

> Press release



Malmö 14 April, 2016

Red Dot Design Award to Thule ProRide 598

Thule is proud to announce that Thule ProRide 598 has been awarded with the Red Dot Design Award. The Product Design competition has existed since 1954 and its award, the Red Dot, is an internationally recognized quality seal.

41 experts from all over the globe – the largest Red Dot jury in the history of the competition – came together in the Ruhr region at the end of February to select the best design innovations of the year 2016. The independent panel of design experts assessed the submitted products by taking certain criteria into account such as functionality, degree of innovation, formal quality and ecological compatibility. The internationally organized competition “Red Dot Award: Product Design” appraises the best products of the year. Manufacturers and designers from all over the world submit originals of their latest products in the hope of being awarded the sought-after distinction “Red Dot”.



reddot award 2016
winner

Thule ProRide 598

The introduction of the Thule ProRide 598 in 2015 meant that the world’s most popular bike carrier got even better. The Thule ProRide is renowned as the quickest, most convenient upright bike carrier for most types of bikes up to 20kg. With its combination of convenience, stability and smart design, the Thule ProRide 598 takes the iconic bike carrier to the next level with enhanced features and an updated design. From the convenient mounting of the carrier – on either side of the car roof – to the automatic positioning when the bike is loaded, the Thule ProRide 598 is easy-to-use and extremely reliable. The torque limiter dial also ensures that the bike is secured correctly by controlling the force that goes into the bike frame.

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The smart design has frame-friendly, soft claw pads that adapt to the bike frame and spread the pressure – minimising the risk of frame damage and incorrect mounting. The claw's extended lower jaw clasps the frame, preventing the bike from falling during mounting, as well as ensuring that the bike is transported securely.

For more information, please contact:

Tina Liselius, PR & 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

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

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