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Malmö 2 March, 2016

Thule ProRide 598 triumphs in the 2016 iF Design Awards.

The Thule Group is delighted to be recognised once again by iF, one of the most prestigious international design awards. This time Thule is awarded for the roof mounted bike carrier Thule ProRide 598. iF design awards champion outstanding design quality, promote innovation and raise consumer awareness of creative solutions in the marketplace.

The newly launched Thule ProRide 598 roof mounted bike carrier was honoured in the “product category”, and was formally awarded last Friday at the grand iF Product Design gala in Munich, Germany. This year the award saw 5,295 entries across 7 categories, which include product, packaging, communication, interior architecture, professional concept, service design and architecture. The iF Product Design Award is, since years, one of the most recognised international design awards.



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:

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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.

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