

Press Release: Thule and reTyre announce partnership



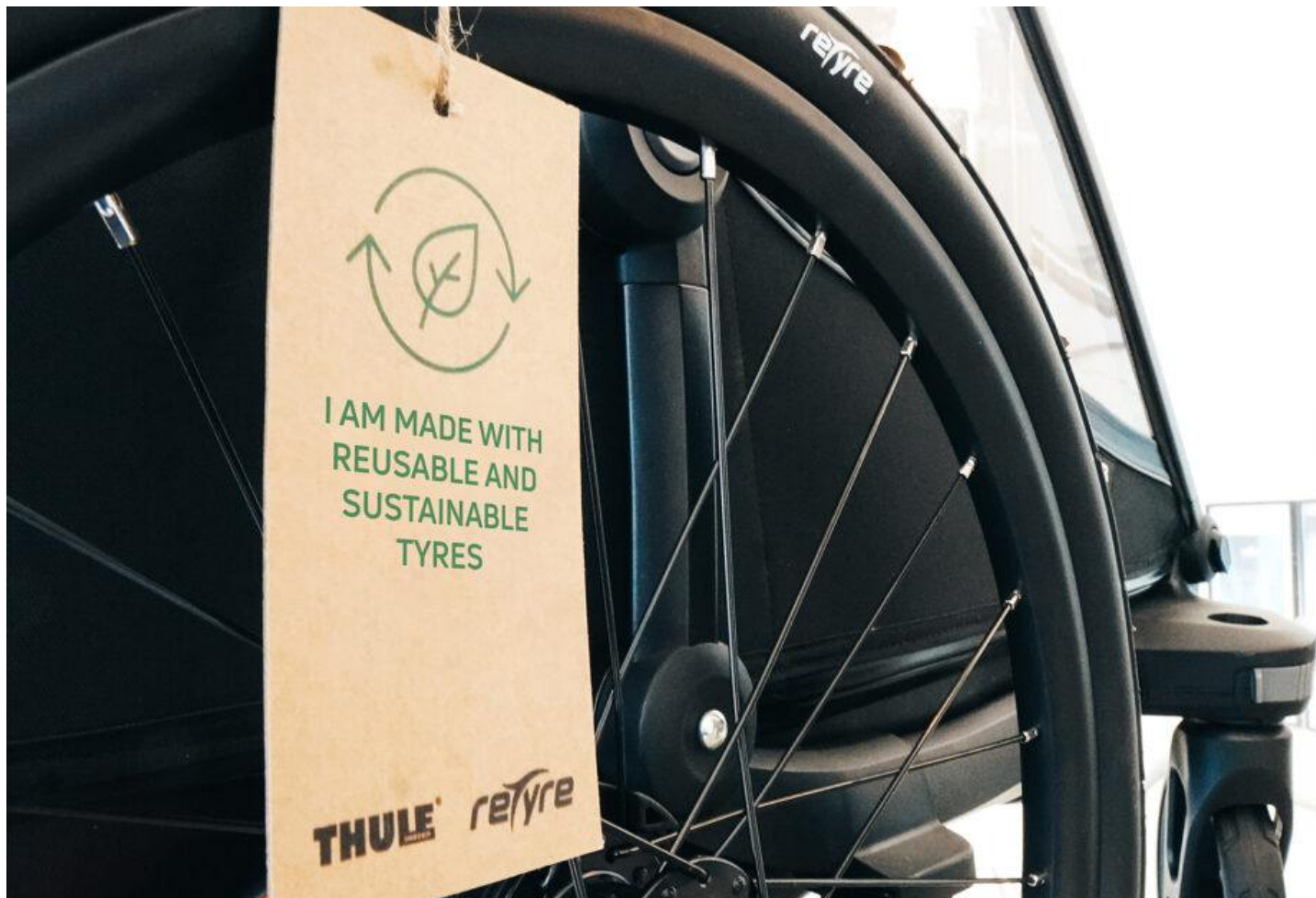
Oslo, Norway – Sustainable tyre manufacturer, reTyre, is excited to announce a new partnership with the global leader in premium mobility solutions - Thule. Celebrated for its commitment to creating products that are both innovative and environmentally responsible, the partnership aligns with Thule's sustainable ambitions.

A Commitment to Sustainability

Thule has long been committed to sustainability, with a goal to become carbon neutral by 2030. The company has been integrating environmentally responsible practices across its operations, from using

renewable energy to adopting sustainable materials in its products. This partnership with reTyre aligns perfectly with Thule's sustainability goals, as both companies share a dedication to reducing their environmental footprint.

The Thule Chariot Cab, known for its durability and versatility, is getting a sustainable update as part of this partnership and will be featuring reTyre sustainable tyres. These tyres are designed to offer excellent performance while being fully reusable, contributing to a more sustainable product lifecycle. In addition to the tyre upgrade, the Chariot Cab will also feature some other design and material upgrades, further enhancing its appeal to eco-conscious families.



Showcased at Kind + Jugend 2024

The brands showcased this exciting partnership at the tradeshow Kind + Jugend 2024 in Cologne in August. Attendees saw the updated Thule Chariot Cab on both stands, complete with reTyre's tyres, which exemplify the possibilities of integrating innovative, sustainable materials into high-performance products. This collaboration is a testament to both reTyre's and Thule's commitment to leading the way in sustainable product development.

"The showcase of the Thule Chariot Cab featuring our sustainable tyres at Kind + Jugend 2024 drew significant attention. This partnership is a powerful endorsement of our shared commitment to sustainability, and highlights Thule's leadership in driving innovative, sustainable practices across the industry," stated Ben Evans, CCO at reTyre.

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For more information about Thule and reTyre, please visit www.thule.com and www.retyre.eco or [reTyre Press Kit](#).



MY TYRES ARE
SUSTAINABLE

Produced with
100% renewable energy