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SWEDEN

Friedrichshafen, August 27, 2014

Thule Extends the Range of Products for Active Parents and Launches the Front-Mounted Child Bike Seat, the Thule RideAlong Mini



The Thule RideAlong Mini is a front-mounted child bike seat that is safe and easy to use. The design and functionality simplifies daily commuting as well as bike adventures for the whole family. Thule RideAlong Mini is the latest addition to the growing product category “Active With Kids” that simplify life for active parents.

The Thule RideAlong Mini child bike seat is one of the most integrated and easy to use front child bike seat on the market. Intuitive and smart solutions such as the adjustable, padded 5-point harness, and the single-hand adjustable foot straps and foot rests, ensure maximum comfort and safety, allowing you to focus on what is most important: enjoying the ride with your family.

“This type of front mounted bicycle child seat is already used extensively in many countries and is a natural extension of the Thule Active with kids category. The Thule Ride Along Mini is designed to be easy to use, enhance the biking experience for the child and help you when you want to bike or commute with two children,” says Eric Norling, International Product Manager Bike at Thule.



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Thule RideAlong Mini's Key Features:

- The adjustable, padded 5-point harness provides maximum safety and a custom fit
- The childproof safety buckle with large buttons quickly secures the child
- The single-hand adjustable foot straps and foot rests allow for convenience and flexibility as the child grows.
- The seat has a soft handle bar for the child to place the hands on during the ride, which doubles as a convenient carrying handle
- The detachable, water-resistant padding is machine washable and reversible offering two color options
- The seat mounts/dismounts from the bike in seconds thanks to the slam lock fixation to the quick release bracket and the seat's integrated release handle
- Correct mounting of the seat is indicated via an integrated safety indicator on the quick release bracket
- The universal quick release bracket fits bikes with both normal and ahead stems
- The seat is lockable to the bike thanks to an integrated lock
- Meets stringent safety standards (DIN EN 14344); TÜV approved.

The RideAlong Mini is launched at the Eurobike show in Friedrichshafen, Germany, August 27 – August 30, 2014 and will be available in store as of April 2015

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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>

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 worldwide. *Thule is the largest brand in the Thule Group.* For more information, please visit www.thule.com

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