

> Press release

Malmö, 2 September, 2016

Thule introduces Thule Subterra, a new high quality and urban-inspired luggage line for the active business traveller.

Thule Subterra is a complete line of high quality, sleek and contemporary travel bags and luggage with a focus on smart design and ease of use.

In 2011, Thule expanded into the luggage collection with the Thule Crossover; a series of travel gear targeting the active lifestyle consumer. It was a natural progression for the brand, combining Thule's industry leading engineers with a world class design team. Since its debut, Thule Crossover received numerous accolades including Outside Magazine's Gear of the Year Award (March 2011), International Travel Goods Association 1st place Product Innovation Award (March 2011), and Men's Journal's Gear of the Year Award (December 2012).

Taking off from the success of the Thule Crossover, we are very proud to announce a new product line geared towards the modern business traveller.



Much like the Thule Crossover, the **Thule Subterra** leverages our award winning design team with world-class Thule engineering.

The result: a complete line of high quality, sleek and contemporary travel bags and luggage with focus on smart design and ease of use for the active business traveller.

The Thule Subterra line stands for **smart solutions, convenient versatility, high quality materials and an urban styling.**

Smart Solutions

For the experienced traveler, innovative and intelligently designed luggage is the key to staying efficient on the go, which is why the Thule Subterra collection features smart solutions like the space saving compression board found in the 22' Carry-On and clever compartments found throughout each of the backpacks.

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Convenient Versatility

While all of the bags within the Thule Subterra luggage collection include convenient features, several of the bags have multipurpose designs built in, like the innovative 2-in-1 solution that allows you to pack either one large checked piece of luggage or two smaller carry-ons.

High Quality Materials

From the Thule brand's high quality reputation and rigorous testing standards for all of their luggage and bags, to the use of luxurious, but durable nylon fabrics, the Thule Subterra line is able to stand up to years of abuse and absorb the impact of travel

Outdoor/Urban Styling

The Thule Subterra collection combines durability and ruggedness, with the urban styling and design found in all of the products offered by the premium Swedish brand.



For more information, please contact:

Tina Liselius, PR, Event & Sponsorship Manager

E-mail: Tina.Liselius@thule.com

Telephone: +46 700 90 26 52

For more information about Thule's products, please visit: www.thule.com

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About Thule

The Thule brand was established in Sweden 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, joggers, and multifunctional strollers. The Thule brand sets new standards within its categories, with products sold in 139 countries worldwide. *Thule is the largest brand in Thule Group.*

For more information, please visit www.thule.com