

> Press release



Malmö, November 8th, 2013

Successful first four weeks for the *Go Epic with Thule* campaign

The launch of the video competition *Go Epic with Thule* has been a fantastic success with more than 2.7 million impressions in social media during the first four weeks. More than 140 consumer action sports videos have been uploaded to the website from all over the world. USA, Sweden, UK, Brazil and Holland are the top of the participating countries.

On September 30th, Thule and Epic TV, one of the world's largest online extreme sports channels, launched the video competition "Go Epic with Thule". The competition lets active people in a number of action sports compete against each other by sharing their videos of their own sports adventure.

The Thule Crew – our team of adventurers and Thule ambassadors – are looking for extreme sports talents who love tough challenges and great adventures to co-star in their next video. "Go Epic with Thule" therefore becomes the chance for any action sport lover to become that sidekick you have always dreamt of. Just by filming your adventure and share it with the rest of the community and visitors to the "Go Epic with Thule" website.

To qualify, the contestants need to upload their best sports video clip, showing the Thule Crew their skills. A jury will pick a winner each week – for 10 weeks. Apart from scooping our weekly prize, our weekly winners also qualify for the grand finale, in which they can win our Grand Prize – the adventure trip of their life and a supporting role in one of our Thule Crew members' next videos!

The campaign will run until December 8. On December 9, one lucky person will win the grand prize, acting sidekick in one of the Thule Crew's next movie.

For all the latest updates, coolest clips and competition announcements like and follow the Thule Facebook page – www.facebook.com/Thulebringyourlife .

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