

## > Press release

**THULE**<sup>®</sup>  
SWEDEN

Offenbach, March 3, 2017

### **Thule introduces Thule Subterra, a sleek luggage line for the active business traveller**

**Thule Subterra is a complete line of high-quality, sleek and contemporary travel bags and luggage, ranging from checked and carry-on luggage to laptop bags and sleeves. With a focus on smart design and ease of use for the active business traveler, Thule Subterra ensures you arrive effortlessly, in style, so you can get the most out of your travel experience.**

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 Thule Subterra Carry-On 55cm/22" and clever compartments found throughout each of the backpacks.

#### **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 that Thule's products are known for.

#### **For more information, please contact:**

Tina Liselius, PR & Sponsorship Manager

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

Telephone: +46 700 90 26 52

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



**Bring your life**  
thule.com

## > Press release

The logo for Thule Sweden, featuring the word "THULE" in a large, bold, white sans-serif font with a registered trademark symbol (®) to its upper right. Below "THULE", the word "SWEDEN" is written in a smaller, white sans-serif font. The entire logo is set against a solid black rectangular background.

---

### **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](http://www.thule.com)

**Bring your life**  
thule.com