

> Press release



Cologne, September, 2014

Thule unveiling exciting news in the *Active with Kids* category at the *Kind und Jugend* fair in Cologne, Germany

Thule will be presenting their full product category *Active with Kids* at the children's fair *Kind und Jugend* in Cologne, Germany. Award winning products like the Thule Glide stroller and the Thule Chariot multifunctional child carrier will be presented along with some very exciting news.

The Thule product category *Active with Kids* was introduced at tradeshow around the world last year. It has since expanded with a number of new products which make it easier for you to live an active life with your kids. Products in this category include the bicycle trailer Thule Coaster, the child bike seat Thule Ride Along and the Thule Chariot multifunctional child carriers for running, biking, skiing and more.

At this year's *Kind und Jugend* fair in Cologne, Germany, Thule will be presenting the Thule Glide, winner of the 2014 OutDoor Show Award, Thule Sapling, the new child backpack that lets you bring your most precious goods on hikes and treks, and more products designed for an active life.

"Thule's position within the sport and outdoor business is strong around the globe", says Johan Hedberg, VP Sales, Europe and Rest of World at Thule Group. "With the *Active with Kids* category it will be even stronger and with more products added to the category we will further enable parents to live an active life with their kids," finishes Johan.

Come visit Thule at the fair and have one of the best coffee you have ever had. Roberto Dell'Aquila, who placed 3rd in the Barista World Championships, will be serving coffee in the dedicated Thule Espresso bar. You will find us in Hall 10, floor 2, row E, booth 61.

For more information, please contact:

Joakim Frederiksen PR Manager Europe & RoW

E-mail: joakim.frederiksen@thule.com

Phone: +46 (0)40 635 90 25

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>

Bring your life

thule.com

> Press release



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