

> Press release



Berlin, September 5, 2014

Thule Subterra, a new rugged product series for keeping your tablets and laptops safe on the move



Thule introduce a new range of sleeves and cases, made for active people on the move who want to bring their gadgets safely and in style. The new product line come in eight models and will fit laptops from 13-15", iPad Air and iPad Mini.

Thule has over the last couple of years launched several new products in different categories, all making it easier for people to live active lives. At this year's IFA show in Berlin we introduce Thule Subterra, a new line of cases and sleeves for laptops and tablets. Thule Subterra has a rugged design and is developed for the urban adventurers, young professionals and commuters who want to bring their gadgets well protected and in style.

Features of the Thule Subterra 15" Laptop Bag. The series come in eight models to fit all your mobile electronics, features may vary.

- Padded and plush-lined pockets protect electronic devices from bumps and scratches
- Quick-access pocket with soft lining keeps a smartphone, passport or keys secure and within reach
- Front-loading organization panel with padded pockets, pen loops and volume to store accessories
- Separate main compartment for documents and personal gear with two large slip pockets
- Hidden stash pocket under front flap provides high security on daily commutes
- Made in durable and water-resistant, two-tone Oxford material
- Removable, padded shoulder strap with dual-glide adjusters
- Back panel slip pocket for easy access to magazines and/or documents
- Luggage pass-through panel securely attaches bag to rolling luggage for effortless travel

The Thule Subterra line is launched at the IFA Show in Berlin, Germany, September 5 – September 10, 2014.

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