

Malmö July 3rd, 2013

Thule set to inspire at the 20th European Outdoor Fair – introducing Thule Crew

During the last couple of years, Thule Group has reinforced its position as a leading company in the growing outdoor segment, promoting an active outdoor life. At the 20th European Outdoor Fair in Friedrichshafen on July 11-14th, several members from the newly launched Thule Crew will be talking to visitors about their and Thule's dedication to making it easier to spend more time outdoors.

At the fair, Thule will also present several of the latest products in the portfolio for the outdoors. To demonstrate the products, and talk about the benefits of an active lifestyle, several world class athletes will be present in Thule's stand.

"At this year's European Outdoor Fair we wanted to show our profound commitment and passion for the outdoors", says Tina Liselius, Sponsorship and Event Manager Thule Group. "Not just by launching new and improved products, but also by having some of our close friends in the Thule Crew present to give inspiration and show that there are few limits to living your life outdoors."

Thule Crew members present at Thule's stand will be:

- **Garrett McNamara** – one of the world's most outstanding big wave surfers
- **Martin Flinta** – Adventure Race World Champion, member of Thule Adventure Team
- **Eva Nyström** – Duathlon World Champion
- **Jacky Boisset** – Adventure Race World Champion, member of Thule Adventure Team

During 2013, Thule has continued to launch several new products for the outdoors. Some of the more noticeable at the Outdoor Fair are Thule EasyFold and Thule Chasm. Thule EasyFold is probably the most convenient, fully foldable two bike carrier on the market. Thule Chasm is Thule's brand new duffel bag. This versatile and rugged duffel has loads innovative features and is available in sizes from x-small to x-large and in a wide array of attractive colours.

If you would like further information on Thule's broad outdoor product portfolio, and get insights from some of the world's leading outdoor athletes in Thule Crew, please visit our stand A5:403.

Thule on Facebook: www.facebook.com/thulebringyourlife

Thule on YouTube: www.youtube.com/thule

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The Thule Group Press Room (product images and more info):

<http://www.mynewsdesk.com/uk/pressroom/thule-group-pressroom>

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