

> Press release



Malmö and Friedrichshafen, Aug 25th 2015

Thule broadens the bike assortment and presents four new bike products at the Eurobike show in Friedrichshafen, Germany, the 26-29 of August 2015

Thule loves bike. This year is a big bike year for Thule, introducing no less than four new products in the bike category to the trade at the Eurobike show. The all new bike carriers Thule ProRide, Thule ThruRide and Thule VeloSpace, with the accessory Thule BackSpace, cover a broad range for all different bikes and needs to bring one or more bikes, and give space for extra luggage when travelling.

In the booth you will meet Thule's new 'Thule Crew' ambassador, Swedish Martin Söderström, one of the best mountain bike slope style riders in the world. Both Martin, and legendary downhill mountain bike rider Chris Van Dine, Thule Crew member since 2013, will be taking part of the presentation of the new products and share their experiences of Thule's bike products. Welcome to Thule's booth, A7:500, to see the new products and enjoy an espresso from our legendary barista Roberto Dell'Aquila.

For more information, please contact:

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For more information on Thule products, visit: www.thule.com

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