

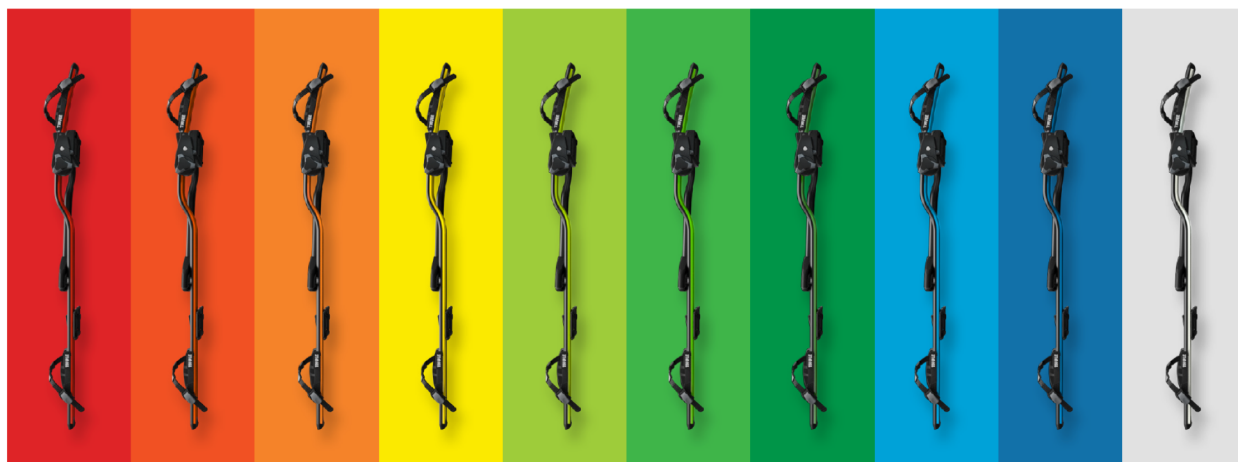
➤ Press release



Malmö, Nov 20th , 2015

Thule celebrates the new and improved Thule ProRide 598 with Thule ProRide Limited Edition in colour

As a celebration to the improved version of the most sold bike carrier in the world, Thule ProRide, Thule celebrates the news with a Limited Edition of the new Thule ProRide 598 in 10 different colour options during 20 days. The dedicated bike lovers will have the chance to get hold of one of the 1942 copies of the Thule ProRide 598 Limited Edition, which will be sold exclusively on www.thuleproride.com from the 1 – 20th of Dec 2015.



The world's most popular bike carrier just got even better! With its combination of convenience, stability, and smart design, it's no wonder Thule ProRide has become the number one choice for bike riders across the globe. The new Thule ProRide 598 takes this iconic bike carrier to the next level with enhanced features and an updated design. Thule celebrates this new and improved bike carrier with a limited edition in 10 different colours. The 1942 Thule ProRide

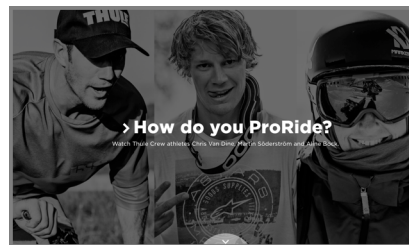
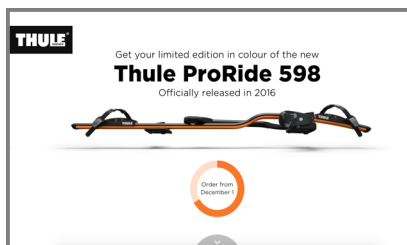
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➤ Press release

THULE
SWEDEN

Limited Edition carriers in colour can only be ordered from 1-20th of Dec 2015 on <https://thuleproride.thule.com>.

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"How do you make the world's most popular bike carrier even better? The answer is in the details. On the new Thule ProRide 598 we have upgraded all aspects of the Thule ProRide 591 version, taking it to the next level of ease-of-use and safety."
ERIC NORLING, DIRECTOR PRODUCT MANAGEMENT.

For more information, please contact:

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For more information about Thule's products, please 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

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