



BARRACUDA
SAN FRANCISCO

Barracuda—World’s 1st Collapsible Carry-On with Ergonomic Handle System and USB Charger—Now Available for Purchase After Company Raises \$2 Million Through Crowdfunding and Pre-Orders

Next innovation in luggage blends art and science with stylish, patent-pending design

San Francisco, Calif.—July 15, 2016—Barracuda Inc., developer of innovative travel products that combine features and style, today announced that its premier product, the Barracuda carry-on, is now available for immediate order. The company fulfilled all perks from its very successful Kickstarter and Indiegogo campaigns that raised \$1.75 million last year with contributors from more than 40 countries.

Founded by Silicon Valley engineers and travel industry veterans, the goal for Barracuda was to bring rapid innovation and efficiency to the luggage industry. Made out of lightweight but durable materials consisting of ballistic nylon and aircraft grade aluminum, the advanced design of the Barracuda provides a new level of convenience for travelers. Features of the Barracuda (some patent pending) include:

- **Collapsible frame/easy storage:** Barracuda easily transforms from its rugged hard side form to a collapsed folded state instantly—capable of being slipped under a bed or hung in a closet.
- **Venus Handle System™:** Barracuda’s ergonomic swivel handle saves users from cramped hands and wrists.
- **USB charger:** This feature allows users to charge their phone or tablet on the go any time and has enough capacity to recharge typical phones five times on a single charge.
- **Location Tracking & Proximity Sensing:** Unlike GPS which needs open skies to work effectively, this technology operates via mobile networks so that any connective device can be used to track the location of a Barracuda carry-on.
- **Built-in tray:** The built-in ergonomic tray with cup holders unfolds from the Barracuda handle allowing users to place their laptop down on a safe, sturdy surface to work or catch up on emails while enjoying their favorite beverage.

“We are very excited about bringing Barracuda to market after the overwhelming response to our crowdfunding campaigns,” said Boban Jose, founder of Barracuda. “We know there is a huge demand for technological yet stylish products that provide a great level of convenience for travelers and we are confident Barracuda will revolutionize the luggage industry.”

The Barracuda bag, which retails for \$349, comes in a wide array of colors including red, gold, black, blue, gray and pink. To order the Barracuda carry-on for immediate delivery, customers are invited to visit www.barracuda.co.

About Barracuda, Inc.

Based in San Francisco, the Barracuda team of designers and engineers is passionate about creating products that set the bar high for innovation, design and quality. The company plans to introduce additional products with ground-breaking features for the everyday traveler. For more information, please visit www.barracuda.co.

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