

reTyre and Thule Announce Partnership to Debut at Kind + Jugend 2024

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August 2024 – Oslo, Norway – reTyre, a leader in sustainable tyre innovation, is excited to announce a new partnership with Thule, a global leader in premium mobility solutions, celebrated for its commitment to creating products that are both innovative and environmentally responsible. This collaboration will be showcased at Kind + Jugend 2024, where reTyre's innovative tyres will be featured on the facelifted version of the Thule Chariot Cab, a premium bike trailer designed for families on the move.

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.



Showcasing Innovation at Kind + Jugend 2024

Kind + Jugend 2024 will be the stage where this exciting partnership is revealed to the public. Attendees will have the opportunity to see the updated Thule Chariot Cab, 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.

[Visit us at Kind + Jugend 2024](#) to learn more about this partnership and how reTyre and Thule are pushing the boundaries of sustainable design in the mobility sector.



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

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