



Bring your life
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Thule to reveal a new generation of the market-leading Thule Chariot bike trailers and Thule Bexey, a new bike trailer for dogs at the Eurobike trade fair

The Eurobike trade fair in Frankfurt is one of the largest bike-related trade shows in the world – the perfect place for Thule to announce its expansion into dog products with the brand-new Thule Bexey dog bike trailer.

Thule will also be showcasing a complete refresh of the award-winning Thule Chariot bike trailers, as well as the recently launched Thule Epos bike rack and new bike commuter bags.

Thule broadens the offer in the dog category

Thule will unveil the first Thule product fully dedicated to helping active dog owners bring their dogs on adventures using the bike. The Thule Courier bike trailer launched in 2022 was the first model offering the opportunity to bring kids, cargo, and dogs, but the new Thule Bexey is designed exclusively for comfortable and convenient rides with your furry friend.

A new generation of Thule Chariot bike trailers – the best just got even better

At Eurobike, Thule will also be showcasing a complete refresh of the multi-award-winning Thule Chariot bike trailers for jogging, strolling, and biking with your kids. With the design updates, attaching the trailer to the bike is easier than ever, comfort for the little ones is improved, and the high-visibility LED lighting ensures visibility at night. Parents will also appreciate the many smart smaller design improvements and the range of new, modern colors to match their style.

Thule Epos – the future of bike racks is here

The brand-new Thule Epos bike rack was launched to consumers in Europe this spring and to consumers in the rest of the world earlier this summer. Visitors to Eurobike that are yet to get their hands on a Thule Epos will get the chance to see the bike rack up close. What makes this foldable and tiltable tow-bar bike rack unlike any other is that it can carry all bike geometries, and it allows you to independently load your bikes really quickly in any order thanks to the innovative telescopic bike attachment system.

Bike bags for your commute, the trail – or both!

Thule introduces the innovative Thule Paramount convertible pannier and backpack. With a patented easy flip of the entire back panel, the user can switch from a practical pannier into a truly comfortable and stylish everyday backpack in seconds. This new addition further broadens the successful Thule Paramount bag collection, which includes at the same time is broadened with new backpack models, cross-body bags, crossbodies, and a tote.

Thule will also be displaying a wide range of other bike bags, including the brand new Thule AllTrail collection, all-around hydration backpacks that can perform at equally high levels out on the bike trail or on short trips into town.

The new Thule Chariots will be launched to consumers in March, 2024. Thule Bexey in June, 2024, Thule AllTrail in January, 2024 and Thule Paramount in August, 2023.

For more information
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About Thule

The Thule brand was established in Sweden, 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 designs and manufactures roof racks, bike, water and winter sport carriers, roof boxes, computer, and camera bags, sports bags and backpacks and child-related products such as baby joggers, child bike seats and bike trailers. The products are sold in more than 138 countries. Thule is the largest brand in Thule Group.

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Contact