

> Press release



Friedrichshafen, August 27, 2014

Thule Launch New Products and Presents their Full Range of Bike Products at the Eurobike Show in Friedrichshafen, Germany, August 27 – August 30, 2014

Over the last couple of years, Thule has launched a number of new products in different categories, all making it easier for people to live an active life. At this year's Eurobike show in Friedrichshafen, Germany, Thule presents the product range for bikes, including some exciting new additions to their product line.

Thule is the world leader in sports and recreation products that make it easier for people to transport everything they care about safely, securely and in style. At this year's Eurobike Show in Friedrichshafen, South Germany, Thule is presenting their entire product range for bike related products and is launching five new products that take bike transportation and commuting to a new level.

Thule Crew member Chris Van Dine, USA, will be joining Thule at the show to share his passion for riding his bike all over the world. Thule will also stick to the tradition of serving coffee in the dedicated Thule Espresso bar in their booth – done by the world famous Barista Swedish / Italian Roberto Dell'Aquila.

If you would like further information on Thule's broad bike product portfolio, and get insights from one of the world's leading athletes in Thule Crew, visit their booth in Hall A7, booth 500 at the Eurobike Show in Friedrichshafen.

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For more information on Thule, 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 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

About the Thule Crew

Thule Crew was initiated in 2013. Following Thule's mission *Spend more time outdoors* the members of Thule Crew are chosen to inspire us to live a more active life. And displays of passion and a dedication to the outdoors are all intricate parts of being a member. With a caring attitude towards man and nature, all Thule Crew members are committed and active role models within their disciplines.

Learn more at www.thule.com/thulecrew