

The Thule Partner Program – part of the Thule Group’s global retail initiative

The Thule Group, world leader in products and brands that make it easy for people to transport their equipment securely, safely and in style, has an ambitious vision when it comes to the presence of the brand and the presentation of its products in the retail environment. Thule wants to *provide a global, harmonized and professional Thule retail shopping experience for the consumer*. The tool that will realize this vision is the Thule global retail initiative – the *Thule Partner Program*.

The launch of the Thule Partner Program is a part of the strategic decision taken by the Thule Group to increase visibility and awareness of the company’s products and to emphasize the company’s profile among retailers within all the channels where Thule branded products are sold. The program targets four different kinds of retail businesses – *Automotive retail, Water sport and Bike retail as well as Outdoor/Ski retail*.



“There are basically two parts of the Thule Partner Program that will enable us to succeed in achieving our vision. The Thule products should be presented in an attractive and visible way by the dealers while the

staff in the shops should have really good knowledge about the products, how they work etc. as well as about us as a company. All this is necessary to advise and support the customers in the right way”, says Sebastian Langenheim, Project Manager Marketing.

Who is offered the Partner Program

The Thule Partner Program is offered to selected retailers in various selected countries, all of whom should fulfil criteria clearly defined by Thule. These relate to the size of the shop as well the location and the volumes sold by the dealer, just to mention a few of the deciding factors. The agreement between the dealer and Thule includes defined duties for both parties that have to be fulfilled as a Thule Partner.

Thule Store Concept

The most visible part of the Partner Program is the Thule Store Concept. It includes premium displays, eye-catching packaging, informative product films and an innovative on-line fit guide, allowing consumers to choose which product would best suit their needs and illustrate how the product would look in use. All point-of-sale material is designed to help consumers see, feel and experience the depth and width of Thule’s product range. How it works, how it looks and how it fits the individual consumer’s specific needs and preferences.



The most stunning live example in Europe of the Thule Store Concept is the newly revamped store located in the heart of Berlin on the popular and trendy *Friedrichsstrasse*. The new store reflects the company's vision as to how the Thule brand products should be showcased in retail stores worldwide.

Commenting on the Thule Concept Store, Peter Kjellberg Senior Vice President Marketing states: "The store will be the ultimate point of reference for all those stores rolled out with our partners in future. Also, we sincerely hope that it will give consumers and retailers a good understanding of the 'Thule spirit', which combines functionality and design".

The Thule Partner Program started off in 2010 with the first dealers located in Denmark, Germany, Belgium, Poland, the UK and Hungary. After just one year on the market the number of dealers has increased to 800 in these six countries. For 2011, the aim is to have increased the number of dealers by another 750 partners and thereby have 1,500 partnerships in 20 markets, primarily in Europe but also in South Africa, Brazil, Australia and Russia.

"This is a very ambitious plan, but we are totally convinced we will achieve our goal", says Andreas Holm, Project Manager Thule Partner Program. "One of the main lessons from this first year is that the dealers actually have a greater hunger for this than we had expected. They see an increased interest in our products through the Partner Program and, as a result of this, incremental sales" concludes Andreas.



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