

Eurobike Show, Friedrichshafen, Germany, 28 August, 2013

Thule Round Trip Pro awarded the prestigious Eurobike Award for Best Accessory

The brand new Thule Round Trip Pro bike travel case, which features an innovative integrated work stand, has won the Eurobike Award for 'Best Accessory' at Eurobike 2013, the world's leading cycling tradeshow, in Friedrichshafen, Germany.

"Adding this Eurobike Award to the Eurobike awards won last year for our innovative Thule Pack 'n Pedal bike pannier bags confirm our capability to innovate and bring great products to market in the exciting and growing bike sector. The Eurobike award jury is knowledgeable and competition is challenging in all the Eurobike Awards categories, so the jury's decision means a clear seal of quality in the bike business," says Magnus Welander, CEO of the Thule Group.

The Eurobike Award is given for particularly innovative design and exceptional product quality. The award is being given out for the eighth time this year and provides the retail trade, as well as consumers, with an endorsement of good design in the widely diverse bike related market. It presents what is innovative and functional as well as environmentally compatible and sustainable.

As epic bike events and unique biking locations continue to draw more cycling enthusiasts to travel around the world for races and adventures, people want to bring their own bikes. Cyclists at Thule used their extensive bike travel experience to develop the two new versions of Thule Round Trip bike cases with top features that bike enthusiasts expect and enjoy from Thule products including secure protection for their bikes and ease of use.

A first for the bike industry, now cyclists choosing the Thule Round Trip Pro, winner of Best Accessory at Eurobike 2013, will also get an integrated work stand that doubles as the secure mounting solution for the bicycle inside the case. So, no matter where in the world, assembling, adjusting and packing bikes couldn't be easier thanks to Thule's innovative solution.

Thule Round Trip Pro and Thule Round Trip Transition, which won the Gear of the Show award by the leading on-line publication GearJunkie at the Outdoor Retailer fair in Salt Lake City in July, will be available in select bike shops starting Q1, 2014.

Thule on Facebook: www.facebook.com/thulebringyourlife

Thule on YouTube: www.youtube.com/thule

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The Thule Group Press Room (product images and more info):

<http://www.thulegroup.com/press>

About Thule

The Thule brand was established in Sweden in 1942. Thule is now a premium brand that is used around the world. Under the motto *Bring your life*, Thule offers a wide assortment of accessories to simplify the transportation of your gear and equipment in a secure, safe and stylish way. Roof racks, bike and water sport carriers, roof boxes, accessories for recreational vehicles, trailers for the active life (horses, boats etc), snow chains as well as luggage bags and bike bags are just some examples of what Thule currently offers.

Thule is the largest brand in the Thule Group.

For more information, please visit www.thule.com