

Salt Lake City, Utah, January 23, 2015

Thule Group Recognized as Top Vendor by Global Leading Outdoor Retailer REI by Being Awarded Action Sports Vendor of the Year

Thule Group is pleased to announce having been named “Action Sports Vendor of the Year” for 2014 by the leading Outdoor Retailer in the world, REI (Recreational Equipment Inc.). REI has been recognizing vendors who go above and beyond since 1993.

This prestigious award is based on several key criteria; Emphasizes product excellence, provides exceptional retail support, actively participates in sustainability initiatives and provides good service to the communities they are part of.

This was the fourth year in a row Thule Group has been nominated for this prestigious award and was the recipient also in 2011 and 2012. The award ceremony was held at the Outdoor Retailer (OR) trade show in Salt Lake City, UT on January 21, 2015.

“REI, as with all our retail partners, are regarded as a strategic partners in our business. We work hard to make sure they are successful selling our products so we both succeed. We are beyond thrilled that REI recognized our partnership with this distinction and we look forward to growing with them in the future,” remarked Schuyler Horton, Vice President of Sales for Thule Group Region Americas.

As a global industry leader, Thule Group is proud of the fact that we produce some of the world's best products backed by some of the most stringent testing procedures in the industry. Of the 15 vendors nominated during the ceremony, Thule was recognized as being the largest vendor in the Action Sports category.

Other winners in their respective categories were *Kuhl* in the Outdoor Wear division and *Osprey* in the Camping division. *Eagle's Nest Outfitters* (ENO) won the overall vendor of the year award for 2014.

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About Thule Group

Thule Group is a world leader in products that make it easy to bring the things you care for – easily, securely and in style, when living an active life. Under the motto *Active Life, Simplified*, we offer products within two segments: **Outdoor&Bags** (e.g. equipment for cycling, water and winter sports, roof boxes, bike trailers, baby joggers, laptop and camera bags, backpacks and cases for mobile handheld devices) and **Specialty** (snow chains and pick-up truck tool boxes).

Our products are sold in 136 markets globally. There are more than 2,200 of us working for Thule Group at 10 production facilities and more than 35 sales locations all over the world. Net sales for 2013 amounted to 4.3 billion SEK.

For more information, please visit www.thulegroup.com