomoč strankam na Nizozemskem. Kjer koli že ste, v svoji bližini boste vedno našli kakšno od podružnic podjetja, ki jih je na Nizozemskem 32. V vsaki se bodo potrudili, da vam nudijo takojšnjo pomoč, ne glede na to, kje živite oziroma preživljate dopust. Poleg tega si Adria tudi kot podjetje prizadeva nuditi kar najboljšo podporo tako vam kot tudi svojim predstavnikom, kadar je to potrebno. Adrio boste našli po vsej Evropi, tako med počitnikovanjem na jadranski obali kot na obalah Baltskega morja, v Italiji ali na Norveškem, pomirjujoča pa je tudi misel, da kjer koli ste, je v bližini predstavništvo Adrie, ki vam bo priskočilo na pomoč.«

(Vir: nizozemski katalog prikolic sezone 1986)

Adria's catalogues have emphasized the importance of aftersales services, which are of the essential meaning for the satisfaction and trust of Adria's buyers: "Adria can be proud of one of the best-organized services, offering help to customers in the Netherlands. Wherever you are, there will always be a company's branch, and there are currently 32 in the Netherlands. In every branch they will do their best to help you on the spot, regardless of where you live or where you might be spending your vacation. Besides, Adria as a company tries to give the best support to you as well as to its representatives, when the need arises. You will be able to find Adria all over Europe, during vacationing on the Adriatic coast, in Italy, or in Norway, and the thought that wherever you are, Adria's branch is there, and they will come to help you at once, is really comforting."

(Source: Dutch caravan catalogue for season 1986)



2



3

Selitev v novo tovarno v Novem mestu ter začetek serijske proizvodnje avtomotov v Belgiji.

Moving into a new factory in Novo mesto and the start of serial motorhome production in Belgium.

1986

1965



1986

2010

45 years of living in motion



ADRIA®

Adria je svojo konkurenčnost gradila na fleksibilnosti ter upoštevanju pričakovanj različnih trgov, kar je razvidno tudi iz vsebine nizozemskega kataloga: »Ta katalog vam ponuja popoln pregled proizvodnega programa Adriinih prikolic sezone 1988. Dopolnjen program – s kar 16 modeli (!) – ustreza najvišjim zahtevam, najbolj prefinjenemu okusu in vsakemu družinskemu proračunu. Pozornost med drugim zbuja sodobne oblikovalske rešitve in stilizirana zunanost teh sončno obarvanih prikolic.

Z zadovoljstvom vam predstavljamo štiri serije, ki se med seboj sicer razlikujejo, vendar imajo prav vse nekaj skupnega: najboljša kakovost in udobje pri vožnji. Že veste, katera od Adriinih prikolic najbolj ustreza vaši družinski situaciji? Še ne? Potem v miru in počasi prelistajte katalog in zagotovo boste našli prikolico svojih sanj.«

(Vir: nizozemski katalog prikolic sezone 1988)

Adria has built its competitiveness on flexibility and on taking into account the expectations of various markets, which can be seen from the Dutch catalogue's contents: "This catalogue offers you a complete overview of Adria caravan production's programme for the 1988 season. The complemented programme – with 16 models(!) – fulfills the highest demands, the most refined taste and every family's budget. The attention is roused by, among other things, modern design solutions and stylized exterior and colours, as caravans are painted in the colours of the sun.

With satisfaction we present to you four series, which are different from each other, but on the other hand still share one common trait, namely, superior quality and comfort while driving. Do you know which Adria caravan befits your family situation the most? Not yet? Then leaf through the catalogue slowly and in peace and you will surely find your dream caravan."

(Source: Dutch caravan catalogue, 1988 season)



Naslovnica nizozemskega kataloga sezone 1988.

The front-page of the Dutch caravan catalogue for season 1988.

1. Adriina ponudba prikolic je v tem letu obsegala 16 modelov.

Adria caravan range encompassed 16 models in this year.

2. Prikolice Adria so bile namenjene tako počitnicam na morju kot tudi odkrivanju bogate naravne in kulturne dediščine Evrope.

Adria caravans have been designed for vacations at the seaside, as well as for discovering the rich natural and cultural European heritage.

3. V notranjosti prikolic so prevladovale svetle naravne barve ter številne odlagalne police.

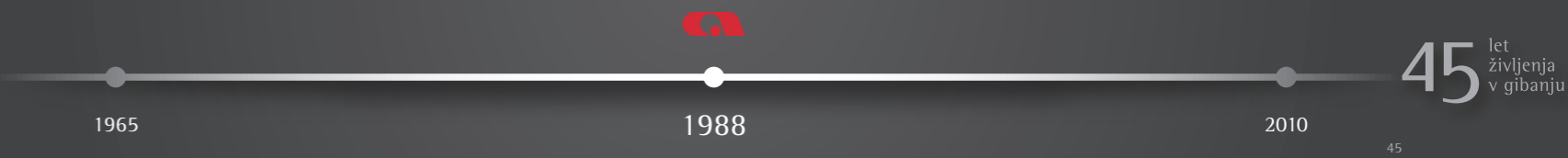
There were light, natural colours and many luggage shelves in the caravans' interior.

1988

Nastal je nov znak, ki po obliki spominja na stilizirano prikolico oz. črko »a« in ki ostaja zaščitni znak blagovne znamke Adria še danes.

Adria je organizirala skupščino European Caravan Federation ECF na Bledu.

A new sign was crated. The shape of the sign reminds us of the stylized caravan or letter "a" and has remained a part of the brand name Adria up to the present. Adria organized the European Caravan Federation ECF assembly in Bled.



ADRIATIK®

ADRIA®

'89



Naslovnica nemškega kataloga avtodomov sezone 1989.

The front-page of the German motorhome catalogue for season 1989.

1. Avtodomi so prinesli novo izkušnjo in doživetje življenja v gibanju.

Motorhomes have introduced a new experience of living in motion.

2. Ponudba Adriinih avtodomov je sprva obsegala le mansardno izvedbo.

In the beginning, Adria offered only the alkoven version.

3. Za 4. generacijo prikolic sta značilni aerodinamično izpopolnjena oblika sprednjega dela in nova, črtasta, večbarvna dekorativna grafika.

An aerodynamically improved front part and a new, stripy, multi-coloured decorative graphics are typical for the 4th generation of caravans.

4. Proizvodnja prikolic v novi tovarni je bila tehnološko dovršena in podprta z računalniško tehnologijo.

Caravan production in the new factory was technologically perfected and computer-supported.

S prihodom avtodomov je v karavaningu zavel svež veter, kar je poudarjeno tudi v tekstu iz nemškega kataloga: »Z Adriatikom v daljave. Tiha, odročna mesta v še skoraj nedotaknjeni naravi so danes dosegljiva samo še individualistom. Za to je potrebna določena neodvisnost od civilizacije in popolna mobilnost. Vse to vam nudi avtodom Adriatik za najbolj razumno ceno.«

(Vir: nemški katalog avtodomov sezone 1989)

With the arrival of the motorhome, a new wind started to blow in caravanning, which is also emphasized in the text from the German catalogue: "With Adriatik into distant places. Quiet places off the beaten track in the almost pristine, unspoiled nature are today reachable only for individuals. For this a certain independence from the civilization and complete mobility is needed. Adriatik motorhome offers all this for a sensible price."

(Source: German motorhome catalogue for season 1989)



Za obeležitev 25-letnice Adrie je bila narejena prikolica Forma 470 s stekleno levo steno za predstavitev na sejmih.

To mark the 25th anniversary of Adria, Forma 470 caravan with a glassy left wall for the presentation at fairs was made.

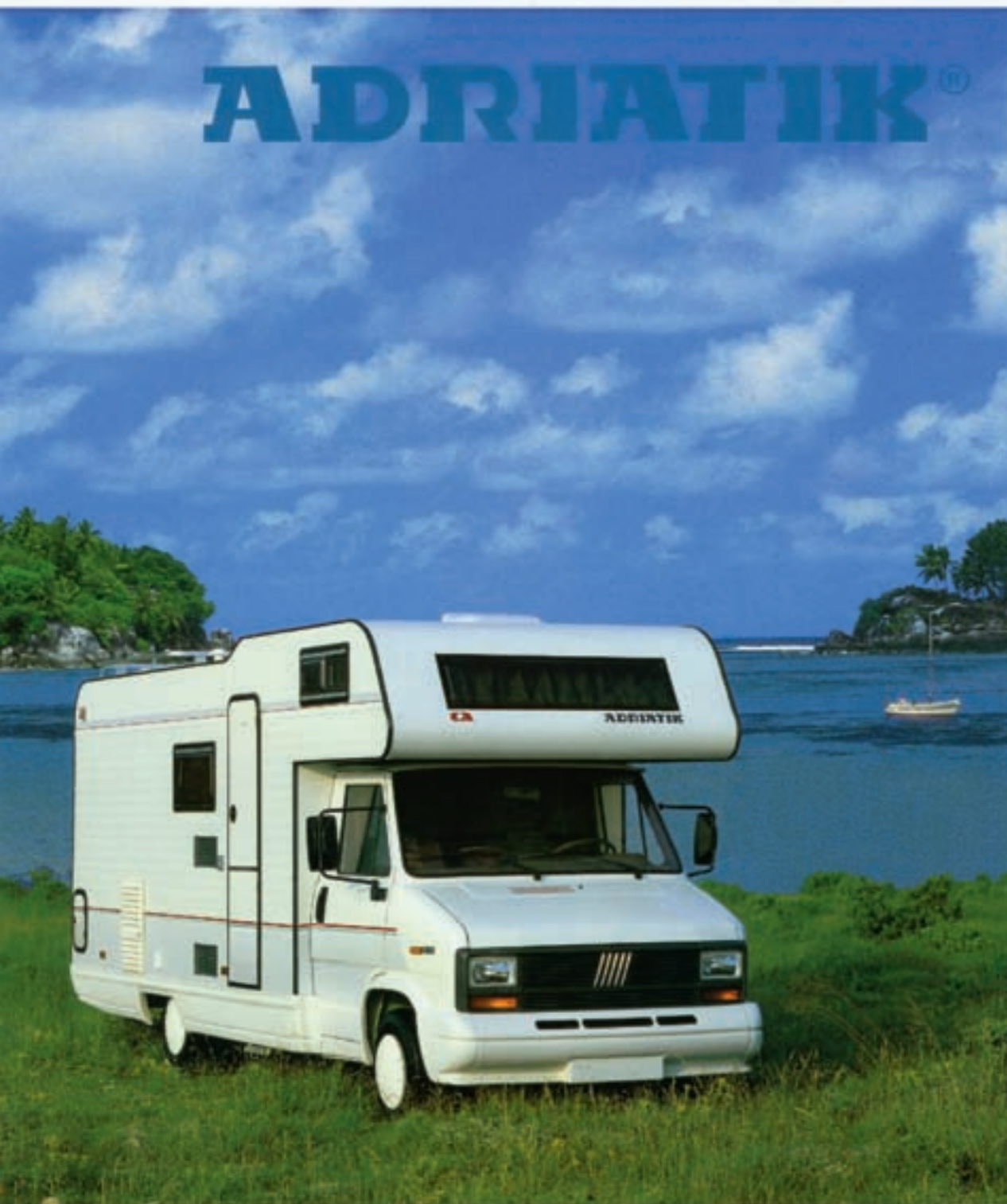
1989

1965

1989

2010

45 years of living in motion



1990

Naslovnica italijanskega kataloga avtomotov sezone 1990.

The front-page of the Italian motorhome catalogue for season 1990.

1. Podroben prikaz notranjosti avtodoma s 3D risbo in z opisom konstrukcijskih detajlov.

A minute representation of the motorhome's interior in 3D and the description of construction details.

2. Naslovnica kataloga prikolic sezone 1990.

The front-page of the caravan catalogue for season 1990.

3. Novo mesto, nasvidenje – Evropa, prihajam!

Good-bye, Novo mesto – Europe, here I come!

Adriini izdelki so bili že od začetka zasnovani z mislijo in željo ponuditi uporabnikom kakovosten, zaupanja vreden izdelek po zmerni ceni: »Kaj sploh pričakujemo od avtodoma? Predvsem zanesljivost in varnost na cesti, udobje in funkcionalnost uporabe in navsezadnje tudi estetski izgled ter (kar tudi ni zanemarljivo) ugodno razmerje med kakovostjo in ceno.«

(Vir: italijanski katalog avtomotov sezone 1990)

Adria's products have been designed from the very beginning with one thought and wish, namely, to offer the user a quality, trustworthy product at an acceptable price: "What do I expect from a motorhome? Especially reliability and safety on the road, comfort and usage functionality and, last but not least, aesthetic look and (which is also not negligible) a favourable ratio between quality and price."

(Source: Italian motorhome catalogue for season 1990)



Proizvodnja prikolic Adria se je začela tudi v Minsku. Adria je v tem letu praznovala svoj 25-letni jubilej.

Adria caravan production has started in Minsk, too. Adria celebrated its 25 – year jubilee.



Naslovnica nemškega kataloga sezone 1991, v katerem je javnosti predstavljen Adriin prvi polintegriran avtodom.

The front-page of the German motorhome catalogue for season 1991 in which the Adria's first semi-integrated motorhome is presented.

1. »Adriina prikolica Optima izpred 25 let ... del evropske zgodovine počitniških prikolic.« (nemški katalog tega leta)

»Adria caravan Optima 25 years ago... a part of the European caravan history.« (The German catalogue of the same year)

2. Belo pohištvo, čiste linije ter živobarven tekstil so kazali na drugačen pristop pri dizajnu Adriinih prikolic serije Linea.

The white furniture, clear lines and textile in live bright colours showed a different approach, designing Adria caravan - series Linea.

3. Serija polintegriranih avtodomov je obsegala 5 modelov, med njimi tudi modela AD S 650 A z U grupo v zadnjem delu vozila ter AD S 650 F s prečno posteljo in z dvojno dineto. Oba tlorisa sta zelo izvirna in nekoliko spremenjena v ponudbi vse do danes.

The semi-integrated motorhome series encompassed 5 models, among them also model AD S 650 A with an U-shaped sitting group in the rear of the motorhome and AD S 650 F with a transversal bed in the rear combined with a double dinette. Both ground plans are very original and slightly modified remained on offer up to now.



1



2 3



ADRIATIK S 650 A

ADRIATIK S 650 F

Privlačen, inovativen dizajn ter funkcionalnost izdelkov sta ključni kategoriji za tržni uspeh v zelo konkurenčni panogi karavaninga. Zato so v nemškem katalogu iz tega leta upravičeno ponosno zapisali, da so Adriini izdelki med uporabniki zelo dobro sprejeti: »Adria – eni najlepših avtodomov na evropskih cestah,« je bilo zapisano v enem izmed novinarskih člankov. Zelo ponosni smo, da smo prejeli takšno priznanje in potrudili se bomo, da ga upravičimo tudi v prihodnje.«

(Vir: nemški katalog avtodomov sezone 1991)

Attractive, innovative design and products' functionality are the key category for the market success in a highly competitive caravanning branch. And due to this, the German catalogue for this year justifiably said with pride that Adria's products were really very well-received among users. "Adria – one of the prettiest motorhomes on European roads." was written in one of the newspaper articles, "We are very proud of receiving such a recognition and we will do our best to justify it in the future as well."

(Source: German motorhome catalogue for season 1991)

Izdelki blagovne znamke Adria se od tega leta izdelujejo v samostojni Republiki Sloveniji.

From this year on products of a brand name Adria are manufactured in the independent Republic of Slovenia.

1991

1965

1991

2010

45 years of living in motion



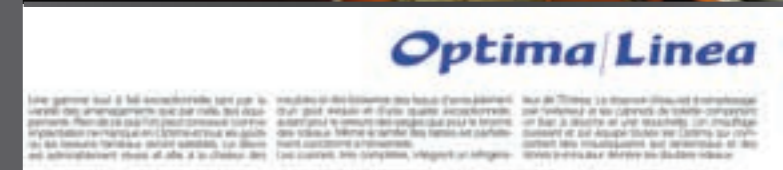
'92

Odličnost in izkušnje so tiste odlike, ki blagovno znamko Adria že tradicionalno uvrščata v vrh panoge karavaninga: »Izberite odličnost! V vsaki od svojih serij in pri vsakem svojem modelu si Adria prizadeva spoštovati temeljno pravilo: zagotavljanje odličnosti na vseh ravneh. Odličnost vozni lastnosti nam omogočajo naša tehnična znanja in izkušnje, ki jih še utrjuje tesno sodelovanje naše skupine z Renaultom. Vse naše počitniške in bivalne prikolice so opremljene z neodvisnimi obesami koles z amortizerji z dvojnimi vzmetenjem, zmogljivim zavornim sistemom ter s samodejnim sistemom vzvratne vožnje. Odličnost bivalnega udobja zagotavljata zelo praktična zasnova notranje opreme in poglobljeno poznavanje vseh elementov, ki prispevajo k bivalnemu ugodju v prikolici. Dodatni elementi odličnosti so številni elementi opreme, ki so serijsko vgrajeni v vse naše modele prikolic in zahvaljujoč katerim so te pripravljene za potovanje tisti hip, ko jih kupec prevzame. Različne možnosti prostorske razporeditve Adriinih prikolic lahko zadovoljijo vse želje in vse okuse.«

(Vir: francoski katalog prikolic sezone 1992)

Excellence and experience are some of the qualities, which traditionally place the brand name Adria into the top spot in the caravanning branch: "Choose excellence! In each of its series and with each model Adria tries hard to respect the basic rule: to ensure excellence on all levels. Superb driving qualities are made possible with our technical knowledge and experiences, made even stronger through our close cooperation with Renault. All our holiday and living caravans are equipped with independent wheel hands with double shock-absorbers, a capable breaking system and an automatic reverse-drive system. The living comfort's excellence is ensured by very practical interior equipment design and a profound knowledge of all the elements, contributing to the living satisfaction in the caravan. Additional elements of excellence are numerous equipment elements, which are serially installed in all our caravan models and thanks to which they are ready to be used the moment a buyer gets them. Different possibilities of spatial distribution in Adria caravans can indulge all desires and tastes."

(Source: French caravan catalogue for season 1992)



Naslovnica francoskega kataloga sezone 1992, na kateri se prvič skupaj pojavita mansardna in polintegrirana izvedba avtodoma.

The front-page of the French caravan catalogue for season 1992, where for the first time an alkoven and semi-integrated motorhome versions appear side - by- side.

1. Dvojna postelja nad voznikovo kabino je udobna, zračna in lahko dostopna.

A double bed above the driver's cabin is comfortable, airy and easily accessible.

2. »S prikolico Linea Adria odgovarja na okuse jutrišnjega dne.«

»With Linea caravan Adria answers the tastes of tomorrow.«

3. Naslovnica francoskega kataloga prikolic.

The front-page of the French caravan catalogue.

1992

Zaključek proizvodnje v Brežicah in Deinzeju.

The end of production in Brežice and Deinze.

1965

1992

2010

45 let življenja v gibanju



Naslovnica nizozemskega kataloga sezone 1993 s sloganom »Adria, občutek svobode«.

The front-page for the Dutch caravan catalogue for season 1993 with the motto "Adria, the feeling of freedom."

1. Prvo leto samostojnosti Republike Slovenije je v besedi in sliki poudarjeno tudi v Adriinem katalogu.

The first year of Slovenia's independence is also shown in words and pictures in Adria's catalogue.

2. Dizajn kataloga je sporočal najbolj prepoznavne značilnosti mlade države.

The catalogue's design communicated the most recognizable characteristics of a young country.

3. Adriina ponudba v sezoni 1993 je obsegala tudi dodatno opremo – tende in predšotore.

In 1993, Adria offered additional equipment – tents and pre-tents, too.



Adria, een gevoel van vrijheid

1993

V nizozemskem katalogu prikolic sezone 1993, prvemu katalogu, ki je izšel po osamosvojitvi Slovenije, so z veliko pozornosti in občutka izpostavljene tako prodajne novosti Adriinega programa kot tudi naravne in kulturne značilnosti mlade Republike Slovenije: »Adria, občutek svobode. Adriina prikolica vam daje občutek svobode in prostornosti. Potujte in se ustavite, kjer koli želite, svobodno v naravi. Sprostitev, počitnice in vendar imate vse udobje pri roki. Občutek svobode velja tudi za deželo, kjer Adriine prikolice oblikujejo in izdelujejo. Približno leto dni po osamosvojitvi je Slovenija že ogromno dosegla. Prekrasna dežela, ujeta med Jadransko morje in Alpe. Odličan kraj za počitnice, ki bi vam ga zelo radi bolj predstavili v tem katalogu.«

(Vir: nizozemski katalog prikolic sezone 1993)

In the Dutch caravan catalogue for the 1993 season, the first catalogue that was published after Slovenia had declared independence, the sales innovations in Adria programme and natural and cultural characteristics of the young Republic of Slovenia are displayed with a lot of attention and feeling: "Adria, the feeling of freedom. Adria caravan gives you the feeling of freedom and roominess. Travel and stop wherever you wish, free in nature. Relaxation, holidays and still you have got all the comfort at your hand. The feeling of freedom also applies to the country, where caravans are designed and produced. About a year after independence, Slovenia has achieved a lot. A beautiful country, caught between the Adriatic Sea and the Alps. A wondrous place for holidays, which we would like to present a little bit better in this catalogue."

(Source: Dutch caravan catalogue for season 1993)



V tem letu je bilo ustanovljeno podjetje Adria Mobil, d. o. o.

Adria Mobil, d. o. o. was founded in this year.



1965

1993

2010

45 years of living in motion

ADRIA®

Façam do mundo o vosso jardim



CARAVANAS 94

Naslovnica špansko-portugalskega kataloga sezone 1994.

The front-page of the Spanish-Portuguese catalogue for season 1994.

1. V sliki in besedi poudarjena družinskost prikolice.

A caravan's "family-orientation" in words and pictures.

2. Prikolica, v kateri se počutite prijetno skozi celo leto, ne glede na letni čas in temperaturo.

A caravan in which you feel comfortable throughout the year, regardless of the time of year and temperature.

Adria z razvojem nove generacije počitniških prikolic uspešno nadaljuje svoje poslanstvo in ga nadgrajuje s tematsko zasnovanimi katalogi, ki z vizualnimi elementi predstavijo izdelke ter obenem komunicirajo trenutke in dejavnosti, ki razgibajo naše življenje.

With the development of a new generation of caravans, Adria successfully continues its mission, upgrading it with thematically-based catalogues, which together with visual elements present the products, while communicating the moments and activities, stirring our lives.



1 2



Razvita je bila peta generacija prikolic, imenovana Unica.

The fifth generation of caravans, named Unica, was developed.

1994

1965



1994

2010

45 let življenja v gibanju



'95
in Harmonie
mit der
Natur

ADRIA®
1965 - 1995



Naslovnica nemškega kataloga sezone 1995.

The front-page of the German catalogue for season 1995.



1. »Harmonija človeka in narave.« Adriini izdelki vračajo človeka v njegovo naravno okolje.

"Harmony between man and nature."
Adria's products bring man back to his natural environment.

2. »Harmonija dneva in noči.«
"Harmony between day and night."

3. »Harmonija dobrega in lepega.«
"Harmony between good and nice."

4. »Harmonija cilja in poti.«
"Harmony between goals and paths."



V katalogu sezone 1995 je predstavljena nova serija prikolic Unica, s katero je Adria obeležila svoj 30-letni jubilej. Za to priložnost je bila oblikovana tudi jubilejna različica logotipa Adria, ki je poudarjala povezanost karavaninga z naravo: »Adria – v harmoniji z naravo«.

In the 1995 season's catalogue a newly developed caravan series Unica is presented, which marked Adria's 30-years jubilee. For the occasion a jubilee version of Adria logotype was designed, emphasizing the connection between caravanning and nature - "Adria – in harmony with nature."

Adria je v tem letu praznovala svoj 30-letni jubilej.

In this year Adria was celebrating its 30th jubilee.

1995

1965

1995

2010

45 years of living in motion



In Harmonie
mit der
Natur



1

Generalna direktorica Adrie postane Sonja Gole in pod njenim vodenjem se začne novo obdobje tržne revitalizacije podjetja, ko se Adria iz kriznih razmer vnovič povzpne med vodilne evropske proizvajalce v panogi. V tem času Adria praznuje svoj 30-letni jubilej, ki so ga izpostavili tudi v nemškem katalogu prikolic: »Ko se ob 30. obletnici ozremo nazaj, ugotovimo, da je Adria proizvedla več kot 240 000 prikolic, ki jih je izvozila v vse evropske države. Pri novi generaciji Adriinih prikolic sezone 1996 so upoštevali 30-letne izkušnje na tehničnem področju in izkušnje uporabnikov. Udobje varnosti in bivanja, zanesljivost ter ugodno razmerje med ceno in kakovostjo so lastnosti, ki so podjetje Adria uvrstile med proizvajalce z najbogatejšo tradicijo na področju karavaninga v Evropi.«

(Vir: nemški katalog prikolic sezone 1996)

Sonja Gole becomes the general manager and under her leadership a new era of the company's market revitalization begins, when Adria after a period of crisis climbs back among the leading producers in this branch. At the same time, Adria celebrates its 30th jubilee, which was also mentioned in the German caravan catalogue: "Taking a look back during our 30th anniversary, we can take pride in the fact that ADRIA has manufactured more than 240,000 caravans and exported them to countries all across Europe. The new generation of Adria caravans '96 was created by taking into account the 30 years of experience in the technical sector and the experience of our customers. Comfortable and safe living arrangements, reliability, and a favourable price-to-quality ratio are all attributes that place Adria among the manufacturers with the richest tradition in the field of caravanning in Europe."

(Source: German caravan catalogue for season 1996)



2



3



4

Naslovnica nemškega kataloga prikolic sezone 1996.

The front-page of the German caravan catalogue for season 1996.

1. Varnost in uporabnost prikolic sta bila med pomembnejšimi poudarki v katalogu.

Product safety and usage were two of the more important aspects emphasised in the catalogue.

2. Zmogljiva, računalniško podprta tehnologija je omogočala natančno ter potrebam trga prilagojeno izdelavo izdelkov.

Capable, computer-supported technology enabled precise and market-adapted production.

3. Na fotografiji sta predstavljena dva tipična slovenska izdelka – kozolec in prikolica Adria.

Two typical Slovenian products are presented – a hayrack and an Adria caravan.

4. Živahno počitniško okolje za preživljanje prostega časa.

A lively holiday ambient for spending leisure time.

1996

V Adrii Mobil so bili v decembru izdelani prvi vani.

The first vans were made in Adria Mobil.

1965

1996

2010

45 let življenja v gibanju

97



Naslovnica angleškega kataloga prikolic sezone 1997.
The front-page of the English caravan catalogue for season 1997.

1. Izvirno prikazane možnosti uporabe Adriinih počitniških prikolic in različne ciljne skupine.

The unique possible uses of Adria's caravans and different target groups are shown.

2. Male stvari, ki naredijo veliko razliko.
Little things that make a huge difference.



Izdelana je bila prva spletna stran Adrie Mobil.
Adria je prejela certifikat sistema kakovosti po ISO 9001.

The first Adria Mobil internet page was made.
Adria received the quality system's certificate ISO 9001.

1997

1965

1997

2010

45 years of living in motion

In Harmonie mit der Natur...



Popotniki si sami izbiramo način potovanja in karavaning je le ena izmed možnosti, ki pa se odlikuje v svoji celovitosti doživetja. V nemškem katalogu prikolic so to doživetje opisali tako: »Pot je cilj in cilj je pot. Odkrijte lepote naravnih parkov Evrope, ta poseben občutek stika z neokrnjeno naravo s svojo prikolico Adria.«

(Vir: nemški katalog prikolic sezone 1998)

Travellers alone choose the means of travelling and caravanning is but one option that becomes prominent in the wholeness of experience, which was described in the German caravan catalogue in the following way: "The path is a goal and the goal is a path. Discover the wonders of the European natural parks, this unique feeling of being in touch with unspoilt nature in your own Adria caravan."

(Source: German caravan catalogue for season 1998)



Naslovnica nemškega kataloga sezone 1998.
The front-page of the German catalogue for season 1998.

1., 2. Drugačen, svež pristop pri oblikovanju kataloga.

A different, fresh approach in the catalogue's design.

3., 4. Kraljestvo doma, ki ga nudijo Adriine prikolice, namenjene osvajanju novih krajev, iskanju novih poti, spoznavanju drugačnih kultur ...

The kingdom of home, offered by Adria's caravans, designed for "the conquest" of new places, the search of new paths, recognizing different cultures...

1998

Začela se je proizvodnja avtodomov v Novem mestu. Decembra sta bili poslani prvi dve prikolici na Japonsko.

The beginning of motorhome production in Novo mesto. The first two caravans were sent to Japan in December.

1965



1998

2010

45 let življenja v gibanju

Naslovnica nemškega kataloga prikolic sezone 1999, ki simbolizira Adriin slogan Življenje v gibanju.

The front-page of the German caravan catalogue, for season 1999, symbolizing Adria's motto "Living in motion."



ADRIA®

1. V katalogu so poudarjena razvojna in tržna izhodišča, ki jim je Adria zvesta tudi danes: »Izpolnitev želja kupcev je naš cilj.«

The catalogue lays emphasis on the developmental and market starting-points, to which Adria has remained loyal up to the present day: "To fulfill our buyers' wishes is our goal."

2. »Adriin življenjski slog je sodoben življenjski slog.«

»Adria's lifestyle is a modern lifestyle.«

3. »Doživite udobje.«

»Experience the comfort.«

4. V številnih katalogih so predstavljeni tudi Adriini dobavitelji, partnerji, ki so prav tako prispevali k nastanku številnih izdelkov.

Numerous catalogues also present Adria's suppliers, partners, who have also contributed to the creation of many products.



Karavaning še zdaleč ne pomeni le sezonske uporabe ali samo poletnih počitnic ob morju, na kar so opozorili tudi v nemškem katalogu: »Pomlad, poletje, jesen ali zima. Kateri letni čas je tisti pravi za začetek nepozabne pustolovščine? Vsak, saj sta želja po potovanju in veselje pri odkrivanju novega močnejša kot muhasto vreme.«

(Vir: nemški katalog prikolic sezone 1999)

Caravanning does not by far only mean seasonal use or summer holidays by the sea, which the German catalogue points out: "Spring, summer, autumn or winter. Which season is the right one to start an unforgettable adventure? All of them, as the desire for travelling and the joy in discovering the new are stronger than the fickle weather."

(Source: German caravan catalogue for season 1999)

Javnosti je bila prvič predstavljena serija avtodomov z imenom Coral, ki postane eden najbolj prodajanih programov blagovne znamke Adria.

The public saw for the first time the Coral motorhomes, which have become one of the best-selling programmes under the brand name Adria.

'99

1999

1965

1999

2010

45 years of living in motion

Die Zukunft des Caravaning L'AUURA

L'AUURA

Naslovnica katalogsezona 2000, v katerem je Adria predstavila svojo vizijo prikolicice za novo tisočletje – prikolica l'Aura.

The front-page of the catalogue for season 2000, in which Adria presented its vision of a caravan for the new millennium – l'Aura caravan.

1. Naslovnica kataloga avtodomov, v katerem je prvič predstavljena serija polintegriranih avtodomov Coral.

The front-page of the motorhome catalogue, in which the semi-integrated motorhome series Coral is presented for the first time.

2. Prostorna notranjost, čiste linije in tople barve delujejo prepričljivo tudi danes.

The spacious interior, clear lines and warm colours act persuasively even today.

3. Prikolica l'Aura je izstopala z drznim dizajnom.

l'Aura caravan stood out with its daring design.

4. Adria nekoč in danes.

Adria then and now.

2000

Ob prelomu tisočletja je Adria med glavnimi novostmi predstavila počitniško prikolicico l'Aura, ki je s svojima dizajnom in tehnično izvedbo nakazala smer, v katero bo šel nadaljnji razvoj tega programa. V programu avtodomov pa se prvič pojavi avtodom z oznako Coral, ki v prihodnjih letih postane eden najbolj priljubljenih Adriinih modelov na domala vseh evropskih trgih. V katalogu prikolic so ob 35. obletnici podjetja predstavljene odlike blagovne znamke Adria: tradicija, kakovost, uspeh in vizija.

At the turn of the century among essential product innovations, Adria presents caravan l'Aura, which showed the way of the future development of the programme with its design and technical solutions. The motorhome Coral makes its first appearance on the motorhome programme, which soon becomes one of the most popular Adria models on almost all European markets. In the caravan catalogue at the 35th anniversary of the company, the brand name Adria's main features are presented, namely: tradition, quality, success and vision.



1



2



4



3

Adria je praznovala svoj 35-letni jubilej.

Adria celebrated its 35th jubilee.

1965

2000

2010

45 let življenja v gibanju

ADRIA

35 Jahre.
Seit Generationen überzeugend.



2001



2001

Naslovnica kataloga počitniških prikolic sezone 2001 ob Adriinem 35-letnem jubileju.

The front-page of the caravan catalogue for season 2001 at Adria's 35-year jubilee.

1. A – b – c prikolice za a – b – c doživetja.

A – b – c caravans for a – b – c experience.

2. Podrobno predstavljena notranjost avtodoma kar kliče po podaljšanem koncu tedna.

The minutely presented motorhome's interior is almost crying for a weekend adventure.

3., 4. Doma na poti – opremljenost Adriinih izdelkov je bila vedno na zavidljivi ravni.

Home on the road – the state of Adria products' equipment has always been on the fair level.

Oblika in vsebina kataloga sta bili v tej sezoni še vedno namenjeni obeležitvi 35-letnega jubileja. Iz uvoda v katalog lahko razberemo, da je Adria zgodba že od nekdaj zgodba o ljudeh – o tistih, ki so izdelke razvijali in proizvajali, ter tistih, ki so jim ti izdelki polepšali vsakdan: »465 uslužbencev je leta 2000 praznovalo 35. obletnico našega podjetja. Naše prikolice so vsako leto doživele kakovosten in inovativen preskok. Glede na spoznanja 35-letnih izkušenj smo in bomo dosledno uporabljali boljše in odpornejše materiale, oblikovanje, ki ustreza najnovejšim trendom, in najnovejša tehnološka spoznanja. Uspelo nam je odločno povečati svoj izvozni in tržni delež v Evropi. Naša naloga je tudi, da svojim strankam nudimo najboljše tako z izdelki kot s storitvami.«

(Vir: nemški katalog prikolic sezone 2001)

The design and the catalogue's contents were still under the influence of the 35th jubilee. From the catalogue's introduction, we can see that Adria's story has always been a story about people – about those, creating and producing, and those, to whom these very products have embellished their daily lives: "465 employees celebrated the 35th anniversary of our company in 2000. Our caravans have managed to make a leap forward in quality and innovation each year. Based on the findings that come from our 35 years of experience, we have always implemented better and more resilient materials, design that follows the latest trends, and the latest in technology. We have managed to significantly increase our export share and our market share in Europe. Our job is also to provide our customers with the best possible products and services."

(Source: German caravan catalogue for season 2001)



Razvita je bila serija prikolic Adiva, ki predstavlja že sedmo generacijo Adriinih prikolic.

Adiva series of caravans was developed, representing the 7th generation of Adria's caravans.

1965

2001

2010

45 years of living in motion

Reise ins Glück - Adriatik



Naslovnica kataloga avtomotov, v katerem je prvič predstavljen avtomod Stargo.

The front-page of the motorhome catalogue, where the Stargo motorhome is presented for the first time.

1. Bistvo podjetja niso le bilance, temveč tudi njegovo poslanstvo, izdelki ter življenjski stil uporabnikov.

A company's essence does not lie solely in balance sheets but also in its mission, products and lifestyle.

2. Nova generacija prikolic Adiva je bila predstavljena v posebnem katalogu.

A new generation of caravans Adiva was presented in a special catalogue.

3. Prostorna, udobna in vse-na-svojem-mestu notranjost avtomoda Stargo.

Roomy, comfortable and all-in-its-place Stargo motorhome's interior.

2002
ADRIA

2002

Med najbolj prepoznavne lastnosti neke države sodijo ne le kulturne in naravne znamenitosti ter zgodovinska dejstva, temveč tudi podjetja in blagovne znamke, ki so odraz znanja, izkušenj in ustvarjalnosti. Katalog sezone 2002 celovito predstavi vse navedeno: »Že več kot 10 let je Slovenija politično in gospodarsko suverena evropska država. Zaradi obsežne lastninske reforme se je slovensko gospodarstvo razcvetelo. To relativno majhno državo lahko z avtomobilom prevozimo v nekaj urah in jo v nekaj dneh popolnoma »doživimo«. Njena raznolika pokrajina je bila že prej zanimiva mnogo turistom; nudi podobe vseh evropskih pokrajin.«

(Vir: nemški katalog prikolic sezone 2002)

The most distinguished features of a country are not only cultural, natural and historical facts but also brand names, reflecting know-how, experience and creativity. The catalogue for the 2002 season presents all these points very clearly: "Slovenia has been a politically and economically independent country for more than 10 years now. Following an extensive ownership reform, the Slovenian economy has blossomed. This relatively small country can be traversed by car in a matter of hours and can be fully "experienced" in a few days. Its diverse landscape has always attracted a large number of tourists; it offers an overview of all types of European landscapes."

(Source: German caravan catalogue for season 2002)



Razvit je bil prvi prototip mobilne hišice z imenom Adria Dom. Adria je prejela priznanje za tretje najhitreje rastoče podjetje v Sloveniji.

A new prototype of a little mobile house named Adria Home has been developed. Adria was awarded a prize for the third fastest-growing company in Slovenia.

1965

2002

2010

45 let življenja v gibanju

ADRIA, UNE MANIÈRE DE VIVRE... ADRIA, EEN MANIER VAN LEVEN...



2003
ADRIA

Naslovnica belgijskega kataloga prikolic sezone 2003.

The front-page of the Belgian caravan catalogue for season 2003.

1. V programu avtomotov se prvič pojavi tudi model Coral A 660 SP, ki se v prihodnosti izkaže za najboljše prodajan Adriin model avtomotov.

In the motorhome programme, model Coral A660 SP appears for the first time, which in the future turns out to be Adria's best-selling motorhome model.

2. Še pogled v notranjost istega modela: alkoven, prečna postelja zadaj, poldineta, funkcionalna kuhinja in kopalnica – brezčasno, kar potrjujejo odzivi s trgov vse do danes.

A quick look at the interior of the same model: the alcove, the transversal bed at the back, semi-dinette, functional kitchen and bathroom – timeless, proven by the market response up to the present day.

3. Počitniške prikolicice Adria se v tej sezoni zadnjič pojavijo s poimenovanjem serij A, B in C.

Adria caravans with series named A, B and C appear for the last time in this season.

4. Prikolice serije C, kasneje Classica in danes Alpina, so najprestižnejše Adriine prikolicice, ki jim misel iz kataloga: »Vaše srce je vaš kompas.« še kako pristoji.

The C series caravans, later Classica and today Alpina are Adria's most prestigious caravans, to which the thought from the catalogue "Your heart is your compass" befits so well.

V katalogu sezone 2003 se zadnjič pojavijo serije počitniških prikolic z imeni serij A, B in C. V naslednji sezoni se uveljavi nov koncept poimenovanja teh serij, ki ga je v sezoni 2002 nakazala že Adiva. Adriine prikolicice se tako predstavijo z imeni Altea, Adora, Classica in Adiva, ki so se v veliki meri ohranila do danes.

In the catalogue for the season 2003 product series of caravans named A, B and C appear for the last time. A new concept of giving names to product series gains ground, already hinted at by the Adiva series in 2002. Adria caravans are now presented with names like Altea, Adora, Classica and Adiva, which have been kept up to the present day.



Razvita sta bila počitniška prikolica Adora (predstavnica osme generacije prikolic Adria) ter mini avtomod 3Way.

The caravan Adora (a representative of the 8th generation of Adria caravans) and the mini motorhome 3Way have been developed.

2003

1965



2003

2010

45 years of living in motion



Verjetno ena lepših naslovnih kataloga Adriinih avtomobov doslej, ki nas spontano zapelje na pot številnih avantur, med drugim tudi na morsko obalo.

Probably one of the more beautiful front-pages in the motorhome catalogue so far, which spontaneously takes us to the place of many adventures, to the coast.

1. Koliko prostora potrebujemo za nepozabno potovanje? Toliko, kot ga ponuja Adria 3Way.

How much space do you need for an unforgettable journey? As much as offered by Adria's 3Way.

2. V katalogu je predstavljena najbolj celovita ponudba Adriinih avtomobov doslej.

So far, the most complete list of Adria's motorhomes presented in the catalogue.

3. Različne izvedbe so ponujale številne možnosti uporabe ter praktične rešitve bivalnega prostora.

Different versions have offered different usage possibilities and practical solutions to the living space.

4. Brez kompromisov pri kakovosti, vedno v koraku s časom pri dizajnu.

No compromises with quality, always in step with latest design trends.



Izredno uspešno poslovanje, ki je temeljilo na razvojno in tržno usmerjeni strategiji podjetja, ter rast obsega prodaje sta Adrio umestila med najuspešnejša slovenska podjetja ter eno najbolj priljubljenih blagovnih znamk v evropski panogi. Ta uspeh simbolizira v tem letu podpisana pogodba o gradnji nove tovarne, nove Adrie.

Extremely good business results, based on the developmental and market-oriented company's strategy and the rise in the range of sales have placed Adria among the most successful Slovenian companies and among one of the most popular brand names in the European branch. A signed contract to build a new factory, the new Adria, is a symbol of this success.

Generalna direktorica Adrie Mobil Sonja Gole je prejela nagrado Gospodarske zbornice Slovenije za izjemne dosežke v gospodarstvu, združenje Manager pa ji je podelilo naziv Managerka leta.

The general manager of Adria Mobil, Ms Sonja Gole, accepted the Slovenian Chamber of Commerce award for exceptional achievements in economy, while the Manager Business Association awarded her with the title Manager of the Year.

2004

1965



2004

2010

45 let življenja v gibanju

LIVING WITH NATURE IN DER NATUR LEBEN



ADRIA

Ponudba Adriinih izdelkov se širi, kar je razvidno tudi iz slikovnega gradiva – vsak segment je predstavljen v svojem katalogu. V uvodnem tekstu tako švicarskega kot nemškega kataloga pa je izpostavljen tudi podatek o vstopu Slovenije v Evropsko unijo: »Adria v Evropi. Maja 2004 je Slovenija postala članica Evropske unije. Tako je evropski trg postal njen domači trg. Vendar je evropski trg blagovno znamko Adria dobro poznal že pred tem. Velja tudi obratno, saj je Adria že več let 99 % svojih izdelkov izvažala v 15 dotedanjih držav EU.«

(Vir: švicarski katalog prikolic sezone 2005)

Adria's range of products on offer is spreading, which is also clear from the photo material – every product segment is presented in its own catalogue. In the introductory text in the Swiss and in the German catalogue as well, the information on Slovenia entering the European Union is emphasized: "Adria in Europe. In May 2004, Slovenia became a member of the European Union, making the European market its domestic market. However, the Adria trademark had been well established on the European market before that. Adria had, for many years, exported 99% of its products to the then 15 EU states."

(Source: Swiss caravan catalogue for season 2005)



AdriaVans
ADRIA

Freizeit mit noch mehr Komfort

3



AdriaWohnwagenCaravanes

ADRIA

1



AdriaReisemobile

ADRIA

Freizeit mit noch mehr Komfort

2

Naslovnica angleško-nemškega kataloga sezone 2005 za mobilne hiše Adria Dom, ki so v tej sezoni novost Adriine ponudbe. The front-page of the English – German catalogue for season 2005 for mobile houses Adria Home, which are a novelty in Adria's range.

2. Naslovnica nemškega kataloga avtomobov sezone 2005.

The front-page of the German motorhome catalogue for season 2005.

3. Naslovnica nemškega kataloga vanov, ki so v tej sezoni predstavljeni v posebnem katalogu. Adriini vani so bili že od začetka zasnovani z izjemno pazljivostjo in inovativnimi pristopi tako pri izbiri materialov kot tehnik za optimalno izvedbo notranjosti. Do danes so (p)ostali prodajna uspešnica blagovne znamke Adria.

The front-page of the German catalogue for vans, which are presented in a special catalogue for this season. From the very beginning, Adria's vans have been designed with extreme carefulness and innovative approaches in choice of the material and at choosing the techniques for the optimal execution of the interior. Up to now, they have become a sales success of brand name Adria.

1. Naslovnica švicarskega kataloga prikolic sezone 2005.

The front-page of the Swiss caravan catalogue for season 2005.

2005

V letu 2005 je bila razvita prikolica Action kot začetnica devete generacije. Razvit je bil integriran avtomobil Vision. Adria Mobil je ob 40. obletnici svojega delovanja odprla vrata sodobne in tehnološko dovršene tovarne. Adria je vstopila na avstralski trg.

In 2005, Action caravan was developed as the beginner of the 9th generation. The integrated motorhome Vision was developed. At its 40th anniversary, Adria Mobil opened the door of the modern and technologically perfected factory. Adria has entered the Australian market.

1965

2005

2010

45 years of living in motion



40 YEARS
A STORY IN MOTION

Blau oder Silber – Aktion pur

Freizeit mit noch mehr Komfort



Naslovnica nemškega kataloga prikolice Action, ki z zaobljenimi robovi sledi dizajnu prikolice. Prvič se pojavijo t. i. piktogrami, ki poleg priložnostnega logotipa obeležujejo 40-letni jubilej.

The front-page of the German catalogue with the Action caravan, which, with rounded edges, follows the caravan's design. For the first time the so-called pictograms appear, which in combination with the added logotype mark the 40th jubilee.

1. Naslovnica nemškega kataloga prikolic sezone 2006.

The front-page of the German caravan catalogue for season 2006.

2. Naslovnica nemškega kataloga avtomotov sezone 2006.

The front-page of the German motorhome catalogue for season 2006.

3. Naslovnica avstralskega letaka, ki napoveduje prihod Adriinih vanov na avstralski trg.

The front-page of the Australian leaflet, announcing the arrival of Adria's vans to their market.

4. Fotografija nove Adriine tovarne.

The photo of a new Adria's factory.



V katalogih sezone 2006 je izpostavljen Adrii 40-letni jubilej, kar nakazujejo srebrno obarvane naslovnice kot tudi uvodni tekst kataloga, ki je namenjen predstavitvi »Zgodbe v gibanju«, torej Adriinih izdelkov skozi čas.

In the 2006 catalogue Adria's 40th jubilee is emphasized, which is shown in the catalogues' front-pages silver colour, as it is shown in the introductory text in the catalogue, designed to show "The story in motion", meaning Adria's products through time.



2006

Na Nizozemskem je bila prikolica Action imenovana za počitniško prikolico leta 2006. Adria je po 18-ih letih vnovič organizirala skupščino ECF na Bledu.

In the Netherlands, the Action caravan won the title "Caravan of the year 2006." After 18 years, Adria again organized the ECF assembly in Bled.

1965



2006

2010

45 let
življenja
v gibanju



Naslovnica nemškega kataloga avtomotov sezone 2007.

The front-page of the German motorhome catalogue for season 2007.

1. Prostorna, udobna, funkcionalna in stilsko dovršena notranjost avtodoma Vision z občutkom za detajle.

Roomy, comfortable, functional and stylishly perfected interior of the Vision motorhome with a feeling for details.

2. Inovativne in funkcionalne rešitve izrabe notranjega prostora (na sliki Adria Twin) so že od nekdanj Adriina konkurenčna prednost.

Innovative and functional solutions of the use of space within products (the picture shows Adria Twin) have been Adria's competitive advantage since the beginning.

3. Naslovnica nemškega kataloga prikolic sezone 2007.

The front-page of the German caravan catalogue for season 2007.

4. Naslovnica nemškega kataloga vanov sezone 2007.

The front-page of the German van catalogue for season 2007.

2007

V katalogih je v zadnjih nekaj sezonah opaziti čedalje večjo ponudbo Adriinih izdelkov, zato so katalogi vsebinsko vse bolj obširni, bogati s fotografijami ter sporočilom, ki ga blagovna znamka Adria udejanja – Življenje v gibanju za vse generacije, ki si upajo prebuditi nomada v sebi.

Catalogues have showed a growing list of Adria's products in the last few seasons, and because of that they are thematically more and more diffuse, photo-rich and with a message, realized by the brand name Adria - "Living in motion" for all generations, daring to wake up to the "nomad" in themselves.



V tem letu je bila Adria najbolje prodajana blagovna znamka avtomotov v Evropi.

V letu 2007 je Adria kupila špansko podjetje Sun Roller.

Adria je predstavila novo serijo avtomotov Coral Compact in novega predstavnika v razredu van – Adria 4 Twin.

In this year brand name Adria is the European leader in the number of motorhomes sold.

In 2007, the Spanish company Sun Roller was bought. Adria presents a new series of motorhomes – Coral Compact and a new representative in the van class – Adria 4 Twin.



Caravans 2008

Freizeit mit noch mehr Komfort

Naslovnica nemškega kataloga prikolic sezone 2008.

The front-page of the German caravan catalogue for season 2008.

1. Kolesarstvo je del Adriine identitete, saj na svojstven način udejanja slogan Življenje v gibanju.

Cycling is a part of Adria's identity, as in its own unique way embodies the slogan "Living in motion".

2. Naslovnica nemškega kataloga avtomotov sezone 2008.

The front-page of the German motorhome catalogue for season 2008.

3. Naslovnica nemškega kataloga vanov sezone 2008.

The front-page of the German van catalogue for season 2008.

4. Naslovnica angleško-nemškega kataloga mobilnih hiš sezone 2008.

The front-page of the English-German catalogue of mobile houses for season 2008.

2008

Pri katalogih sezone 2008 je opaziti nekoliko drugačen pristop predstavitve izdelkov – posnetki zunanosti so studijski, slike so izčiščene, veliko je beline – vse to zato, da se poudarita izdelek in njegov dizajn.

In the catalogues for this year, a slightly different approach at showing the product line can be spotted – the products' exterior shots are studio-made, pictures are cleaned out, there is a lot of white – all this to emphasize the product and its design.



Na sejmu v Düsseldorfu je Adria Mobil prvič predstavila prototip polintegriranega avtomoda Polaris, ki je bil narejen na osnovi tretje generacije Mercedes Sprinter.

At the Dusseldorf Fair Adria Mobil presented for the first time a prototype of a semi-integrated motorhome – Polaris, which has been made on the basis of the third generation of Mercedes Sprinter.

1965



2008 2010

45 let življenja v gibanju



Avtodomi 2009



življenje v gibanju

Dobro in odgovorno poslovanje sta zelo povezana, česar se tudi Adria zaveda in skozi kataloge prvič zelo vidno in nazorno sporoča in poudarja svoje mesto v lokalni skupnosti. Trgu ponuditi dober, kakovosten izdelek je le en del poslanstva podjetja, ki ga mora nadgraditi z družbeno odgovornim ravnanjem tako do naravnega okolja kot okolja lokalne skupnosti. Adria Mobil je tako k svoji zgodbi leta 2005 povabila novomeški kolesarski klub, danes Kolesarski klub Adria Mobil, ki na svojstven način promovira našo blagovno znamko.

Good and responsible management are intertwined, and Adria is well - aware of this fact, and thus shows its position clearly and visibly within the local community in its catalogues. To offer a good, quality product on the market, is only one part of the company's mission, which must be upgraded with socially responsible behaviour towards the natural and local environment as well. So, Adria invited the Novo mesto cycling club to its story back in 2005, now Adria Mobil Cycling Club, which promotes the brand name in a unique way.



Naslovnica slovenskega kataloga avtodomov sezone 2009.

The front-page of the Slovenian motorhome catalogue for season 2009.

1. Naslovnica slovenskega kataloga prikolic sezone 2009.

The front-page of the Slovenian caravan catalogue for season 2009.

2. Adria je družbeno odgovorno podjetje in hkrati v skrbi za dobro počutje svojih popotnikov.

Adria is a socially responsible company and at the same time takes care of its "travellers".

3. V katalogu je prvič predstavljen logotip kolesarskega kluba. Kot je zapisano v katalogu, sta »kolesarski klub in podjetje Adria našla skupna izhodišča za delovanje, saj oba združujeta načelo aktivnega preživljanja prostega časa, oba živita svoje »življenje v gibanju«, s čimer se ustvarja močna identifikacijska vez med klubom in podjetjem oziroma blagovno znamko Adria«.

The cycling club's logotype is presented for the first time in the catalogue. As it is written in the catalogue, "the cycling club and Adria have found common ground for action, as they both unite the principle of actively spending leisure time, they both live their "life in motion", which creates a powerful indentificational bond between the club and the brand name Adria."

4. Naslovnica slovensko-hrvaškega kataloga mobilnih hiš Adria Dom sezone 2009.

The front-page of the Slovenian-Croatian catalogue of mobile houses - Adria Dom, season 2009.

2009

Na sejmu v Düsseldorfu je Adria Mobil prvič predstavila prikolico Alpina 45 Edition, avtodom Matrix, ki združuje prednosti aerodinamičnega polintegriranega avtodoma ter prostornega alkovna, Twin GiT in Compact GiT, individualno zasnovana avtodoma, pri katerih lahko njihovi uporabniki izbirajo med 20 različnimi zunanji grafikami, ter prikolico Aviva Lite.

At the Dusseldorf Fair, Adria Mobil presents for the first time the Alpina 45Edition caravan, Matrix motorhome, which unites the advantages of the semi-integrated motorhome and a roomy alcoven, Twin GiT and Compact GiT, the individually designed motorhomes, where users can choose between 20 different external graphics and the Aviva Lite caravan.



Casino Saffir, Ferneti – Sežana, Slovenija

Eleganten in prostoren | **matrix**

»Po 45-ih letih Adria Mobil nadaljuje svojo zgodbo življenja v gibanju. Zanesljivi, kakovostni in cenovno ugodni izdelki so ji omogočili eno od vodilnih vlog med proizvajalci vozil za prosti čas v Evropi. Slovenija, ki je znana po svoji raznoliki pokrajini, pa ji omogoča možnost prilagoditi se potrebam in željam več kot petindvajsetim evropskim in svetovnim trgom.«

(Vir: slovenski katalog prikolic sezone 2010)

“After 45 years Adria Mobil continues its story of Living in motion. A reliable, quality product at acceptable prices have given it one of the leading roles among the producers of vehicles for spending free time in Europe. Slovenia, which is famous for its heterogenous landscape, makes it possible for the company to adapt to the needs and desires of more than twenty-five different European and world markets.”

(Source: Slovenian caravan catalogue for season 2010)



katalog | adria avtodomi

4



katalog | adria prikolice

3



Twin GiT Grand individual tuning

1



Alpina 45th Edition adria alpina

2

Naslovnica slovenskega kataloga avtodoma Matrix sezone 2010, predstavnika nove generacije avtodomov.

The front-page of the Slovene motorhome catalogue Matrix for season 2010, a representative of the new generation of motorhomes.

1. Naslovnica slovenskega kataloga Twin GiT, ki izstopa s svojo individualno zasnovo.

The front-page of the Slovene Twin GiT catalogue, which stands out with its individual design.

2. Naslovnica slovenskega kataloga prikolice Alpina 45th Edition, ki je jubilejni model, s katerim v letu 2010 obeležujemo 45. obletnico delovanja našega podjetja.

The front-page of the Slovene Alpina 45th Edition caravan catalogue, which is a jubilee model, with which we are celebrating the 45th anniversary of the company this year.

3. Naslovnica slovenskega kataloga prikolic.

The front-page of the Slovene caravan catalogue.

4. Naslovnica slovenskega kataloga avtodomov.

The front-page of the Slovene motorhome catalogue.

2010

1965



2010

45 let življenja v gibanju



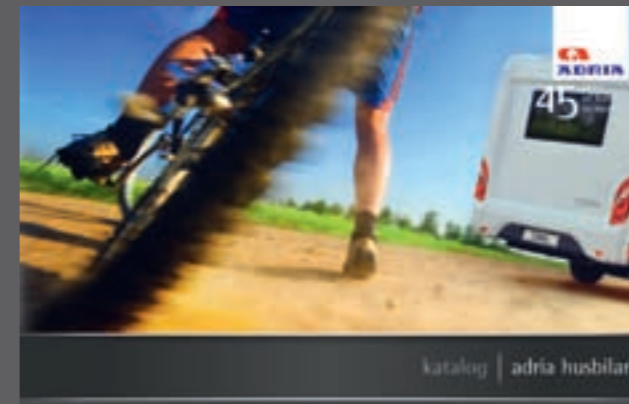
katalog | adria husvagnar

Adriini katalogi so bili ves čas zrcalo blagovne znamke Adria, njenih produktov in ljudi, ki so jih ustvarjali, kar je izpostavljeno tudi v švedskem katalogu: »Adrii Mobil je v ponos, da nenehno vlaga tako v zaposlene kot v proizvodnjo. Tovarna Adria, kot največja in najmodernejša ter tehnično razvita na področju industrije za prosti čas v Evropi, zagotavlja osnovo za popolnost, za katero si vsi Adriini zaposleni nenehno prizadevajo.«

(Vir: švedski katalog prikolic sezone 2011)

From the start Adria's catalogues have been a mirror of the Adria trademark, its products and the people who created them. This is also the case with the Swedish catalogue: "Adria Mobil is proud to continually invest in both its people and its production. The Adria factory which is the largest and most modern, technically advanced in the leisure industry across Europe, provides the basis for perfection of which each member of the Adria workforce continually strive for."

(Source: Swedish caravan catalogue for season 2011)



katalog | adria husbilar



alpina

Naslovnica švedskega kataloga prikolic sezone 2011.

The front-page of the Swedish caravan catalogue for season 2011.

1. Naslovnica švedskega kataloga avtomotov sezone 2011.

The front-page of the Swedish motorhome catalogue for season 2011.

3., 4. Predstavitev uspešne Adriine zgodbe v švedskem katalogu.

The presentation of the Adria's success story in the Swedish catalogue.

2. Pogled v notranjost Alpine, ki je upravičeno poimenovana »mojstrovina za štiri letne čase.«

The view of the Alpina's interior, which is justifiably called "a masterpiece for all seasons."

2011

1965

2010 2011 45 years of living in motion

S sezono 2011 zaključujemo predstavitev Adriinih katalogov, ki vsak na svoj način pripovedujejo zgodbo. Adriina zgodba pa se nadaljuje. Naj bo ta tudi v prihodnje uspešna, mednarodno prepoznavna in za vedno zapisana v srcih vseh, ki so in še bodo z Adrio odkrili nov košček sveta.

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45 LET ŽIVLJENJA V GIBANJU
45 YEARS OF LIVING IN MOTION

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