

> Press release

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Malmö January, 2014

Thule Paramount - a new line of smart carry-solutions for urban explorers

Short adventures, just for a few hours or a full day, require light bags with good packing capabilities, especially for electronic devices. With those adventures in mind, Thule is introducing a new product family: Thule Paramount, a series of innovative, smart carry-solutions for everyday adventures.

Thule Paramount is a new product family designed to meet the needs of urban wanderers. The new line of backpacks are stylish and easy to use on daily adventures in the city. The series is optimized to be easy to pack and will keep your mobile, laptop or tablet safe.

Thule Paramount comes in three versions, all featuring several smart solutions such as taped water puddle protection, safezone compartments for fragile gear, padded laptop compartments, expandable volume and reflective details.

Thule Paramount Rolltop Backpack

A stylish full-featured technology transporter with roll-top opening. Side and top access to padded 13" laptop protection compartment.

- Padded 13" laptop protection with dual-density, corner-less protection.
- Protective padded compartment for your sunglasses, iPhone portable electronics and other fragile gear
- Water puddle protection construction on bottom
- Side and top access to laptop compartment
- EVA padded shoulder straps and airflow channels on back
- Organization panel
- Side access to main compartment



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Thule Paramount Traditional Backpack

A stylish full-featured technology transporter in a more traditional format. Side and top access to padded 15" laptop protection compartment.

- Padded 15" laptop protection with dual-density, corner-less protection.
- Protective padded compartment for your sunglasses, iPhone portable electronics and other fragile gear
- Water puddle protection construction on bottom
- EVA padded shoulder straps and airflow channels on back
- Organization panel



Thule Paramount Flapover Backpack

A stylish full-featured technology transporter with flap opening. Side and top access to padded 15" laptop protection compartment.

- Padded 15" laptop protection with dual-density, corner-less protection.
- Protective padded compartment for your sunglasses, iPhone portable electronics and other fragile gear
- Water puddle protection construction on bottom
- Side and top access to laptop compartment
- EVA padded shoulder straps and airflow channels on back
- Organization panel
- Side access to main compartment



Thule Paramount will be available in retail in August, 2014

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For more information on Thule products, 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 in 1942. Under the motto *Bring your life*, Thule globally offers 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's product offering includes roof racks, bike carriers, roof boxes, boat / horse trailers, computer / camera / sports duffle bags and juvenile products such as child bike seats and multifunctional strollers. Thule products are sold in more than 125 markets all over the world.

Thule is the largest brand in the Thule Group.

Read more at www.thule.com