

> Press release

THULE
SWEDEN

Thule Easy-fit: the easiest and fastest snow chain in the world is now available also for SUVs

At the next Paris' exhibition "EquipAuto", Thule will present the new Thule Easy-fit SUV.

On October 16th, at the EquipAuto exhibition in Paris (Hall 5A, Stand H164), Thule will display the **Thule Easy-fit SUV**, the new model in the Thule Easy-fit family. Thule Easy-fit, the easiest and fastest snow chain to fit, will be available in the winter season in car accessories stores in France and the rest of Europe.

The new Thule Easy-fit SUV has the same technical features, design and ease of use as the previous Easy-fit and can be mounted in 3 simple steps.

1. Open the rigid arch
2. Lay the chain on the tire starting from the top
3. Push down the pedal with your foot to activate the tensioning system

With the Thule Easy-fit SUV, Thule offers a complete range of Thule Easy-fit snow chains providing to the consumer a top quality and easy to use snow chains for every kind of vehicle.

Thule Easy-fit is the most awarded snow chain in the market. It has won several prestigious awards since it was launched in 2011:

- 2011: Gold medal at the Equipauto Innovation Award
- 2012: CAT, UK magazine, named Thule Easy-fit as Technical & Safety Innovation of the year
- 2012: Guinness Word Record for the fastest fitting snow chain in the world
- 2013: IF product design award at the Eurobike

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

For high resolution images and further information, please visit, the Thule Group press room:
<http://www.thulegroup.com/press>



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About Thule

The Thule brand was established already in 1942. Under the motto *Bring your life*, Thule globally offer a wide range of premium products that enable active people to bring their luggage, equipment and their kids with them in a safe, simple and elegant way. Thule offers include roof racks, bike carriers, roof boxes, boat / horse trailers, computer / camera / sports duffle bags and children products like child bike seats and multifunctional strollers. The products are in more than 125 markets all over the world.

Thule is the largest brand in the Thule Group.

Read more at www.thule.com