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Malmö, 3 March 2015

Thule is Gold winner of the iF Product Design Awards 2015 – one of the most prestigious international design awards

Thule Group has received one of the coveted Gold Awards in the iF Product Design Awards for its front mounted child bike seat *Thule Ride Along Mini*, It also received an iF Award a for its jogging stroller *Thule Urban Glide*.

Close to 5,000 contributions were made, and Thule came out with two winning products in its product category *Active with Kids*. Thule receives the Gold Award along with companies like Apple, Canyon bikes, Sony and the camera manufacturer Leica.

This year's iF Product Design Award had nearly 5,000 nominated products in five disciplines. The child bike seat *Thule Ride Along Mini* was, however, highlighted by the renowned jury (consisting of 53 people) to be such a distinctive design product to be awarded the iF Gold Award. Thule Ride Along Mini receives the Gold Award together with the *Apple Watch*, the *Sony Xperia Z2 Tablet*, Canyon Bikes new road bike *Aeroad CF SLX* and the urban smart headphones *Sennheiser Urbanite*.

Jury statement

"This very comfortable seat, which is mounted to the handlebar, shows what good design has to offer: its clean design makes it intuitively useable whilst being extremely convenient and functional. Further advantages are the high standard of safety as well as the weather resistant materials and their pleasant feel."

The Thule Urban Glide jogging stroller was also awarded an iF Product Design Award 2015 for its design and functionality.

"Our goal is always to develop great products. This is very much the case for the new categories with which we have broadened the Thule brand in recent years. The awards Thule has been given for the Thule Ride Along Mini and Thule Urban Glide is proof that we deliver safe, easy to use and stylish products in one of our fastest growing new product categories, Active with Kids. Now we look forward to continue to strengthen our market leading position in terms of smart products that make it easy for people who live active lives to take with them what they care most about", said Magnus Welanders, CEO and President of Thule Group AB.

iF Product Design

The iF Design Centre is one of the largest and most respected design centers in the world. Since 1953 iF has been a capable and reputable provider of design services at the interface of design and economy. It

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is iF's aim to strengthen public awareness of design. To achieve this, they take great care in extending the communication network that they have built through their design-oriented activities over the years.

Recommended Retail Prices:

Thule RideAlong Mini, Euro 99,95

Thule Urban Glide Euro 479,-.

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For more information about Thule please visit, www.thule.com

For high res pictures and more news from Thule Group, 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 136 countries world-wide.

Thule is the largest brand in Thule Group.

For more information, please visit www.thule.com

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 2014 amounted to 4.7 billion SEK. Thule Group is a public company listed at Nasdaq Stockholm.

For more information, please visit www.thulegroup.com