

## > Press release

**THULE**<sup>®</sup>  
SWEDEN

Friedrichshafen, Germany, July , 2014

### **Thule Technical Backpacks – A new breed of innovative backpacks with a truly perfect fit**

**Thule Technical Backpacks series has that typical smart solutions design that Thule is known for. Thule’s brand promise of “Bring your Life” could not be more appropriate for this new range of Technical Backpacks. The dynamic pack adjustments and fast fit are just a few of the innovative features that make Thule put a firm mark on the hiking scene with these backpacks. The Thule Guidepost trekking and Thule Capstone hiking backpacks and the Thule Sapling child-carrier backpack will make their official debut during The Outdoor Fair in Friedrichshafen, Germany, July 10-13.**



“With our long heritage of designing smart solutions for people that live active lives, we have focused on this new category with user and developer insights and passion”, says Magnus Welander, CEO Thule Group. “We have over the last 3 years leveraged our internal design and development skills combined with that of some of the most experienced independent backpack design experts in the field to create a completely new product family of Technical Backpacks. Thule technical backpacks give every single user a fast and perfect fit, making hiking trips that much more enjoyable. As always with products from Thule, we have focused on ease of use,

**Bring your life**  
thule.com

## > Press release



safety and quality, and the typical Thule styling. And of course, some really smart solutions, such as the “lid to summit backpack” on the trekking series Thule Guidepost.”

As we don’t live in a one-size-fits-all world, Thule’s new back packs offer the perfect fit by offering 270 different configurations in the larger trekking packs. These features include a unique TransHub suspension system which provides ultimate stability and flexibility and a MicroAdjust suspension system ensures that packs loads can be evenly transferred to the hips, plus the torso length of the pack can be adjusted whilst you’re hiking, making sure there is consistent comfort. Moreover, the Technical Backpacks’ gender specific design and the multiple hip belt options ensure that every single user achieves a Perfect Fit.

As Graham Jackson, Thule’s Technical Backpacks Product Manager, puts it: “We are convinced that we have taken a fresh approach to this category and created some amazing packs in the process. With no two human bodies being exactly the same, we developed quick and easy ways to fully customize our packs for a perfect fit.”

Thule Guidepost, Thule Capstone and Thule Sapling series will be available in selected hiking shops around the world as of February 2015.

**For more information, please contact:**

Joakim Frederiksen Project Leader Communications

E-mail: [joakim.frederiksen@thule.com](mailto:joakim.frederiksen@thule.com)

Phone: +46 (0)40 635 90 25

**For more information on Thule products, visit:** [www.thule.com](http://www.thule.com)

**For high resolution images and further information, please visit, the Thule Group press room:**

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

---

### **About Thule**

The Thule brand was established in 1942. Under the motto *Bring your life*, Thule globally offers a wide range of premium products for active people that allow them to bring what they care most for safely, easily and in style.

Thule offers among other things roof racks, bike carriers, roof boxes, computer/camera/sports bags and child related products like child bike seats and multifunctional strollers. The products are sold in more than 136 countries worldwide. *Thule is the largest brand in the Thule Group.*

For more information, please visit [www.thule.com](http://www.thule.com)

**Bring your life**

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