
Thule Group strengthens Bags category, hires luggage industry veteran, Jim Matthews

For immediate release:

Seymour, Conn., December 20, 2016- Thule Group, a world leader in products for the active life, has hired Jim Matthews as Director of Product Development, Soft Goods. Jim brings more than 25 years of product management & development, marketing, and sales expertise within the Luggage category, including Tumi, JanSport, Timbuk2 and most recently, Randa (licensee of Timberland, Columbia and other brands).

“I am very excited to join the team at Thule Group,” says Jim Matthews. “I’ve always appreciated Thule Group’s commitment to quality, design, and enabling the enjoyment of your favorite activities.”

In his new role, Jim will lead product development and execution of all soft goods under the Thule and Case Logic brands from the Niwot, Colorado office. He will also directly oversee global responsibility for Thule’s push to become a global leader in travel products. “We are excited to utilize Jim’s wealth of product and market experience to help guide our rapidly expanding travel goods portfolio,” says Fred Clark, Thule Group Americas President. Jim’s background and experience will lend itself well to future growth of Thule in the Luggage category, including the upcoming launch of Thule Subterra, a stylish and versatile luggage collection for the business traveler.

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About Thule Group

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 two segments: **Outdoor&Bags** (e.g. equipment for cycling-, water- and winter sports, roof boxes, bike trailers, baby joggers, laptop and camera bags, backpacks and cases for mobile handheld devices) and **Specialty** (pick-up truck tool boxes).

Our products are sold in 139 markets globally. There are more than 2,000 of us working for Thule Group at nine production facilities and more than 35 sales locations all over the world. Net sales for 2015 amounted to 5.3 billion SEK.

Thule Group is a public company listed at Nasdaq Stockholm.

For more information, please visit www.thulegroup.com

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