

> Press release



Frankfurt, September 16, 2016

The newly launched Thule Motion XT roof box has been recognised at the Automechanika Innovation Award 2016

With Thule Motion XT, Thule sets a new standard for modern roof box design. The bold yet stylish and aerodynamic shape harmonizes with contemporary car design, while keeping the unmistakable visual identity of a Thule box. The distinctive shape has been optimized using advanced computer simulation, reducing the impact on fuel economy and providing a quiet ride.

Innovation **Award**

At this year's Automechanika Innovation Award, Thule Motion XT roof box was awarded as one of the most innovative products in its category. The internationally renowned innovation prize was first awarded in 1996 and honors innovative and pioneering products in eight different categories. A jury of renowned experts evaluated the entries in accordance with the criteria of innovative content, functionality, after market relevance, safety and contribution to environmental protection.

For more information about the award and the criteria, please visit:

<https://automechanika.messefrankfurt.com/frankfurt/en/besucher/events/Innovation-Award.html>

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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