
Everything in the green at La Strada

Von Michael Kirchberger

In April 2024, the motorhome manufacturer La Strada in Echzell, Hesse, switched its entire electricity consumption to green electricity. Self-generated solar power, including a battery storage system, is supplemented by a new green electricity contract to cushion any shortages. Since April 1, 2024, the company has only been using green electricity on the entire factory premises in Echzell.

A 165 kilowatt peak (kWp) solar system was installed on the roof of the production hall. A Tesvolt TS HV 80 E battery storage system, which stores 75 kWp of solar power, serves as the power storage unit. This means that the two charging columns, each with two charging points for electric cars, can also do their job in cloudy weather. When the sun is shining, the electricity produced flows directly into the charging stations, which can charge four electric cars simultaneously with up to 22 kW.

"The self-generated solar power reduces our need for external electricity feed-in to such an extent that we have even been able to reduce our running electricity costs despite the higher price of green electricity," says a delighted Marco Lange, Managing Partner of La Strada Fahrzeugbau GmbH. "In this way, we can now produce in a more environmentally friendly way and optimize our operating costs at the same time."

La Strada is a leisure vehicle manufacturer specializing in compact motorhomes. In more than 35 years of company history, the brand has succeeded in establishing itself as a premium provider in the panel van motorhome segment. Starting out as a small family business, the motorhome manufacturer has developed into a small series manufacturer operating throughout Europe. Today, around 50 employees under the management of owners Marco Lange and Andreas Dalchow build fourteen different models in the three model ranges Avanti, Regent and Nova. Fiat Ducato and Mercedes-Benz Sprinter are the main models used, and the annual capacity of the company in Wetterau, Hesse, is around 300 vehicles. (aum/mk))

Images for article



Production hall of motorhome manufacturer La Strada in Echzell.

Photo: Autoren-Union Mobilität/Ralph Binder



Electric charging point at the production site of motorhome manufacturer La Strada in Echzell.

Photo: Autoren-Union Mobilität/Ralph Binder



Electricity storage at the production site of motorhome manufacturer La Strada in Echzell.

Photo: Autoren-Union Mobilität/Ralph Binder



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