

# › Press release



Seymour, Connecticut, July 21, 2017

## Thule launches new products for an active lifestyle at Outdoor Retailer Summer Market 2017, in Salt Lake City, Utah, USA, July 26 – 29

Thule is introducing several new products at this year's Outdoor Retailer Summer Market in Salt Lake City, Utah. The latest in technical backpacks, bike-, water-sport and cargo carriers, as well as a new line of retractable awnings, are just a few of the new products from Thule being launched at this year's Outdoor Retailer Summer Market later this month.



Held in Salt Lake City, Utah, USA, Outdoor Retailer Summer Market is the largest outdoor sports show of its kind in the Americas. An annual trade show for the industry, ORSM offers the media, retailers, reps and manufacturers a chance to come together to showcase products and learn about innovations in the industry. This tradeshow is especially important to Thule, as the wide range of products offered by the brand are available for retailers from all over the world to interact with.

### All-new bike, water-sport and cargo carriers expand upon the brand's core categories

Thule is broadening its core categories even more this season, introducing several new bike carriers for your vehicle's roof, hitch and tailgate. The **Thule UpRide**, a universal roof mounted bike rack with no frame contact, allowing users to quickly and securely mount a wide range of bikes on their vehicle's roof with ease. Improving upon their successful foldable roof top kayak carrier, the all-new

**Thule Hull-a-Port XT** is a versatile and easy to use rack that offers the option to carry up to two kayaks, and folds flat when not in use. And, adding to the iF Design winning line of roof top cargo carriers, the Thule Motion XT series will now include a spacious but ultra-low profile **Thule Motion XT Alpine** edition for carrying skis and snowboards.

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## Thule awnings now available in North America

An award winning product category for Thule in other global markets, the **Thule Omnistor Awnings** are being introduced to the North American market for 2017. This lightweight awning is made of a waterproof fabric and features an easily retractable design that mounts onto roof racks, or directly to a variety of campers and vans with available adapters. A versatile solution for any outdoor adventure, the Thule Omnistor Awning is incredibly stable and secure thanks to an optimized fabric tension and adjustable support legs.

## Bike hydration packs and all-around hiking packs

**Thule Vital** is an all-new line of lightweight mountain bike hydration packs loaded with innovative features. Available in three sizes, the Thule Vital packs offer riders an unparalleled level of comfort and convenience with smart solutions found throughout the bag.

Thule is also introducing a new collection of hiking backpacks built for the avid outdoor enthusiast who wants a singular pack for all of their pursuits. **Thule AllTrail** is a collection of two gender specific sizes, 35L & 45L, with 10 cm/4 in of torso adjustability for the perfect fit.

## NEW Thule booth location for 2017: #34037

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## For more information about Thule or high resolution images please contact:

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For more information on Thule 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 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](http://www.thule.com)