

## WHEREVER YOUR PASSION TAKES YOU

In 1942, Thule was founded, when Erik Thulin, a true lover of the outdoors, put the Thule name on a so called pike fishing trap (a fishing gear) that he designed and began to sell to the fisherman of Scandinavia.

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.

Whether it's exploring the spectacular nature of **the great outdoors** or traveling the world **with family and friends**, we all have a **passion for enjoying an active life**. Thule shares our desire to spend more time enjoying our passions – which means less time worrying about how to bring all the stuff we need.

From camera bags to laptop sleeves, luggage and duffels to daypacks and messengers, the Thule bag range consists of different smart bags that work well on bikes, cars and other transport as when they are carried around. Thule bags, luggage and backpacks adjust to the fast pace of life in the city or the challenge of living in the wild.

## THULE IN KEYPOINTS

- Founded in 1942 in Sweden
- Sports and outdoor company
- Global life-style brand for people who enjoy an active life
- Innovative high quality products
- Smart solutions that focus on ease of use, safety and quality
- Strong commitment to sustainability (Sustainable by design)

