

## Thule Group»

### Thule "Active with Kids" at the Kind + Jugend fair in Cologne, Germany

**At the children fair, Kind + Jugend in Cologne, Germany, Thule is presenting their new product category, 'Active with Kids', and further broadens its position as a global sports and leisure business.**

*Active with Kids* was presented for the first time at the Eurobike fair in Friedrichshafen, Germany, earlier this year. The new product category makes it easier for parents to live an active life together with their kids. The product category *Active with Kids* will at first hold the products like the bike child seat *Thule RideAlong*, the bike trailer *Thule Coaster* and *Thule Chariot* the multifunctional child carriers for running, biking, skiing and more. More products to be added to the category are already under development.

"Thules position within the sports and leisure business is strong around the globe, says Magnus Welander, CEO at Thule Group. With the *Active with Kids* category it will be even stronger and with more products added we will have a width that no other company has when it comes to living an active life together with your kids. The first products launched is connected with bikes, a business we know since more than 20 years" finish Magnus.

Come visit the Thule stand and have the best coffee you have ever tried. Roberto Dell'Aquila, placed 3rd in the Barrista World Championships in 2002, will be serving coffee in Thule's stand for the whole fair.

You will find us in hall 10.2, Aisle F, Stand 029.

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#### 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 products to simplify the transportation of everything you care about in a secure, safe and stylish way. Roof racks, bike and water sport carriers, roof boxes, child carriers, accessories for recreational vehicles, trailers for an active life (horses, boats etc), snow chains as well as luggage, bags and backpacks 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](http://www.thule.com)