

NEW

# Thule Motion

The spacious box line

**THULE**  
SWEDEN



## Thule Motion

The spacious box line

- Reinforce status as market leader in high segment
- Clear positioning in assortment as most spacious box line.
- 4 spacious sizes (200, 600, 800, 900).
- Same feature setup for all sizes (Power-Click, Dual-Side, 75kg load capacity, outside handles, silver and black glossy lid colours).
- Launch promo with limited edition of Thule Motion 800 with white glossy lid colour.
- Replacing the Thule Atlantis line
- Delivery from stock from w44-2011 on.

NEW

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## New Key Features

USPs

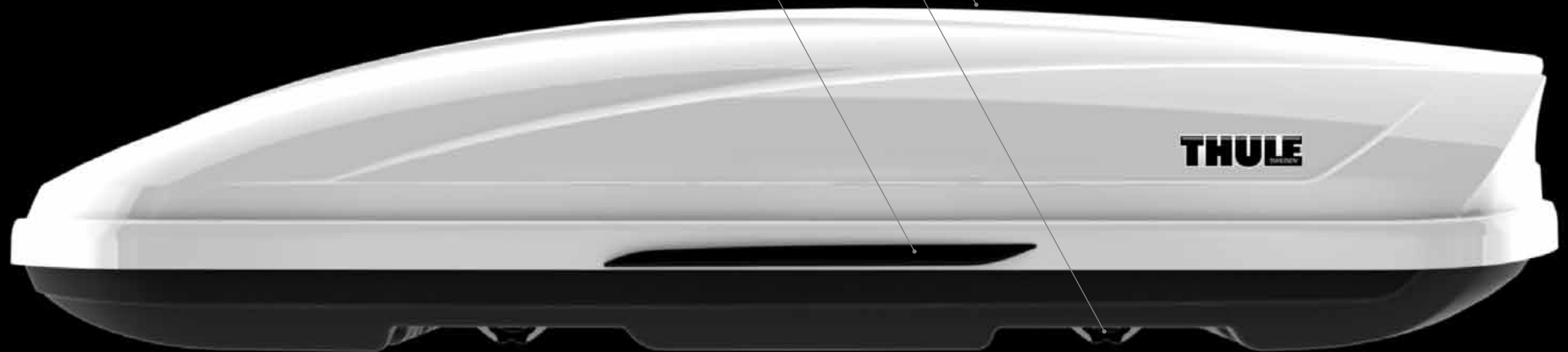
**01▶ Spacious:** optimized design for best space efficiency; more litre volume. New all-season 800size, replacing 780size, to better meet market demands in that segment.

**02▶ Power-Click:** low design for more space-efficiency, integrated torque indicator for easiest and most secure fixation.

**03▶ Outside handles:** for best opening/closing performance.



Power-Click



## Features

- 01** ▶ **Spacious:** optimized design for best space efficiency; more litre volume. New all-season 800size for better assortment positioning.
- 02** ▶ **Power-Click:** low design for more space efficiency, integrated torque indicator for easiest and most secure fixation.
- 03** ▶ **Dual-Side:** opening the box from both sides for easy mounting and convenient loading/unloading – now on all box sizes.
- 04** ▶ **Central locking:** Safety locking system with grip friendly key.
- 05** ▶ **Outside handles:** for best opening/closing performance.
- 06** ▶ **Glossy colours:** available in silver and black glossy lid colour – now on all box sizes.



# Compatibility





Technical data

- Thule Motion numbers:

	Thule Motion 200	Thule Motion 600	Thule Motion 800	Thule Motion 900	
Outer dim. [cm]	175x82x45	190x63x41	205x80x45	235x90x46	} Preliminary data
Weight [kg]	17	16	18	26	
Volume [l]	450	350	520	650	
Load capacity [kg]	75	75	75	75	
Max pairs of skis/snowboards	5-7	4-6	5-7	6-8	
Max length of skis [cm]	155	175	190	220	
Ski carrier	694800	694600	694800	694900	
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 Lid colour	Silver Glossy	Silver Glossy	Silver Glossy	Silver Glossy	
Item nr.	620200	620600	620800	620900	
Alias	6202S	6206S	6208S	6209S	
EAN	4002253011051	4002253011068	4002253011075	4002253011082	
<hr/>					
 Lid colour	Black Glossy	Black Glossy	Black Glossy	Black Glossy	
Item nr.	620201	620601	620801	620901	
Alias	6202B	6206B	6208B	6209B	
EAN	4002253011099	4002253011105	4002253011112	4002253011129	
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 Lid colour			White glossy		
Item nr.			620802		
Alias			6208W		
EAN			4002253011150		

# Assortment mapping

Technical data

	Load capacity	Mounting	Opening	Colour	Add on features	
	75 kg	Power-Click	Dual-Side	Two tone	diffuser, inside/outside handles, base mat, lid cover	<p><b>Aesthetics</b></p> <p>↑</p> <p>looking for best design; expecting best features incl.</p> <p><b>Consumer Orientation</b></p> <p>↓</p> <p>looking for loading space; upgrading by functions</p> <p><b>Functionality</b></p>
	75 kg	Power-Click	Dual-Side	Glossy	diffuser, outside handles, base mat	
	75 kg	Power-Click	Dual-Side	Glossy	outside handles	
	50 kg	Fast-Grip	Single-Side	Mat		

## Launch planning

### Pricing

- launch with at similar price level as pre-successor Thule Atlantis; price adjustments only due to size or feature upgrades.
- complete pricing update with planned pricing review 1st Jan. 2012.

### Sales materials

- ASM info package (ppt, tech. and commercial data) (w26).
- consumer/dealer product flyer: 4pager with product highlights (w40).
- POS materials: tower, poster (w40).

### Thule Atlantis phase out

- last order intake: w39; final shipments: w42.
- phase out FC by ASM (w30).
- OES: see separate planning



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