

Thule and Peter Sutherland's bicycle documentaries, *The Way I Roll*, to be shown at the prestigious Bicycle Film Festival in New York

“The Way I Roll” is a series of short films produced by Thule and directed by world-renowned actions sport director and photographer Peter Sutherland. The films depict six individuals and their passion for the culture that surrounds bicycles. “The Way I Roll” has now been selected by the prestigious Bicycle Film Festival New York and will be screened Friday the 28th of June at the Eventi Open Air Plaza.

– We are truly honored to be included in such a renowned screening. The fact that our films are presented in a forum that has hosted famous and trendsetting directors like Spike Jonze, Lucas Brunelle, who is also featured in one of the six films, and Mike Mills to name a few fills us with pride and inspiration. As cycling enthusiasts ourselves, we launched this initiative to strengthen our connection with our consumers by sharing six great stories of inspirational people whose life passion is centered around cycling, says Mike Noer, Director Business Development at Thule Group.

Bicycle Film Festival is a frontrunner of bringing the ever-developing bicycle culture to the masses. The festival was founded in New York in 2001 and has to date taken place in over 50 cities around the world. It is an annual non-juried festival that screens the most progressive films from international cycling aficionados and filmmakers.

– In this new century any worldwide city that wants to be relevant moving forward is working to become more bicycle friendly. There are many people behind the scenes that have brought the dialogue to this point through their passion for bikes. *The Way I Roll* features some of these important figures, says Brendt Barbour, founder of Bicycle Film Festival.

The films were produced to highlight the launch of the Thule Pack 'n Pedal series, a new, smart and stylish bike bags and carrier systems designed for both city commuting as well as outdoor adventure. Thule Pack 'n Pedal is loaded with Thule's trademark of smart solutions – from the groundbreaking bike attachments to the highly innovative bags.

The 2013 edition of Bicycle Film Festival New York will be held at the Eventi Open Air Plaza from June 26th to the 30th. The Thule Pack 'n Pedal series will be available in selected stores around Europe during the summer 2013.

About Thule

The Thule brand was established in Sweden in 1942. Thule is now a premium brand that is used around the world. Under 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 carriers, roof boxes, accessories for recreational vehicles, trailers for the active life (horses, boats etc), snow chains as well as luggage bags and bike bags are just some examples of what Thule currently offers.

Thule is the largest brand in the Thule Group.

For more information, please visit www.thule.com