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Malmö, October 12, 2018

Nationalmuseum includes the Thule Urban Glide stroller in its collection of outstanding Swedish design

Thule's three-wheel stroller, Thule Urban Glide, has attracted the attention from Sweden's National Museum (Nationalmuseum) for its design and functionality. The museum believes that the stroller represents modern Swedish design in such a way that it should be taken into the museum's permanent collections and thereby become eternally preserved.

Nationalmuseum is Sweden's largest art and design museum. It is also a government agency with the task of promoting art. In its role as Sweden's Museum of Responsibility, the Nationalmuseum is responsible for collecting art, crafts and design. What the museum include in their collection must be preserved in "eternal future", so that there are real artifacts left from the past for future generations.

Nationalmuseum has decided to include Thule's best-selling three-wheeled stroller Thule Urban Glide in its permanent collection, as it represents outstanding Swedish design of a product for everyday life and a product that is worth considered for preservation.

Included in the opening exhibition

Thule Urban Glide is also included in the museum's opening exhibition which opens tomorrow, Saturday, October 13th. The exhibition also marks the re-opening of the museum after the extensive five-year renovation of the its premises.

Nationalmuseums attention to design and function will be added to the profound merit of international design achievements and awards won by Thule Urban Glides since its launch, such as the RedDot Award, the iF Product Design Award and the EUIPO Design EuropaAward.

Thule Urban Glide is a stroller that facilitates an active family life. A stroller for all types of terrain with a smooth and lightweight design that makes it perfect for exploring the city or heading out into nature.

For more information about Thule Urban Glide
<https://www.thule.com/en-gb/gb/strollers/strollers>

For more information about Nationalmuseum
<https://www.nationalmuseum.se/en/>

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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 designs and manufactures roof racks, bike, water and winter sport carriers, roof boxes, computer, and camera bags, sports bags and backpacks and child-related products such as baby joggers, child bike seats and bike trailers. The products are sold in more than 140 countries world-wide. Thule is the largest brand in Thule Group.

www.thule.com

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