

## > Press release



ISPO Fair, Munich, Germany, January 27, 2014

### **Thule SkiClick awarded the prestigious ISPO Gold Award in the category Ski segment at ISPO 2014, Munich**

**The brand new innovative Thule SkiClick ski carrier, with ski strap and wall storage functionality, has won the ISPO Gold Award at the ISPO fair 2014, the world's leading tradeshow for sporting goods, in Munich, Germany.**

"Adding this ISPO Award to all the product awards won last year at Eurobike, Interbike, Bike Expo and Outdoor Retailer, confirm our capability to innovate and bring great products to market in the exciting and growing outdoor sector. The ISPO award jury is knowledgeable and competition is fierce in all the different categories, so the jury's decision is a clear seal of quality," says Magnus Welander, CEO of the Thule Group.

Every year, a jury consisting of independent sports business professionals evaluates several hundred entries to find the most exceptional sporting goods products to honour them with the prestigious ISPO Award. The ISPO Award presents a welcoming orientation for both sports business professionals as well as end-consumers.

The new Thule SkiClick was developed to help you bring your cross country skis to the ski track in an easy and smart way. and to help you store them in a space saving way when not in use. The Thule SkiClick can be used three ways: a **ski carrier**, for quick and safe transportation of your gear on the roof rack of your car; **Ski strap**, a strap that easily binds the skis together for simple, carrying. And thirdly, as **wall storage** - the Thule SkiClick can be attached to the wall to keep your skies out of the way while not in use.

#### **Thule SkiClick features:**

- Easy to use – fix skis easily to roof racks or walls with a simple click, and to carry around with the Thule SkiClick Bag accessory
- Safe transportation – thanks to safe locking hook and security locks
- Perfect fit – smart, space saving design for virtually any roof racks

**Thule on Facebook:** [www.facebook.com/thulebringyourlife](http://www.facebook.com/thulebringyourlife)

**Thule on YouTube:** [www.youtube.com/thule](http://www.youtube.com/thule)

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

<http://www.thulegroup.com/press>

**Bring your life**

[thule.com](http://thule.com)

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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](http://www.thule.com)