

## Thule Group to reveal products for entry into car seat category and many other innovative products at 2022 Kind + Jugend trade fair

The Kind + Jugend trade fair taking place on September 8-10 in Cologne, Germany, is one of the leading international juvenile fairs – the perfect place for Thule to announce its entry into a new juvenile product category, infant and toddler car seats. At the trade show Thule will show retailers many new products for next season, such as an innovative air purification solution for the Thule Shine stroller and an update of the entire child bike seat portfolio. Thule will also present Smidiga30, the brand's concept for a battery-powered bike trailer that utilizes the latest in e-bike technology.

### Innovative Thule car seats address the most common concerns of parents

Deep consumer insights have, as always for Thule, been the strongest driving force behind the development of the new car seat portfolio. "From our research, it became obvious that one of the most common concerns for new parents is figuring out how to install a car seat safely and smoothly," says Ahmad Mansouri, Product Manager for Car Seats. This frustration often leads to stress and anxiety as parents are not sure if they have attached the seat properly at all, he continues. Thule addresses these complaints with a unique ISOFIX connected base that is easy to install and has an intuitive interface to mount the infant and toddler car seats at almost any angle. Both the base and the seat provide instant audio and visual feedback so that parents are sure the seat is properly mounted, and their child is protected.

With a world-class in-house test center, development facilities, and in-house assembly, Thule is confident it will rise as a formidable new player in the car seat industry.

### The new Thule Shine city stroller – loved from the start

At Kind + Jugend, Thule will also showcase the brand-new compact from-birth city stroller, Thule Shine, a Red Dot Design Award winner that was launched to consumers this summer. This stroller is the perfect from-birth solution for city-dwelling parents.

Visitors to Kind + Jugend will also be introduced to the Thule Shine Air Purifier Canopy, a Thule Shine accessory slated to launch to consumers in the spring of 2023. This innovative canopy addresses the pollution problem that urban families face worldwide. It uses proven air purification technology to purify the air around your baby and connects to an app that monitors air quality levels.

Every family deserves to live an active life. With the Thule Shine Air Purifier Canopy, which can be used both in infant mode with a bassinet and in toddler mode with a seat, parents can go for a stroll knowing they are protecting their young children from the harmful effects of the city's pollution.

## Iconic Thule child bike seats are getting a fresh new look

As the leading global player in solutions for bike commuting with your children, Thule continues to focus on safety, ease of use, and great visual design. At the Kind + Jugend trade fair, visitors will get to see **an upgrade of the entire child bike seat portfolio** with new features and a new look ahead of next season. This includes the new Thule Yepp 2 and the updated Thule Yepp Next 2 seats that put a spin on an iconic design.

## A new concept for a battery powered bike trailer to be presented

Thule will also present Smidiga30, **a concept for a battery-powered bike trailer** that utilizes the latest in e-bike technology.

Thule research shows that a vast majority of parents would consider bike commuting with their children if it was safe, convenient, and took less than 30 minutes. This defined the core thinking in the development of the the Smidiga30 concept, where the word *smidiga* means *convenient* and *flexible* in Swedish. Thule aims to address these concerns with a bike trailer that makes children, or heavy cargo, feel weightless and the trailer is hassle-free to charge and easy to use with the accompanying app.

Thule will use the insights gained with the Smidiga30 concept to finalize a commercial product that will be presented next year at the Eurobike trade show in Munich and the 2023 edition of the Kind + Jugend trade fair.

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### About Thule Group

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Thule Group is a global sports and outdoor company.

We offer high-quality products with smart features and a sustainable design that make it easy for people across the globe to live an active life. Under the motto *Active Life, Simplified*. — and with a focus on consumer-driven innovation and long-term sustainability — we develop, manufacture and market products within the product categories **Sport&Cargo Carriers** (roof racks, roof boxes and carriers for transporting cycling, water and winter sports equipment, and rooftop tents mounted on a car), **Juvenile&Pet Products** (strollers, bike trailers and child bikeseats), **RV Products** (awnings, bike racks and tents for RVs and caravans) and **Packs, Bags & Luggage** (hiking backpacks, luggage and camera bags).

Thule Group has about 3,300 employees at 9 production facilities and 35 sales offices worldwide. The Group's products are sold in 140 markets and in 2021, sales amounted to SEK 10.4 billion.

[www.thulegroup.com](http://www.thulegroup.com)

# Press Release

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## Image Attachments

[Thule Car Seats Range](#)

[Thule Elm Car Seat](#)

[Thule Shine AirPurifierCanopy Extra](#)

[Thule Shine AirPurifierCanopy Product](#)

[Thule Shine AirPurifierCanopy WBassinet Diagrams](#)

[Thule Yepp2 Range Mix](#)

[Thule Shine AirPurifierCanopy WBassinet HERO](#)

## Attachments

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[Thule Group to reveal products for entry into car seat category and many other innovative products at 2022 Kind + Jugend trade fair](#)