

Thule launch new website

Increased use on mobile devices and more than 10 million visits in 2012 is the background to the development of the new Thule website. The more customer oriented and faster website, with better possibilities to contain our growing product range was launched June 3.

The Thule website have had a fantastic development during the last years. With more than 10 and a half million visits during 2012, an increase by 40% since 2011, and a growing number of visits from mobile devices, we decided to completely rebuild the website to better match our customers' requirements.

The site has been completely rebuilt in order to make it mobile adapted, improve our possibilities to present our expanding product range and to better reflect the Thule brand.

The new Thule.com was launched in the evening of June 3 and has been very positively received by its users.

www.thule.com in numbers:

- Number of visits increased by 40% from 2011 to 2012.
- 10 600 000 visits in 2012.
- The speed of the web site has been increased by almost 100% giving customers instant access to all markets across the globe .
- The percentage of visits coming from mobile devises increased by 190% from 2011 to 2012 and is today about 21% of the total number of visits.

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For more information on Thule, visit: www.thule.com

About Thule

The Thule brand was established in Sweden in 1942. Thule is now a premium brand that is used around all over the world. Under With the motto Bring your life, Thule offers a wide assortment of accessories to simplify the transportation of your gear and equipment in a secure, safe and stylish way. Roof racks, bike and water sport equipment carriers, roof boxes, accessories for recreational vehicles, trailers for the an active life (horses, boats, etc.), snow chains as well as luggage bags and boxes are just a few examples of what Thule currently offers. Thule is the largest brand in the Thule Group.