

## ➤ Press release



Malmö, Sweden, July 15, 2014

### **Thule is increasing its environmental commitment through the membership in EOCA, European Outdoor Conservation Association**

**Thule Group has actively fostered and been involved in the core values of sustainability and the environment since it was founded over 70 years ago. Through the membership in EOCA Thule increase the engagement and further cooperation with a large number of other actors in the outdoor, sports and leisure industry to preserve sensitive natural areas and ecosystems.**

The European Outdoor Conservation Association is an initiative from the European outdoor industry with the objective of protecting the wild areas it cares so passionately about.

"As a major player in European outdoor, sports and leisure industry, we are very keen to conduct our business with as little environmental impact as possible. Our success as a company is based on a healthy outdoor environment that invites everybody to live an active life," says Pontus Alexandersson Environmental Manager for Thule Group.

Thule Group has been members and active in EOCA's American counterpart, Conservation Alliance, for a number of years.

Learn more about EOCA on: [www.outdoorconservation.eu](http://www.outdoorconservation.eu)

Read the [Thule Group's environmental report](#) and familiarize yourself with our work and goals within the environment at Thule Group website.

#### **For more information, please contact:**

Pontus Alexandersson, Environmental Manager

E-mail: [pontus.alexandersson@thule.com](mailto:pontus.alexandersson@thule.com)

Phone: +46 40 635 90 35

## > Press release



---

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 125 countries world-wide.

*Thule is the largest brand in the Thule Group.*

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