

Thule Group expands its growing Outdoor and Adventure Camping category with Fly Fishing Rod Vaults via the acquisition of the leading North American player Denver Outfitters

Thule Group is pleased to announce the acquisition of Denver Outfitters, the leading player in Roof Rack mounted Fly Fishing Rod Vaults in North America. The acquisition broadens an expanding portfolio of products focused on an active lifestyle in the Adventure Camping segment, following the category additions of Roof Top Tents and Van Awnings for the North American market in recent years.

Thule is the long-standing global market leader in enabling consumers to bring their outdoor gear to the trailhead, the mountain bike slope or the local lake. With the recent addition of Roof Top Tents and Van Awnings in the North American market, the portfolio of products that help consumers to live an active lifestyle outdoors has been broadened further. Now, with the addition of Roof Rack mounted Fly Fishing Rod Vaults we continue to grow the portfolio of solutions to help consumers bring the things they care for – easily, securely and in style.

“The recreational fishing category is a large global category in the outdoor industry, with close to 50 million participants in North America alone. Although fly fishing is the smallest fishing category, it is the fastest growing and anglers often travel and enjoy their fishing experience together. Therefore, being able to bring your fishing rods safely and easily is key for these consumers and the best way to do so is with Fishing Rod Vaults mounted on the roof racks on the car. The team at Denver Outfitters have developed market leading products and with the mutual philosophies on high quality, smart engineering and great design, as well as a shared passion for the outdoors, the products are a natural fit to our portfolio”, said Magnus Welander, CEO and President of the Thule Group.

Denver Outfitters had an annual revenue of less than 1 MUSD in 2019. The acquisition is not expected to have a material impact on results or financial status of Thule Group.

Contacts

Fredrik Erlandsson SVP Communications and Investor Relations

Tel: +46 70 309 00 21

E-mail: fredrik.erlandsson@thule.com

Press release

30 December 2019 13:30:00 CET



About Us

Thule Group is a world leader in products that make it easy to bring the things you care for — easily, securely and in style — when living an active life. Under the motto Active Life, Simplified. — we offer products within **Sport&Cargo Carriers** (roof racks, roof boxes and carriers for transporting cycling, water and winter equipment, and roof top tents mounted on car), **Active with Kids** (bike trailers, strollers and child bike seats), **RV Products** (awnings, bike carriers and tents for motorhomes and caravans) and **Packs, Bags & Luggage** (e.g. computer and camera bags, luggage and hiking backpacks).

Thule Group has about 2,300 employees at nine production facilities and 35 sales offices worldwide. The Group's products are sold in 140 markets and in 2018, sales amounted to SEK 6.5 billion.

www.thulegroup.com

Image Attachments

[Fishing Rod Vault In Use Denver Outfitters](#)

[Rod Vault Denver Outfitters](#)

Attachments

[Thule Group expands its growing Outdoor and Adventure Camping category with Fly Fishing Rod Vaults via the acquisition of the leading North American player Denver Outfitters](#)