

Malmö 25 January 2013

Thule Awarded Action Sports Vendor of the Year by REI – for second year in a row

The Thule Group is pleased to announce that they, for the second year in a row, have been named *Action Sports Vendor of the Year* by REI for 2012. REI, one of the world's leading Outdoor retailers, has been recognizing vendors who go above and beyond since 1993.

The Thule Group is world leader in products and brands that make it easy for people to transport their equipment securely, safely and in style. The company's largest and most well known brand, Thule, has for more than 30 years been a major brand with a strong product portfolio for the American sports and leisure trade. Through the prestigious awards from REI Thule can boast being one of the very best vendors to one of the largest and most professional sports retailers in the world.

– For the second year in a row we are being awarded best *Action Sports Vendor* 2012 by REI. This is an acknowledgement that we are doing the right things when it comes to supporting our customers in the sports and outdoor retail in the U.S. and a confirmation that our work to become even more active in the outdoor and action sports segment is paying off. This work is also evolving in Europe, with new product launches like the Thule Pack 'n Pedal bike bags and constantly evolving retail concepts, remarked Magnus Welanders, President and CEO of Thule Group.

This prestigious award is based on five key criteria; Emphasizes product including quality, innovation and sustainability, provides exceptional retail support, provides outstanding cross-channel support, actively participates in sustainability initiatives and collaborative work and does extra work to build partnerships. The award ceremony was held at the Outdoor Retailer trade show in Salt Lake City yesterday. Other nominees in the category Action Sports were - *Atomic Ski* (skis and other alpine equipment), *Burton* (snowboards and cloths) *Bic Sport* (water sports) and *Pepper* (sunglasses).

REI (Recreation Equipment Incorporated) is an American Outdoor retailer, established in 1938. REI has sales via 121 stores across the U.S. and 9,500 employees. Learn more at www.rei.com

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For high resolution images please visit the Thule Group press room:

<http://www.mynewsdesk.com/us/pressroom/thulegroup>

About Thule Group

Thule Group is a world leader in products and brands that make it easy for people to transport their equipment securely, safely and in style. Under the motto *Active Life, Simplified*, Thule Group offers products within four areas: **Outdoor** (equipment and carriers for cycling-, water- and wintersports and roof boxes, bike trailers and babyjoggers.), **Bags** (laptop and camera bags, backpacks, etc.), **Towing** (towbars and trailers) and **Work Gear** (ladder racks, tool boxes, etc.). Thule Group has approximately 3,400 employees at more than 50 production facilities and sales offices worldwide. The sales in 2012 amounted to SEK 5,8 Billion.

Find out more at www.thulegroup.com