



Your Comfort. Your Safety.

CTA's today is already projected into the future with new technical partnerships, the appointment of Ursula Scalia as new Head of Sales & Marketing and major development projects, including the future expansion of operational spaces. New corporate identity and new communication tools will be launched at the Düsseldorf Caravan Salon.

Words Giorgio Carpi

CTA is looking to the future and kicking off a new development and business growth plan by investing in personnel, reorganising the sales and marketing departments and optimising internal processes in perspective by opening new spaces to expand the operating environment. New Sales and Marketing Manager Ursula Scalia has recently joined the company, with a team of engineers and professionals hired to bolster the technical department. Strong of decades of experience gained in major multinationals, including Webasto and Lipert Components, and specific, in-depth knowledge of the international RV sector,

Ursula Scalia will be managing CTA sales and communication team. "I've known CTA since I started working in the recreational vehicle sector", said Ursula Scalia. "It is a pleasure for me to have seen a dynamic and modern company like CTA grow over the years and I am very pleased to be able to work today alongside Dario Bellezze and his team to consolidate this growth with products of high technological content and added value in terms of versatility, reliability and lightness. The medium-term objective is to strengthen our presence with OEM customers in the motorhome and caravan sector and to optimise our sales network of agents and distributors both in Italy and abroad". This development goes hand in hand with a redefinition of marketing and sales tools. One of Ursula Scalia's first tasks was to refresh the image of CTA redesigning its key communication tools, namely catalogue and website. "We

created a new logo which is an evolution of the time-honoured one and recalls the shape of a motorhome. In this way, we want to assert that the caravanning sector is our core business even though CTA operates in other areas of the automotive industry. We added a new payoff to the logo: Your Comfort. Your Safety. It sums up our mission to supply products which improve the perception of comfort and safety in recreational vehicles. We started from the logo and moved on to refresh the entire communication defining a new Corporate Identity. We redesigned our product catalogue to make it more user-friendly and intuitive for manufacturers and aftermarket customers alike. We bolster our vision and all our marketing aids, including our website." Dario Bellezze revealed his concept of business evolution and vision that passes through expanding production spaces in the immediate future. Later, the spaces will be reorganised to improve the working environment, on the shop floor and also in the offices, and to optimise manufacturing processes. The importance of the testing area and prototype department will be increased. It already which houses special machines that represent excellence in Europe and will certainly benefit from bigger and better organised spaces.





A dinette that turns into a chaise longue

CTA Comfort Dinette is an innovative seating arrangement designed for top-of-the-range RVs that offer users the best on-board comfort. It is a dinette seat with a reclining backrest and extensible footboard. It is very light, functional and particularly suited for premium vehicles. It was created to improve the classic dinette seating arrangement, which is usually static, implementing a system that provides more comfort while parked with an easy-to-use mechanism. As the seat slides forward, the backrest reclines and a footboard extends to create a "chaise longue" effect. The dinette features two entirely independent seats with separately adjustable backrest and footboard. *"To develop this project, we decided to create a self-supporting backrest which can be installed in the direction of travel but also backwards, i.e. without needing a supporting wall",* said Dario Bellezze. *"The double seating arrangement has two autonomous and independent*



systems and can even be equipped with an optional backrest massager. Importantly, we were able to contain cost as well as weight."



Ursula Scalia

Tablet bracket range

The tablet bracket range is new with an array of different solutions and endless possibilities. For vans where space is at a premium, a tablet bracket can effectively replace a TV bracket. CTA offers an array of solutions with adjustable arms and with a steel element which doubles as handle to swivel the position of the tablet in the dinette with the vehicle closed, in the kitchen or on the veranda for lunch.



Quick Fixing bracket for tablets and TVs

The removable bracket is also new and can be used as a bracket for TV or tablet. The element is compatible with TV brackets with Quick Fixing element and can be used to attach a TV or tablet, as required.



The new ISOFIX-ready structures

The new category of seat belt structures is ISO-FIX-ready. This means that it is now possible to apply the international standard child restraint system to all new CTA structures. *"It is a wonderful solution because Isofix is an accessory that the manufacturers install on demand, therefore on two or three vehicles every one hundred",* added Dario Bellezze. *"Our product allows manufacturers to use the standard Isofix structure without needing to buy a specific one. The part is light-weight and quick to install, when the vehicle is nearly finished. Of course, the system is certified."*



The TV bracket with hook

The innovative TV bracket (which also becomes a tablet bracket using an adapter) is equipped with a rubber-coated hook to prevent damage and allowing it to be attached quickly to furniture or doors. It can be placed on the kitchen shelf or on the veranda with the doors open or even on an open window. It is a multifunctional element which can be positioned without drilling or and without invasive operations on the vehicle making it perfect also for After-market customers.

