

## ➤ Press release



Malmö , 30<sup>th</sup> November 2016

### **Thule awarded with the design prize EuropeDesign Award in competition with Alessi and Ducati**

Today, Thule won the industry award of EU's first edition of "DesignEuropa Awards" which celebrates excellence in industry design. Thule were awarded for Thule Urban Glide – a sport stroller designed for people with an active lifestyle. Other finalists alongside Thule were the Italian interior designer Alessi, the Spanish brand Escofet, creating design for urban spaces, and the motorbike producer Ducati. The ceremony took place in Milano on Wednesday afternoon.



The jury pointed out the originality of the stroller's design, its good technical construction and definition, practicality, social sensitivity and the way it adapts to different lifestyles. Magnus Welander, CEO and President of Thule Group received the award during the ceremony in Milano.

– We are of course very pleased to be recognized among other high-end design brands. This is a recognition of our excellence within innovation and design, says Magnus Welander. As a brand, Thule is synonymous with high quality products and smart engineering solutions that help people all around the world to live an active life. Our product developers and designers constantly works with improving the design of our products, allowing active

people to bring what they care for the most. The design award went to Thule Urban Glide, which is yet another acknowledgment that we are good at what we are doing, says Magnus Welander.

Other industry finalists were the world famous interior designer [Alessi](#) with the espresso machine [Pulcina](#), the equally famous refined motorbike producer [Ducati](#), for the bike [XDiavel](#), and the brand [Escofet](#) for the bicycle rack [Raval](#), which adds an element of design in urban spaces.

DesignEuropa Awards is organised by EUIPO, the European Union Intellectual Property Office, in partnership with the Italian Patent and Trade Mark Office UIBM. The ceremony was held in its first edition this year to celebrate excellence in design and design management among registered community design holders.



**Bring your life**  
thule.com

## > Press release



**For more information, please contact:**

Tina Liselius, PR & Sponsorship Manager

E-mail: [Tina.Liselius@thule.com](mailto:Tina.Liselius@thule.com)

Phone: +46 700 90 26 52

**For more information about Thule's products, visit:** [www.thule.com](http://www.thule.com)

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### **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 roof racks, bike-, water- and winter sport carriers, roof boxes, computer-, and camera bags, sports bags and backpacks and kid-related products like baby joggers, child bike seats and bike trailers. The products are sold in more than 139 countries world-wide.

Thule is the largest brand in Thule Group.

For more information, please visit [www.thule.com](http://www.thule.com)

### **About the DesignEuropa Awards**

[The DesignEuropa Awards](#), organised by the [European Union Intellectual Property Office \(EUIPO\)](#), in partnership with the Italian [Patent and Trade Mark Office \(UIBM\)](#), celebrates excellence in design and design management among [Registered Community Design \(RCD\)](#) holders, whether they are individual right holders, small businesses or large enterprises. [The Registered Community Design \(RCD\)](#) is a unitary intellectual property right, valid in all 28 Member States of the EU, and administered by EUIPO.

### **About EUIPO**

[EUIPO](#), the European Union Intellectual Property Office, is a decentralised agency of the EU, based in Alicante, Spain. It manages the registration of the European Union trade mark (EUTM) and the registered Community design (RCD), both of which provide intellectual property protection in all 28 EU Member States, as well as carrying out cooperation activities with the national and regional IP offices of the EU. Up until 23 March 2016, EUIPO was known as the Office for Harmonization in the Internal Market (OHIM).