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SWEDEN

› Thule Urban Glide 3

A full-size all-terrain stroller perfect for urban exploration or sporty activities.



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Thule Urban Glide 3

A full-size all-terrain stroller perfect for urban exploration or sporty activities.

Thule Urban Glide 3 is the full-size, original all-terrain stroller, perfect for both newborns and toddlers. Updated with more comfort features, the built-in legrest, upright, comfortable seat with adjustable recline and full coverage canopy with ventilation makes for a comfortable ride all-day, everywhere.



Ultimate all-terrain stroller

Iconic lightweight design, large air-filled tires for unmatched maneuverability on any terrain.

Superior child comfort

Full canopy coverage with ventilation, built-in legrest and comfortable seat with adjustable recline.

Smooth twist brake

Integrated twist hand brake for smooth safe control.



Choose between 3 stylish colors, Mid blue, Black and Nutria



Thule Urban Glide 4-wheel

A full-size 4-wheel all-terrain stroller perfect for city and outdoor exploration.

Thule Urban Glide 4-wheel is a city-friendly, all-terrain stroller that's perfect for newborns and toddlers. As the ultimate full-size urban stroller, it seamlessly blends comfort, functionality, generous storage capacity, and performance on any surface. Designed for everyday use, it allows for unparalleled maneuverability. Glide through tight corners and crowded spaces, whether you're strolling city streets or conquering rough terrain.



Everyday all-terrain

Lightweight and easy to push, with swivel front wheels that glide around corners or lock into place for higher speed.

Superior child comfort

Full canopy coverage with ventilation, built-in legrest and comfortable seat with adjustable recline.

Easy, one-hand fold

Easy, one-hand, compact fold with self-stand feature for easy storage and transportation.



Choose between 2 stylish colors, Soft beige and Black



Thule Urban Glide 3 Double

A double all-terrain stroller perfect for urban and outdoor exploration.

Thule Urban Glide 3 double all-terrain stroller is the perfect from birth companion for active parents with two children. This lightweight side-by-side stroller has roomy and individually adjustable seats and easily passes through doorways.



Ultimate all-terrain stroller

Iconic lightweight design, large air-filled tires for unmatched maneuverability for two children on any terrain.

Superior child comfort

Individually adjusted comfortable seats with stepless recline, integrated leg rests and full canopy coverage.

Smooth twist brake

Integrated twist hand brake for smooth safe control.



Black





Thule Bassinet

The Thule Bassinet is expertly designed for all-terrain strolling and unparalleled comfort. This bassinet swiftly transforms your stroller into a pram, thanks to its easy-grip click-in/click-out adapters tailored for your stroller model.

The ergonomic handle makes it a breeze to carry, and the bassinet easily detaches from the stroller, making Thule Bassinet the ideal choice for active parents.



Choose between 3 stylish colors, Soft beige, Mid blue and Black



Soft and cozy mesh fabric on the inside for your baby's comfort, with durable water repellent rip stop fabric on the exterior

Extendable and ventilated canopy gives your child a pleasant ride in any weather. The canopy provides full sun coverage and UPF 50+ protection

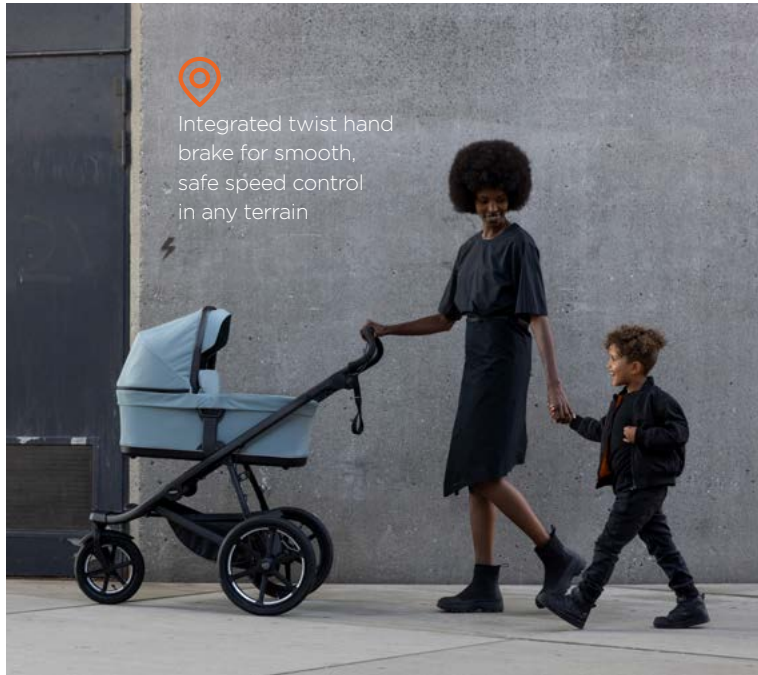
Removable and perforated mattress with machine washable cover

Spacious and comfortable bassinet, with ventilated base and mattress

Easy grip click-in/click-out to bassinet adapters specific for your stroller model



Built-in legrest gives full child comfort for when the little one needs a nap



Integrated twist hand brake for smooth, safe speed control in any terrain



The swivel front wheel, which locks into place for higher speeds, combined with large rear wheels, makes the stroller lightweight and easy to maneuver.



All black color variants use solution-dyed fabrics, saving 80% of water usage compared to a normal dye process.



Large canopy with full coverage and ventilation ensures your child is comfortable



Technical specifications

Thule Urban Glide 3

THULE NUMBER

10101972 / 10101973 / 10101974

PRODUCT DIMS (L x W x H)

104 x 69 x 116 cm / 40.9 x 27.2 x 45.7 in

FOLDED DIMS (L x W x H)

88 x 58 x 31 cm / 34.6 x 22.8 x 12.2 in

COLORWAYS

10101972 Black / 10101973 Mid blue / 10101974 Nutria

PRODUCT WEIGHT

11.9 kg / 26.2 lbs

WEIGHT CAPACITY OF STROLLER

34 kg / 75 lbs

MAX CHILD WEIGHT

22 kg / 48.5 lbs

PRODUCT MATERIALS

Aluminum frame, steel and nylon parts and polyester fabric



Large canopy with full coverage and ventilation ensures your child is comfortable

Integrated twist hand brake for smooth, safe speed control in any terrain

A large cargo basket with 7 kg weight capacity, a zip-top cover, a rear mesh pocket, and two mesh compartments for snacks or toys

The swivel front wheel, which locks into place for higher speeds, combined with large rear wheels, makes the stroller lightweight and easy to maneuver

Built-in legrest and comfortable seat with adjustable recline gives full child comfort all day whether taking in the sights or a nap





Technical specifications

Thule Urban Glide 4-wheel

THULE NUMBER
10101976 / 10101977

PRODUCT DIMS (L x W x H)
89 x 69 x 116 cm / 35 x 27.2 x 45.7 in

FOLDED DIMS (L x W x H)
88 x 58 x 28 cm / 34.6 x 22.8 x 11 in

COLORWAYS
10101976 Black / 10101977 Soft Beige

PRODUCT WEIGHT
13 kg / 28.7 lbs

WEIGHT CAPACITY OF STROLLER
34 kg / 75 lbs

MAX CHILD WEIGHT
22 kg / 48.5 lbs

PRODUCT MATERIALS
Aluminum frame, steel and nylon parts
and polyester fabric



Easy, one-hand, compact fold
with self-stand feature for easy
storage and transportation

Large canopy with full
coverage and ventilation
ensures your child is
comfortable

Built-in legrest and comfortable
seat with adjustable recline gives
full child comfort all day whether
taking in the sights or a nap

The twist hand brake provides
optimal speed control whether
on pavements or hilly terrain

A large cargo basket with
10 kg weight capacity, a
zip-top cover, a rear mesh
pocket, and two mesh-
compartments for snacks
or toys

The swivel front wheels, which locks into
place for higher speeds, combined with
large rear wheels, makes the stroller
lightweight and easy to maneuver





Technical specifications

Thule Urban Glide 3 Double

THULE NUMBER
10101978

PRODUCT DIMS (L x W x H)
104 x 69 x 115 cm / 40.9 x 27.2 x 45.3 in

FOLDED DIMS (L x W x H)
88 x 79 x 34 cm / 34.6 x 31.1 x 13.4 in

COLORWAYS
10101978 Black

PRODUCT WEIGHT
16 kg / 35.3 lbs

WEIGHT CAPACITY OF STROLLER
45 kg / 99.2 lbs

MAX CHILD WEIGHT
2x22 kg / 2x48.5 lbs

PRODUCT MATERIALS
Aluminum frame, steel and nylon parts
and polyester fabric



Easy, one-hand, compact
fold for easy storage and
transportation

Can be used from birth with
Thule Bassinet or Infant car
seat adapter (sold separately)

Individually adjustable large
canopies with full coverage
and ventilation ensures your
children is comfortable

Integrated twist hand
brake for smooth, safe
speed control in any terrain

Adjustable, independent
seats with stepless recline
and built-in leg rests
provides personalized
comfort for each child



The swivel front wheel, which locks into
place for higher speeds, combined with
large rear wheels, makes the stroller
lightweight and easy to maneuver



Accessories overview Thule Urban Glide 3 and Thule Urban Glide 4-wheel

Thule Bassinet



Thule Bassinet Rain Cover



Thule Bassinet Mesh Cover



Thule Urban Glide 3 Single Car Seat Adapter

Maxi-Cosi®



Thule Urban Glide 3 Bumper Bar



Thule Urban Glide 3 Snack Tray



Thule Urban Glide 3 Single Rain Cover



Thule Urban Glide 3 Single Mesh Cover



Thule Stroller Travel Bag Large



Thule Newborn Inlay



Thule Newborn Nest



Thule Stroller Footmuff



Thule Footmuff Sport





Accessories overview for Thule Urban Glide 3 Double

Thule Bassinet



Thule Urban Glide 3 Double Bassinet Adapters



Thule Bassinet Rain Cover



Thule Bassinet Mesh Cover



Thule Urban Glide 3 Double Car Seat Adapter

Maxi-Cosi®



Thule Urban Glide 3 Bumper Bar

Possible for both children



Thule Urban Glide 3 Snack Tray

Possible for both children



Thule Urban Glide 3 Double Rain Cover



Thule Urban Glide 3 Double Mesh Cover



Thule Newborn Inlay



Thule Newborn Nest



Thule Stroller Footmuff



Thule Footmuff Sport





Thule Strollers

For active families on the go

Explore the unknown or stroll along familiar paths. Go jogging. Enjoy your time together and share your passions with your kids. A Thule stroller is perfect for getting around comfortably. Anywhere, anytime, any season.

From baby to toddler, with siblings or twins - there is a Thule stroller for you.



Thule Glide 2

Made for runners

Designed for parents to get out for a run on different types of terrain. Fast and lightweight, fixed 16" front wheel and 18" rear wheels and room for your kick stride. Integrated twist hand brake provides speed control.



Thule Urban Glide 3

The original all-terrain stroller

The ultimate full-size, iconic all-terrain stroller, perfect for both newborns and toddlers. Updated with more comfort features, the built-in legrest, upright, comfortable seat with adjustable recline and full coverage canopy with ventilation makes for a comfortable ride all-day, everywhere.



Thule Urban Glide 4-wheel

The 4-wheel all-terrain stroller

City-friendly, all-terrain stroller that's perfect for newborns and toddlers. As the ultimate full-size urban stroller, it seamlessly blends comfort, functionality, generous storage capacity, and performance on any surface. Designed for everyday use, it allows for unparalleled maneuverability. Glide through tight corners and crowded spaces, whether you're strolling city streets or conquering rough terrain.



Thule Sleek

City strolling in style

Contemporary design, outstanding maneuverability, and superior comfort. Configure Thule Sleek to match the needs of your family. Add a bassinet, a sibling seat, or a car seat - it will simply be the stroller you make it.



Thule Shine

The city stroller for active parents

Embrace city life with Thule Shine, the compact city stroller that is ready for your baby from birth. It has a built-in adjustable leg rest and a padded seat that is reversible - great for connecting with your child on the go! For parents, this lightweight and sturdy stroller is easy to use even in the busiest of places.



Thule Spring

Easy living, easy strolling

Functional, flexible and colorful. Thule Spring is perfect for your everyday urban adventures. You can easily fold it with one hand, it's lightweight, and it's compact enough to be stored anywhere. With Thule Spring, you the freedom to go wherever you want to go. It will simplify your day in so many ways!

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› **This is how we
will help you
drive sales**



thule.com - Launch phases

Newspage

Live 3 weeks prior to launch

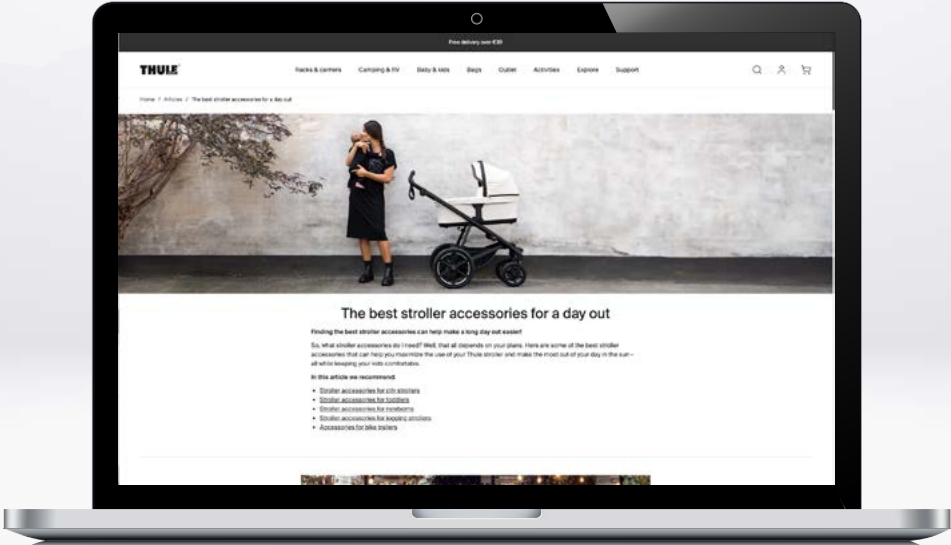
PDP page

Live 2 weeks prior to sales start



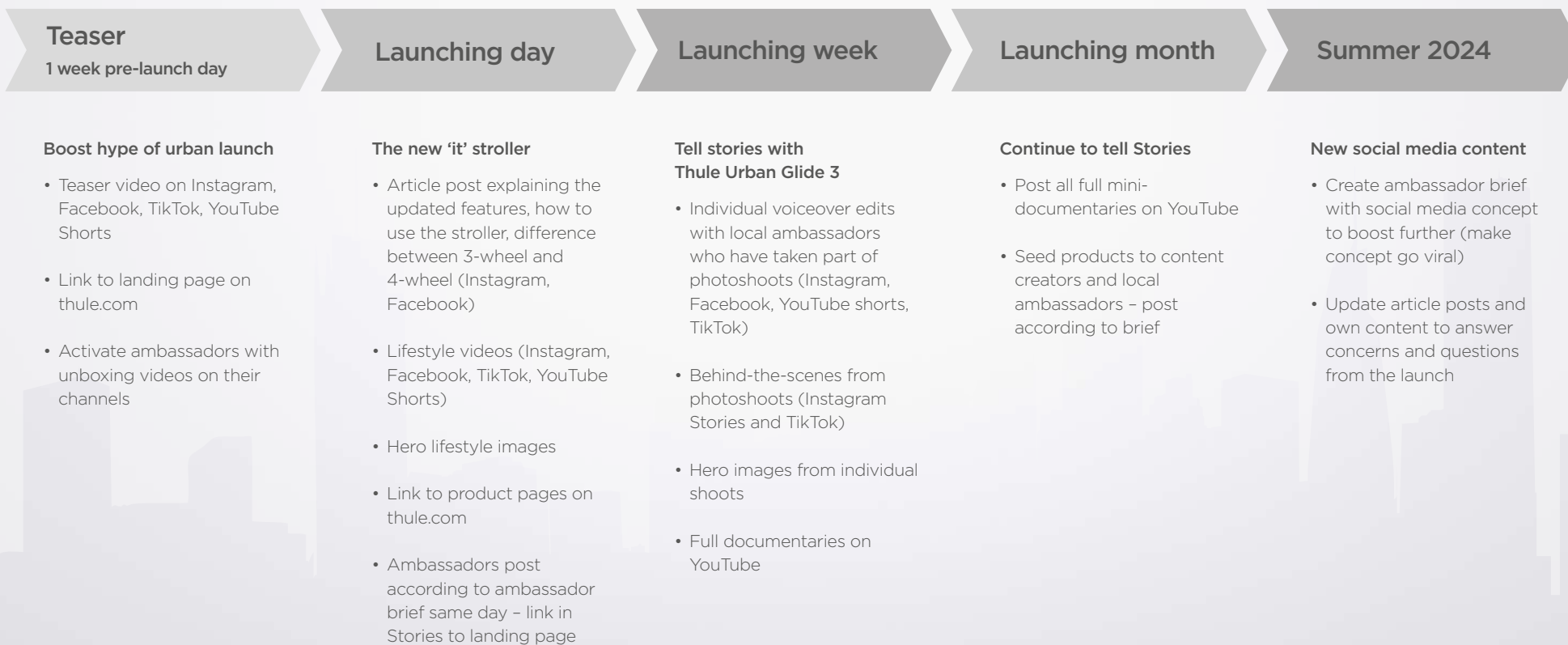
Supporting articles

- Update of all existing SEO guides with new 4-wheel stroller and correct links
- Review of existing articles with jogging theme, because of the new regulations





Social Media strategy





Ambassadors strategy

1 Clear difference when selecting ambassadors for 3-wheel and 4-wheel

- 3-wheel: sporty, chic parent
- 4-wheel: fashionable, city parent

2 Important to cover ambassadors both with bassinet and with toddler seat

Ideal ambassador start with bassinet

3 Open to sign new ambassadors for product launch

Goal: Mix between 3-wheel and 4-wheel stroller

Follow set guidelines of selecting ambassadors (no quick wins, no influencer-set up)

4 Categorize ambassadors within following categories

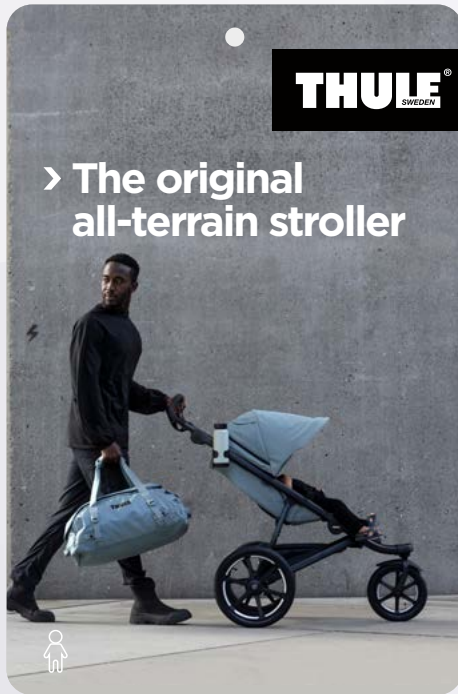
- Outdoor/sporty:
3-wheel focus (sporty)
- Fashion & design:
3-wheel (sporty)
4-wheel (not sporty)
- City chic:
4-wheel (not sporty)

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Hangtags



Thule Urban Glide 3



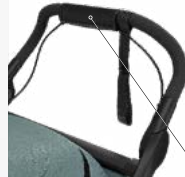
› The original all-terrain stroller

Ultimate all-terrain stroller

EN Iconic lightweight design, large air-filled tires for unmatched maneuverability on any terrain.
DE Leichtes Design, große 16-Zoll-Hinterräder und schwenkbares Vorderrad.
FR Design léger, grandes roues arrière et roue avant manœuvrable.
ES Diseño ligero, grandes ruedas traseras de 16 pulgadas y una rueda delantera giratoria.
NL Lichtgewicht ontwerp, grote achterwielen van 16" en meebewegend voorwiel.



Smooth twist brake



EN Integrated twist hand brake for smooth safe control.
DE Erhöhte Sicherheit und Bremsleistung dank integrierter Drehgriffbremse.
FR Le frein à main tiré intégré améliore la sécurité et le contrôle du freinage.
ES Freno de mano de giro integrado para aumentar la seguridad y el control del freno.
NL Geïntegreerde met de hand bedienbare draairem voor meer veiligheid en controle op het remmen.

Superior child comfort

EN Full canopy coverage with ventilation, built-in legrest and comfortable seat with adjustable recline.
DE Mit einer Hand kompakt zusammenklappbar.
FR Pliage compact d'une main.
ES Plegado compacto con una mano.
NL Met één hand compact op te vouwen



Colors



Mid blue



Black



Nubria

Newborn options



Bassinet



Thule Urban Glide 3 Car Seat Adapters



Thule Newborn Inlay

Thule Urban Glide 3

Accessories



Thule Bassinet*



Thule Bassinet*



Thule Bassinet*



Thule Urban Glide 3 Car Seat Adapters



Thule Urban Glide 3 Bumper Bar



Thule Newborn Inlay



Thule Urban Glide 3 Rain Cover



Thule Urban Glide 3 Mesh Cover



Thule Urban Glide 3 Mesh Cover



Thule Urban Glide 3 Snack Tray



Thule Stroller Cup Holder



Thule Stroller Travel Bag

EN *Only available in selected countries
DE *Nur in ausgewählten Ländern verfügbar
FR *Seulement disponible dans les pays sélectionnés
ES *Solo disponible en países seleccionados
NL *Alleen beschikbaar in geselecteerde landen

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Press Release

Thule launches updates and four-wheel version of Thule Urban Glide all-terrain stroller

At Kind+Jugend, Thule will launch the Thule Urban Glide 3, a new version of the iconic all-terrain stroller that has been the go-to choice for active parents and design enthusiasts for many years. With numerous updated features and a brand-new four-wheel variant, this classic stroller rolls into the future. "Our goal is always to improve. Even though we cherish our original design, we strive to make the best even better," says Sara Berggren, Product Manager at Thule. "The new features take the original all-terrain stroller to the next level. And it feels great to add a four-wheel version – we know it's on many parents' wish lists."

New features make the stroller even more comfortable

Thule Urban Glide 3 is designed for active parents and offers a combination of comfort, functionality, and performance on any surface. It comes with several upgrades that make the stroller even more comfortable for both parents and children. Some of the new features are:

- A built-in leg rest which together with the updated stepless reclining seat offer great comfort for also the little one needing a nap on the go
- Large, extendable canopy – designed to shelter from sun and rain, and with great ventilation

Three versions to choose from

There are three versions to choose from and they are all great to use from with the the new beautifully updated Thule Bassinet launching at the same time. in matching colors.

Thule Urban Glide 3: The original, iconic, all-terrain stroller, with new features

Thule Urban Glide 4-wheel: An all-new city-friendly model with great maneuverability

Thule Urban Glide 3 double: A side-by-side stroller that doesn't compromise on space and comfortably fits through doorways.

The strollers will be launched to consumers in the first quarter of 2024

About Thule

The Thule brand was established in 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 childrelated 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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Media assets

Lifestyle photos, sell in material, and product photos.



Press Release

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